



Relay For Life: Central Email Journey

	Email purpose	Start Date	Target Audience	Purpose
Acquisition	RI - announcing events being open	11 November 2024	Those who registered their interest via the drupal page for Relay 2025 events.	To encourage sign ups / let them know entry is open.
	PP - announcing events being open	11 November 2024	Relay Past participants who are yet to sign up.	To encourage sign ups / let them know entry is open.
	PP - announcing events being open	15 January 2025	A second PP email to Relay Past participants who are yet to sign up	To encourage sign ups / let them know entry is open.
In-series	Welcome Email	20 June 2024	All those who signed up to a 2025 Relay event.	To provide welcome email and links to assets to use to promote their team.
	Thank You Email	15 October 2025	All those who signed up to a 2025 Relay event.	End of series thank you.
Templates	7 days to go	N/A - Marketing providing email templates to committees, to enable local sends		
	Good Luck			
	Sponsorship chase			