

Relay For Life: Central email journey

	Email purpose	Start Date	End date	Target Audience	Purpose	Versions	Version reasoning
Acquisition	PP - announcing events being open	11 November 2025	11 November 2025	Relay Past participants who are yet to sign up	To encourage sign ups / let them know entry is open.	1	Past participants
	RYI - announcing events being open	11 November 2025	11 November 2025	Those who registered their interest via the drupal page.	To encourage sign ups / let them know entry is open.	1	Drupal RYI
	PP - announcing events being open	15 January 2026	15 January 2026	A second PP email to Relay Past participants who are yet to sign up	To encourage sign ups / let them know entry is open.	1	Past participants
In-series	Welcome Email	20 May 2025	30 September 2026	All those who signed up to a 2026 Relay event.	To provide welcome email and links to assets to use to promote their team.	2	Team Captain/Member Survivor
	Thank You Email	15 October 2026	15 October 2026	All those who signed up to a 2026 Relay event.	End of series thank you.	1	