



F04 CONFIGURED SUPPORTING DOCUMENT

Post-Event Follow-Up Email Template

A controlled, editable working derivative for M-T1-CP-01-SD-06. Complete local facts, approvals and operational evidence before use.

Release truth. This file is configured for substantive review. It is not approved for public distribution or operational use. Local law, insurance, safeguarding, accessibility, privacy, brand, rights and accountable-owner checks remain mandatory.

Release control

Field	Controlled value
Status	REVIEW — configured derivative; not approved for distribution
Derivative version	v0.1
Supporting-document code	M-T1-CP-01-SD-06
Exact derivative title	Post-Event Follow-Up Email Template
Source initiative	M-T1-CP-01 - Community Open Day
Source initiative code	M-T1-CP-01
Source initiative title	Community Open Day
Initiative disposition	Canonical retained
Canonical parent	M-T1-CP-01 - Community Open Day
Canonical parent code and title	M-T1-CP-01 - Community Open Day
Named overlay or migration label	Canonical body
Redirect or tombstone route	None
Family master	Playbook_F04_Invitations_Promotion_Follow_Up_Master.md
Family / master version	F04 / 1.0
Recorded master SHA-256	d4929a7b2b9449751d9999421963dbeff02e8c6c6d867dfcae66623e9446df69
Authoritative index	Playbook_Supporting_Documents_Master_Index.md v1.1
Configured master variant	Master I — Post-event thanks and next steps

Adaptation note

Prepare separate versions for attendees, registered non-attendees, partners and volunteers, recognising each recipient's actual relationship to the Community Open Day. Thank people without claiming impact and refer only to verified outcomes. Offer one relevant path, such as an upcoming project, a conversation, a promised resource or feedback. Close promised actions in F05. Send future promotion only within the person's recorded preference.

Instructions

1. Segment from verified attendance and role records. Never expose recipients to one another.
2. Select exactly one of the four configured bodies below for each segment; do not merge them into a generic bulk message.
3. Use a fact or acknowledgement only after the debrief owner has approved it. Attendance, funds, volunteer hours and outcomes must not be estimated in public copy.
4. Give one low-friction next step matched to the recipient's recorded interest. Event administration permission does not become future-promotion consent.
5. Send attendee, partner and volunteer thanks within 24 hours where practical; send the non-attendee version within 48 hours.
6. Resolve all double-brace fields and apply preference changes before distribution.

Controlled fields

Field	Completion instruction	Evidence
{{FIRST_NAME}}	Use the preferred name from the authorised contact record or the approved general greeting.	Contact record
{{HOST_ENTITY}}	Enter the responsible club or District 9510 entity.	Initiative approval
{{PUBLIC_EVENT_NAME}}	Enter the approved Open Day public title exactly.	Event brief
{{PURPOSE_SENTENCE}}	State the approved purpose in language suited to the segment.	Initiative brief
{{APPROVED_FACT}}	Enter one verified, dated outcome or delete the paragraph.	Approved debrief and fact ledger
{{APPROVED_ACKNOWLEDGEMENT}}	Recognise only the recipient's recorded contribution.	Attendance/role record and debrief
{{NEXT_STEP}}	State one specific action appropriate to the recipient and their permission.	Follow-up plan
{{PROMISED_INFORMATION_ROUTE}}	Enter the tested route to the exact promised resource, invitation or introduction.	Follow-up plan and link test
{{FEEDBACK_ROUTE}}	Enter a tested feedback route that explains purpose and handling.	Feedback and privacy review
{{PRIMARY_CONTACT_NAME}}	Enter the authorised follow-up owner's public name.	Contact approval
{{PRIVACY_NOTICE_URL}}	Enter the approved privacy notice route.	Privacy review

Field	Completion instruction	Evidence
{{PREFERENCE_ROUTE}}	Enter the working preference or unsubscribe route.	Communications control and link test

Configured email A — Attendee thanks

Audience: Verified attendees. **Subject:** Thank you for joining {{PUBLIC_EVENT_NAME}}

Hello {{FIRST_NAME}},

Thank you for spending time with {{HOST_ENTITY}} at {{PUBLIC_EVENT_NAME}}. We appreciated your contribution to {{PURPOSE_SENTENCE}}.

{{APPROVED_FACT}}

One next step

{{NEXT_STEP}}

If you would like to share feedback, use {{FEEDBACK_ROUTE}}. The route explains how your response will be used.

Thank you again for being part of the Open Day.

Warm regards, {{PRIMARY_CONTACT_NAME}} {{HOST_ENTITY}}

Privacy information: {{PRIVACY_NOTICE_URL}} Communication preferences: {{PREFERENCE_ROUTE}}

Configured email B — Registered non-attendee

Audience: People recorded as registered but not in attendance. **Subject:** A follow-up from {{PUBLIC_EVENT_NAME}}

Hello {{FIRST_NAME}},

We missed you at {{PUBLIC_EVENT_NAME}} and hope all is well. There is no need to explain.

If this next step is useful, you are welcome to {{NEXT_STEP}}.

If not, no action is needed. You can change future communication preferences at {{PREFERENCE_ROUTE}}.

Warm regards, {{PRIMARY_CONTACT_NAME}} {{HOST_ENTITY}}

Configured email C — Partner or volunteer thanks

Audience: Verified partners and volunteers, separated by role. **Subject:** Thank you for your contribution to {{PUBLIC_EVENT_NAME}}

Hello {{FIRST_NAME}},

Thank you for the care and time you contributed to {{PUBLIC_EVENT_NAME}}. Your role in {{PURPOSE_SENTENCE}} was appreciated.

{{APPROVED_ACKNOWLEDGEMENT}}

Agreed next step

{{NEXT_STEP}}

Please let us know if any public acknowledgement, image, quotation or organisation detail needs correction.

Warm regards, {{PRIMARY_CONTACT_NAME}} {{HOST_ENTITY}}

Configured email D — Promised future opportunity

Audience: Only people whose recorded interest and communication preference cover this exact follow-up. **Subject:** The Open Day information you asked about

Hello {{FIRST_NAME}},

At {{PUBLIC_EVENT_NAME}}, you asked about {{NEXT_STEP}}.

Here is the promised information: {{PROMISED_INFORMATION_ROUTE}}

This is an invitation, not an obligation. If your interests have changed, no reply is needed. You can update future communication preferences at {{PREFERENCE_ROUTE}}.

Warm regards, {{PRIMARY_CONTACT_NAME}} {{HOST_ENTITY}}

Distribution and closeout checklist

- [] Attendance status and recipient role are verified; ambiguous records are held back.
- [] Attendees, non-attendees, partners and volunteers use separate lists and messages.
- [] The selected outcome fact or acknowledgement is approved and traceable.
- [] The one next step is relevant, achievable and owned, with a due date in FO5.
- [] Future-opportunity messages are limited to recipients with matching recorded permission.
- [] Feedback, promised-resource, privacy and preference routes have passed direct and mobile tests.
- [] Declines, unsubscribes, bounces and no-further-contact requests are suppressed.
- [] The message contains no guilt, impact inflation, membership pressure or unresolved double-brace fields.
- [] Replies and access questions go to a monitored owner.
- [] Sends, responses, promised actions, preference changes and completion are recorded under this asset code.

Review record

Review domain	Reviewer	Outcome / required change	Date
Debrief facts and audience segmentation			
Communications and proof			
Privacy, consent and suppression			
Accessibility and links			
Follow-up ownership			
Final approval			