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# PARTICIPANT FOLLOW-UP KIT

A ready-to-adapt journey for people who choose to hear from Cast for a Cause. Add the sequence to the Foundation's email platform after confirming consent, sender identity, event links and unsubscribe handling.

## Suggested segments

- Anglers and attendees: next event, results and volunteer invitation.
- Prospective hosts: host kit and a conversation about local fit.
- Sponsors: partner guide and a tailored meeting request.

## Message 1 - Immediately after signup

Subject: Welcome to Cast for a Cause

Thanks for raising your hand. Cast for a Cause brings local fishing communities together in support of After the Action Healing Foundation. Explore the next event and see how to fish, help or bring an event to your community. [EVENT LINK]

## Message 2 - Three days later

Subject: Why we fish with purpose

A day on the water can build real connection. Every Cast for a Cause gathering also introduces more people to the Foundation's work for eligible military veterans. Learn about the mission and share it with someone who would care. [MISSION LINK]

## Message 3 - Seven days later

Subject: Bring the cause to your water

Know a lake, fishing club, marina or business that could help host? We have a practical local host playbook and would love to hear about your community. [HOST KIT LINK] [HOST CONTACT]

## Message 4 - After the event

Subject: Thank you for casting with us

Thank you for being part of Cast for a Cause. Here are the verified results and event recap. [RESULTS LINK] If you want to help with the next gathering, reply with your city and how you would like to take part.

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## Operational checklist

### Before activation

- Use an explicit, unchecked opt-in for marketing updates and store consent details.
- Only send the sequence to people who opted in. Honor unsubscribes and suppression lists.
- Replace every bracketed link and review the copy for the specific event.
- Test delivery, mobile layout, links and reply routing before enabling the workflow.
- Report registrations, host inquiries, sponsor meetings and repeat participation by source.