

Newcomer Email Journey

Drip Newcomer Email Sequence

The Drip Newcomer Email Sequence is designed to warmly welcome newcomers to Foothills Unitarian Church and help them get oriented within the community. This automated sequence is initiated whenever a newcomer attends a worship service (either in person or online), which triggers their entry into a designated MailChimp Journey. The journey comprises three emails sent over three days, each encouraging engagement with the community and completion of a Getting Connected survey to guide further connection and customized follow-up.

Key Resources:

- **Email Content:** [Email content document](#)
- **Newcomer Journey:** [MailChimp Journey link](#)
- **Getting Connected Survey:** [MailChimp Survey link](#)
- **Newcomer Survey Journey:** [Mailchimp Journey Link](#)

Automation Process

1. Newcomer Journey Entry Conditions

Conditions for being added to the Newcomer Journey:

- Newcomers are identified through attendance records in Planning Center Online (PCO).
- Newcomers are tagged in Mailchimp via lists made in PCO within the List Category: PTP Communication.
- Tags can be manually added in MailChimp if necessary.

Target	Criteria	PCO List	MailChimp Tag
--------	----------	----------	---------------

Newcomer Attending Online for the First Time	<ul style="list-style-type: none"> Attend Worship for the first time location: online Is Newcomer Newcomer date since 1 week ago 	https://people.planningcenteronline.com/lists/3740492/settings	<i>Online Worshipper Newcomer Email List [MailChimp List] - 3740492</i> <input type="checkbox"/>
In-Person Worship Attendance	<p>Any one of these actions:</p> <ul style="list-style-type: none"> Attend Worship for the first time location: in-person Attended Inquirers for first time Gave to Share the Plate this week <p>And all of these:</p> <ul style="list-style-type: none"> Is Newcomer Newcomer date since 1 week ago 	https://people.planningcenteronline.com/lists/3740537	<i>In-Person Newcomer Email List [MailChimp List] - 3740537</i>
	<ul style="list-style-type: none"> 		
Senior Welcome	Is a newcomer who has an age over 50	https://people.planningcenteronline.com/lists/3911686	<i>Newcomer Email Senior Trigger - 3911686</i>

2. MailChimp Journey Details

Once tagged as a newcomer in MailChimp, the individual enters the Newcomer Journey sequence. This journey involves:

- Email #1:** Customized welcome email (based on attendance type, either online or in-person).

- **Email #2:** Information about ways to get involved.
- **Email #3:** Encouragement to complete the Getting Connected survey for tailored recommendations.

The emails are sent with a **one-day interval** between each, ensuring engagement without overwhelming the newcomer.

3. Getting Connected Survey and Conditional Drips

Each email includes a call to action to fill out the [Getting Connected survey](#) in MailChimp. This survey collects preferences on areas of interest and ways the newcomer might want to connect further. Depending on the selections in the survey:

The survey responses trigger **additional drip emails** tailored to the newcomer’s interests after completing the Newcomer Journey.

Survey Options

Currently Active

- Learning about the caring network and what support Foothills offers.
- I’m interested in learning more about Unitarian Universalism and how it fits with my values.
- I’d love to get to know the staff and their roles at Foothills better.
- I'd like to understand more about how things work behind the scenes at Foothills.
- I’m curious to learn about the different groups and where I might fit in.
- I’d love to know how I can stay connected as part of the online community.
- I'd like to know more about Foothills stance on LGBTQIA+ issues
- I'm a Senior (age 50 or better) and want to connect with other seniors.
- I'd like to learn more about the Music

To Be Added

- I'd like to find ways to connect with the BIPOC community at Foothills.
- I'd love to learn about the family programs to help us get connected

MailChimp Tag Key

Tag	Use	Added Via
-----	-----	-----------

Newcomer Email Sequence	Everyone that starts the Newcomer Journey	Automatically Via the Journey
<i>Online Worshipper Newcomer Email List [MailChimp List] - 3740492</i>	Designate first time online worshipers	PCO List that syncs with mailchimp
<i>In-Person Newcomer Email List [MailChimp List] - 3740537</i>	Designate first time in-person worshipers	PCO List that syncs with mailchimp
Newcomer Email Sequence: Done	For those who complete the Newcomer Journey	Automatically Via the Journey
Info Survey Filled Out	When a person completes the Getting Connected Survey	Automatically via the Survey
Info Drip Journey Started	Was added to the Newcomer Survey Automation Journey	Automatically Via the Journey
Info Drip Journey Complete	Completed the Newcomer Survey Automation Journey	Automatically Via the Journey
Info: (fill in the blank)	There are multiple tags each with the same syntax: Info: _____. Each of them represents one of the options in the Getting Connected Survey, they are used to filter the Newcomer Survey Automation Journey so people only receive what they requested	Automatically via the Survey

How to Add An Additional Option to the Newcomer Survey Automation

[Watch Video](#)

[preview.gif](#)

How to remove someone from a journey that was added by mistake?

1. Click 'Journey Settings' in the journey
2. Click 'Manually remove contacts from journey'.
3. Paste emails or create a segment of contacts to add.
4. Click 'remove contacts'.

[Step by Step](#)

QCquzpbpDJDu18Wb-drawing-11-1731608801.png

Newcomer Tag Additional Content

Target	Criteria	PCO List	MailChimp Tag
2/3 Sundays after becoming Newcomer	<ul style="list-style-type: none">• Checkin attended Sunday Worship, at least twice in the last three weeks• Is Newcomer• Newcomer date since 1 week	https://people.planningcenteronline.com/lists/3740758	<i>Newcomer (2/3 Sundays) [Mailchimp] - 3740758</i>
Missed Two Sunday (retention)	<ul style="list-style-type: none">• Last attended worship since 3 weeks ago• Excluding people attended	https://people.planningcenteronline.com/lists/3740798	<i>Newcomer (Missed Two Sundays) [MailChimp List] - 3740798</i>

--	--	--	--

Revision #22

Created 2024-10-15 22:44:57 CEST by Rev. Sean Neil-Barron

Updated 2025-07-29 19:15:06 CEST by Rev. Sean Neil-Barron