

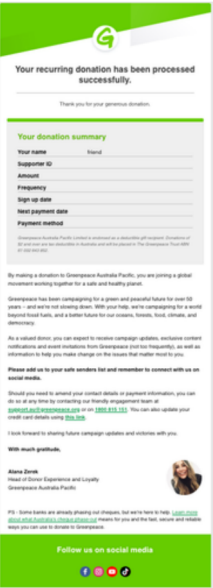
New donor onboarding.

A three week welcome journey across email, phone and direct mail.

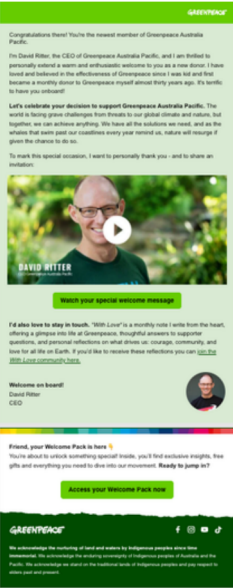
My role: journey strategy, audience logic, content and supporter experience testing.

01 Thank.

Receipt



Welcome



Our approach



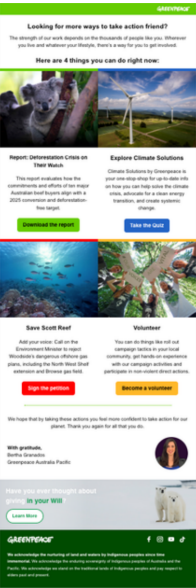
Our impact



Your preferences



Get involved



Donation confirmation, a personal welcome and follow-up by phone and post.

Explain how Greenpeace works and show what supporters help make possible.

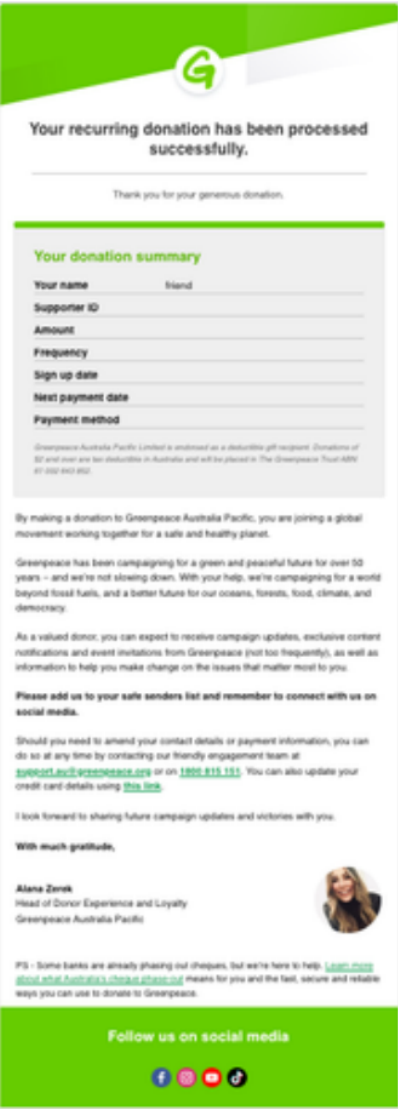
Learn what matters to supporters and invite participation beyond donating.

Sequence: receipt, welcome email, welcome call, direct mail, education, impact, survey and involvement.

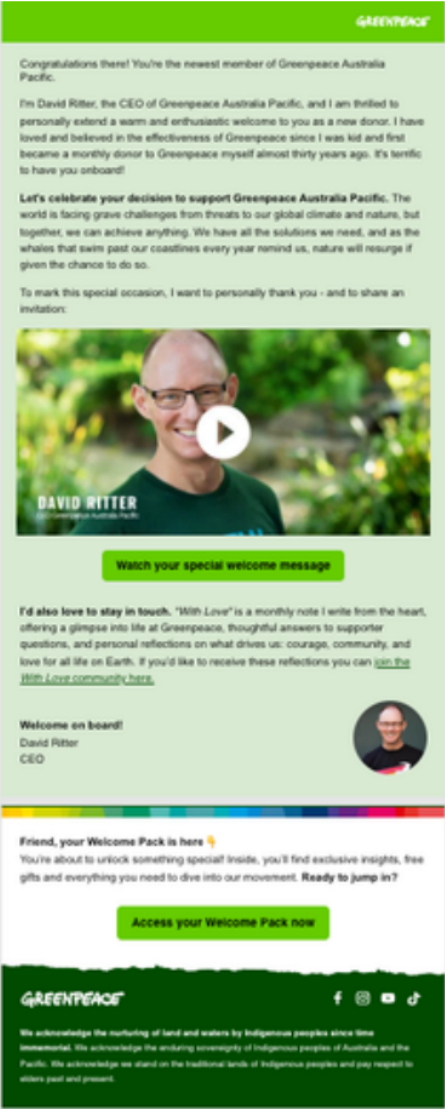
The first welcome.

Confirm the donation, acknowledge the supporter and introduce Greenpeace.

Email 01 Receipt.



Email 02 Welcome.



Immediate confirmation.

The receipt gives supporters a payment summary. Regular givers also receive information about managing their donation.

A personal introduction.

The welcome email follows five minutes later, with a CEO video and a digital welcome pack.

A human follow-up.

A welcome call acknowledges their support and provides space for questions. A printed welcome pack extends the welcome beyond email.

Desired response: recognised, reassured and welcomed.

Timing check: confirm working-day rules and whether direct mail is automatic or on request.

The work behind their donation.

Two messages connect the supporter’s decision to Greenpeace’s approach and impact.

Email 03 How Greenpeace works.



Purpose.

Explain independence and the way Greenpeace investigates, connects and acts.

Desired response.

“I understand what my donation supports.”

Email 04 What support makes possible.



Purpose.

Use campaign stories and victories to show the work in practice.

Desired response.

“I can see why my support matters.”

Timing check: the source shows Days 4/9 and Days 5/10. Confirm the live schedule before publishing.

A place in the supporter community.

The journey makes room for supporters’ preferences and other ways to participate.

Email 05 Community and preferences.



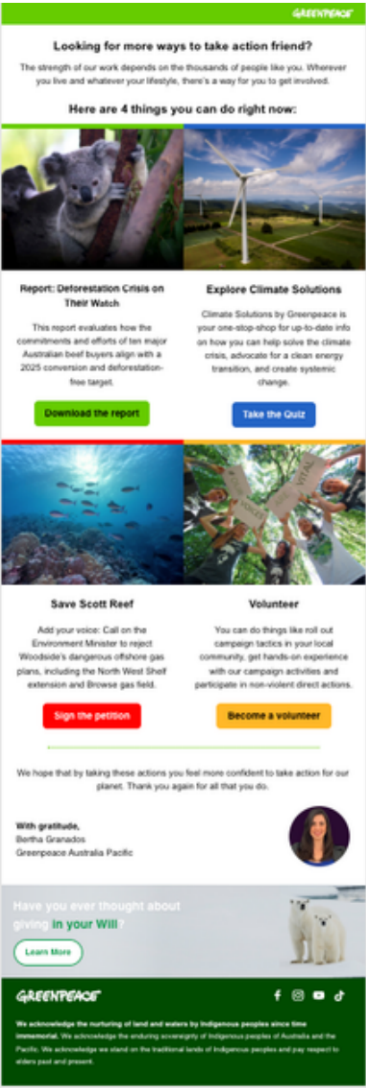
Listen to supporters.

Donor testimonials introduce the community. A short survey asks about their experience, preferences and favourite campaign.

Say thank you.

A downloadable wallpaper adds a small thank you.

Email 06 Other ways to get involved.



Offer a next step.

Invite supporters to sign a petition, take a quiz or connect with the wider community.

Keep the connection.

Preview social and newsletter content so supporters know what to expect.

Desired response: part of the community and interested in staying involved.

My contribution and the technical partnership.

The journey combined lifecycle planning with CRM and platform implementation.

My contribution.

Journey strategy.

Goals, touchpoint cadence and audience logic.

Content and requirements.

Email copy, scripts, survey questions and the rules needed for automation.

Supporter experience testing.

Copy, tone, personalisation and the experience before final approval.

Martech / Engineering.

Platform and data.

Salesforce to HubSpot mapping, integration and data flow. Deloitte supported the connection.

Technical implementation.

Workflow configuration, reusable templates and the backend logic.

Technical QA and reporting setup.

Workflow tests, bug fixes, data sync and reporting infrastructure.

Journey rule in the source map.

Previously onboarded supporters receive confirmation only. First-time participants complete the welcome sequence and receive a completion flag.