

Automated Intervention Emails

Below is a description of each of the automated intervention emails sent to learners enrolled on open courses, when they are sent and what they say.

Prompt to Start

- Sent to learners who enrol on an open course but have not marked a step as complete 10 days after the course start date.
- Attempts to help the learner feel confident about starting the course.
- Includes a direct link to their 'To Do list' for Week 1 of the course run. Learners will only receive one of these emails per course run.

The email states:

Hello [learner name],

We're missing you from [course name], so we thought we'd share a few tips to help you start the course.

Don't worry about how much you know

FutureLearn is designed for people with all levels of experience – you don't have to be an expert to join in.

Look at what other people are saying

Not sure about the subject? Throughout the course you can ask for help from other learners or the educators if you get stuck.

Do the whole course step by step

You don't need to do a lot of work in one go – you can space your learning out. Spend half an hour getting to grips with the introduction today, then come back for more.

Start your course now (link to the To Do list for Week 1 of the course run)

See you soon,

The FutureLearn team

Prompt to Restart

- Sent to learners who have stopped marking steps complete on an open course 14 days after they last marked a step as complete.
- Seeks to encourage the learner to re-activate on the course, and includes a direct link to their courses in progress page.
- Each learner can get multiple emails in this series, 14 days apart. This is only if they come back and mark a step as complete after each email, and then fail to mark any steps as complete for 14 days. If they do not mark a step as complete then no further follow-ups are sent.

The email states:

Hello [learner name],

We're missing you from [course name], so we thought we'd share a few tips to help you start the course.

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Start your course now (link to the To Do list for Week 1 of the course run)

See you soon,

The FutureLearn team

Your Access Will Expire in 10 days

- Sent to learners who have not upgraded on a course run they are enrolled on ten days before their access is due to expire.
- Reminds the learner of the benefits of upgrading their course and includes a link to the upgrade page for that course run.
- Only sent to learners who have opted in to receive marketing emails from FutureLearn.

The email states:

Hello [name],

Your free access to [course name, including link to the course run] expires on [date].

But good news, you can keep learning by upgrading your course.

Upgrading means you will keep your access and progress, and get other benefits. It costs £XX and for that you will get:

- Unlimited access to the course for as long as it exists on FutureLearn
- Access to tests on the course*
- A Certificate of Achievement when you're eligible

Upgrade (link to the upgrade purchase page)

Find out more (link to the upgrade page)

Any questions, check our FAQs

Happy Learning, The FutureLearn team

*If there are no tests on the course, this sentence will not be included.

Your Access Will Expire Today

- Sent to learners who have not upgraded on a course run they are enrolled on 24 hours before their access is due to expire.
- Reminds the learner of the benefits of upgrading their course and includes a link to the upgrading page for that course run.
- Only sent to learners who have opted in to receive marketing emails from FutureLearn.

The email states:

Hello [name],

Your free access to [course name, including link to the course run] expires today. But good news, you can keep learning by upgrading your course.

Upgrading means you will keep your access and progress, and get other benefits. It costs £XX and for that you will get:

- Unlimited access to the course for as long as it exists on FutureLearn
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