# Adding Subscribers

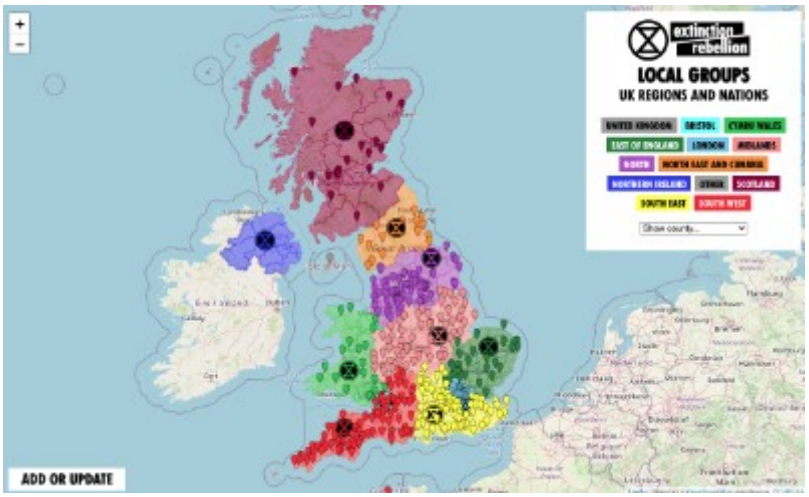

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# How do subscribers join the email list?

## XRUK List

Pointing people to the UK website extinctionrebellion.uk is the very simplest way to get someone on to Action Network. The 'Join Us' form is near the top.

## Local Groups




This Local Group Map is a list of all known XR groups in the UK. Most have Action Network email lists. When you click on the map pin and then click 'JOIN GROUP' you will be taken to a form allowing you to be subscribed to that particular Local Group. (If they don't have a list, then the subscription defaults to the Nation/Region list).

Local Groups can now have a dedicated shortlink in the style of *joinxr.uk/localgroupname* - see the Local Group Sign ups page for more information.

All subscriptions cascade 'up' the geographical list structure i.e. if you sign up to Birmingham, you will also be signed up to the Midlands and UK lists.

The map can be viewed at extinctionrebellion.uk/act-now/local-groups on the XRUK website, and also can be accessed directly at map.extinctionrebellion.uk

Request updates to the Local Group map by clicking the **Add or Update** button on the bottom left of the map

# Local Group Sign-ups

**Action Network is the software system used for the XR UK's email list.** As the name suggests it really is a 'network'. If you use Action Network and sign someone up to your Local Group, they will automatically be signed up to regional and UK lists. This means Local Groups can have a huge impact on the total numbers on the UK email list. The more Local Groups that use Action Network, the stronger XR becomes as a whole.

## For Outreach Volunteers

**There should be a tailored link for every local group in the style joinxr.uk/xxxxx**
e.g. joinxr.uk/cardiff, joinxr.uk/edinburgh
If it's working it will lead you to a **pale blue form**.

If your link isn't set up yet get in touch

**Remember your short link wherever you are**
Anyone can enter this shortlink in to their browser on a phone, tablet or computer to find the sign up form for you group.

**Paper Sign-Ups and QR Codes**

In this folder - you can find GDPR compliant paper sign up forms and QR codes that point to your local group. Also templates for printing simple posters.

## For Local Group Organisers

This map shows all the known Local Groups within XR UK. Most of these have an Action Network email list (although not all groups are using their list!). You can update this map if you have any info to add or change by emailing map@extinctionrebellion.uk.

If you need help accessing or using your own Local Group email list, and you have a rebel willing to take on that role you can request an Action Network training session.

You may already have an email list that isn't on Action Network, but using the XR UK network is really important for mass mobilisation, so get in touch!

**Bonus opportunity:** XR UK mailing list currently with 180,000+ people signed up, some of these people have given us their postcodes, but haven't found their way to a local group yet! By requesting training on Action Network, you can also request a search of postcodes in your area to find these 'floating rebels'.

# UK List Sign-ups

For big rebellions (e.g. in London) there are many opportunities for outreach and the usual ask is for people to join the UK email list.

The best link to use is the XRUK website homepage extinctionrebellion.uk.

Flyers are available to order that point to XRUK website.

Also you can find GDPR compliant paper forms and a poster to put on the back of clipboards that points to the UK website in this folder.

At big events/actions clipboards will be delivered to Outreach hubs and collected at the end of the day so that the data can be entered. It is very important to write the information VERY neatly and clearly as someone else will have to read your handwriting. This is preferable to the public writing their own information as names/emails are very likely to be written in haste and therefore illegible.

# Can I move my existing email list to Action Network?

## Your Existing Mailing List

If you have been using mailing list management software, like MailChimp or have a list of addresses stored on Gmail, you won't want to lose contact with those people.

The only email addresses that we'll be able to move across immediately to Action Network are people who have also signed up to the XRUK list. Contact the Action Network Data Team so we can transfer this data in a GDPR compliant way.

Once this first step is done, the easiest way to continue this process is to send out an email to everyone who wasn't transferred to encourage them to join the AN list e.g.

> We are moving to a new email system and will no longer be sending out news and announcements from this system/address. To opt into this new mailing system just visit http://joinxr.uk/*your_LGname_here** and enter your details.

*If this hasn't been set up for your group yet, read more about this tailored short link.