

# Events, Forms and Surveys

These are called 'actions' in Action Network jargon.

- [What are event and forms for?](#)
- [Creating a form](#)
- [Online events](#)
- [In-person events](#)
- [Surveys](#)
- [Page Wrappers](#)
- [Useful fields and questions](#)
- [Advertising your event](#)
- [Pre-fill data in a form](#)

# What are event and forms for?

Events and forms are called 'actions' on Action Network.

## **Why use them?**

They are a way of getting the subscribers on your list to interact and respond. Instead of sending them away from Action Network (e.g. to read a newspaper article or to sign up to a zoom) you keep them inside Action Network and therefore track responses.

You can use **forms** to do surveys, ask questions or collect more data on interests or skills.

You can use **events** for both in-person events with a physical location or for online talks, meetings, training etc.

If people fill in your form or event, you'll be able to see their response and learn more about the people on your list.

A list of useful [ready-made standard questions](#) are available for you to use.

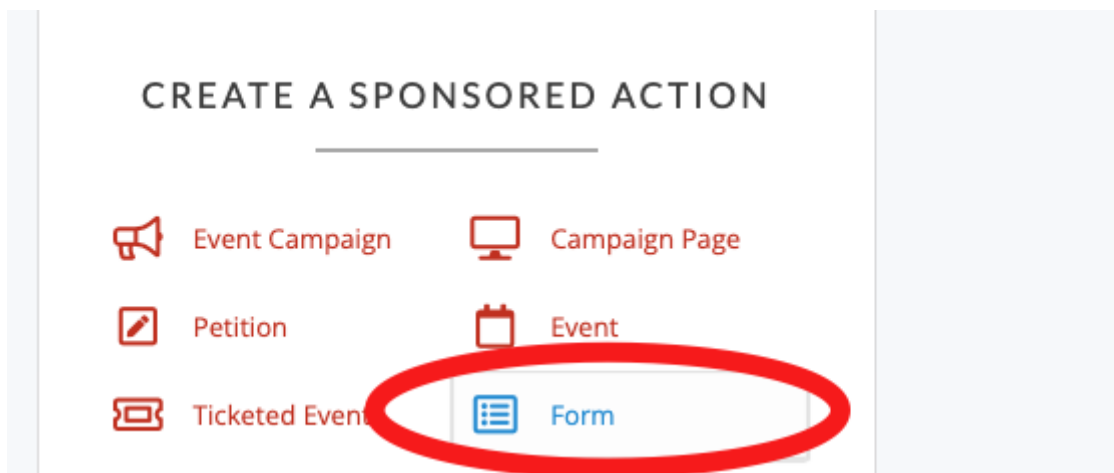
# Creating a form

Forms are for collecting extra information or feedback from your list. E.g

- asking people if they are interested in certain ongoing activities like 'arts', 'action planning', 'social media support'.
- a general shout out for people with any time to spare (giving some options)
- registering their interest in distributing leaflets (you might collect their phone number so you could contact)

## To start a new form - start here

From the **Create a sponsored action** menu on the right hand side, choose **Form**



## To edit a current form - start here

Click on **Actions** then either **Manage** for a published form OR **Edit** for a form still in draft. Follow the same instructions below, but obviously some things may have already been set up.

Statistics **Actions** Emails Reports Activists Syndication Administrators Network Settings

### Latest Actions ?

1 2 3

Event	Test event	[Redacted]	<b>Manage</b> [Icon] [Icon]
1 Action Takers by [Redacted]			
Modified: 12/02/2023			
Event	Test event 1	Draft	<b>Edit</b> [Icon] [Icon]
0 Action Takers by [Redacted]			
Modified: 11/02/2023			

## 1. Title and description

Give your form a short and clear title (and optionally a more descriptive different title for internal use only) and also a description/instructions written clearly for the person you want to fill in the form.

**Edit Form:** Administrative Title (Optional)

Title of your action \*

ADD BANNER IMAGE (OPTIONAL)

HTML Format Align B / S Lists Image Video Table Link Line

Why is this important? \*

## 2. More settings

You can let people know how many other people have taken the action of filling out the form by leaving the **Progress Bar** on, but usually this is turned off. Then you need a short **Form Heading** and at the is you can update the text that appears on the submit button depending on what kind of form this is. This could be e.g. 'Update', 'Submit Info' or 'Register'.

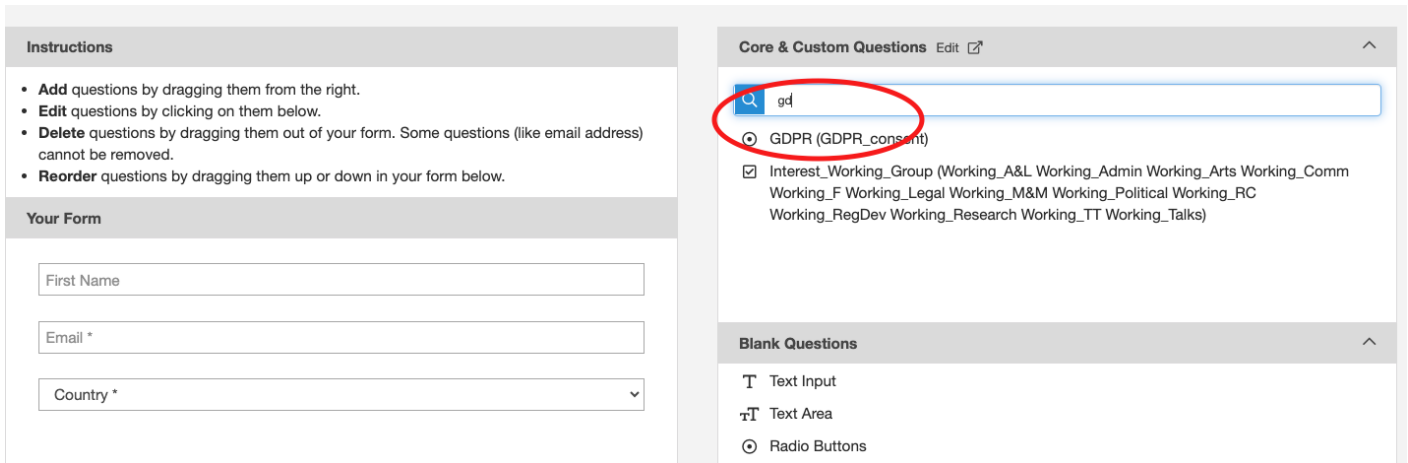
The image shows a form configuration interface. At the top, there is a 'PROGRESS BAR' section with a green toggle switch turned on. Below it, it says '0 Actions taken' with a question mark icon. A progress bar is shown with the text 'Only 25 more until our goal of 25' and an 'Edit' link. Below this is a 'Form Heading \*' field, which is circled in red. Underneath are four input fields: 'First Name', 'Last Name', 'Email \*', and 'Zip/Postal Code \*', each with a 'Sample' button. At the bottom left, there is a link 'Not in the US?'. Below that are two links: 'Edit Form' and '</> Add Custom Form HTML'. At the bottom, there is a submit button labeled 'Add Your Name', which is also circled in red.

### 3. Edit Form

Then click **Edit Form** (as seen just above), which takes you to a drag and drop type page to add or remove questions from your form.

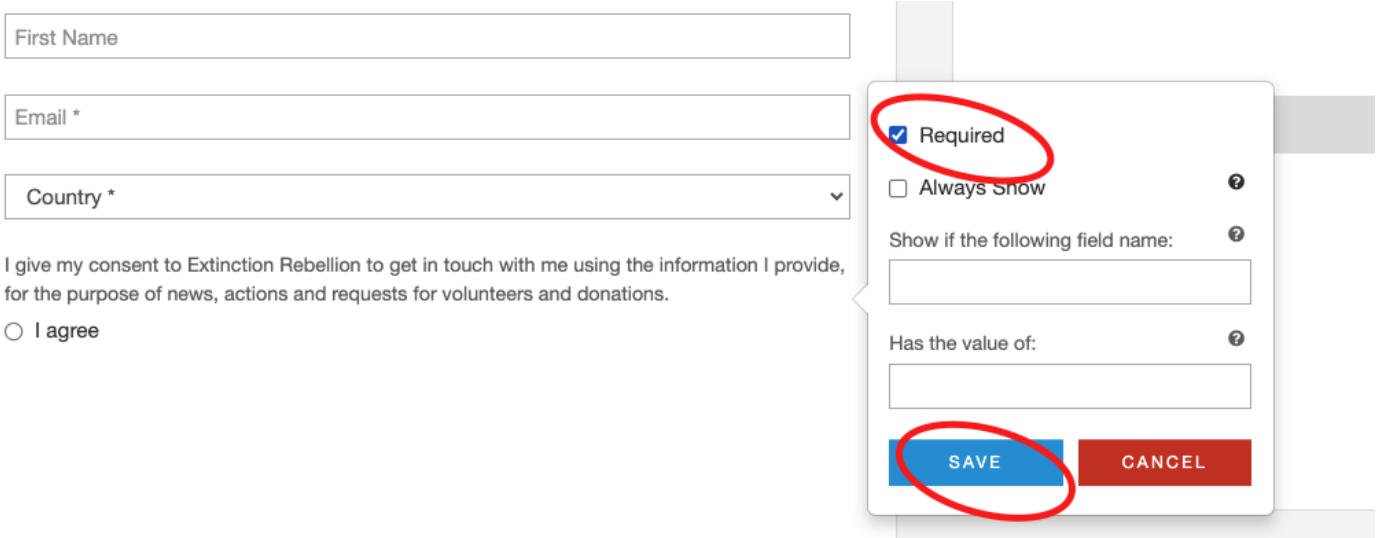
This part is hard to describe in words and images - so you need to just have a go. You can drag and drop any fields you don't want for your event (it's up to you). Just click on them and drag away from the left and let go.

In this example the surname and postcode have been removed and the GDPR field is being picked up and moved in to the form.



The fields can then be set to 'Required' if they are mandatory.

The GDPR consent field should always be set to 'Required'.



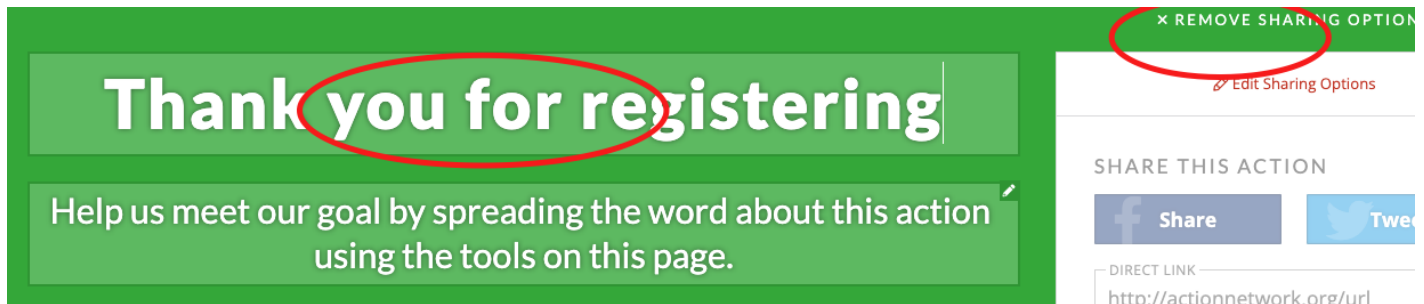
NOTE: Historically all admins could create questions and we've ended up with hundreds of questions with lots of overlap. So we are documenting a [list of some standard XRUK questions](#) that you can use.

You could also add your own questions at this stage, but note that the information will only be stored within the form answers, not with their activist record. It might be worth [requesting some training from the Action Network Data Team](#) to explain how all this works in more depth.

In the bottom right click 'SAVE AND PREVIEW' and 'SAVE AND GO TO NEXT STEP'.

## 4. Thank You page

To keep things simple - turn off the sharing options (you can investigate this later), and change the title to something that suits your form.



**Thank you for registering**

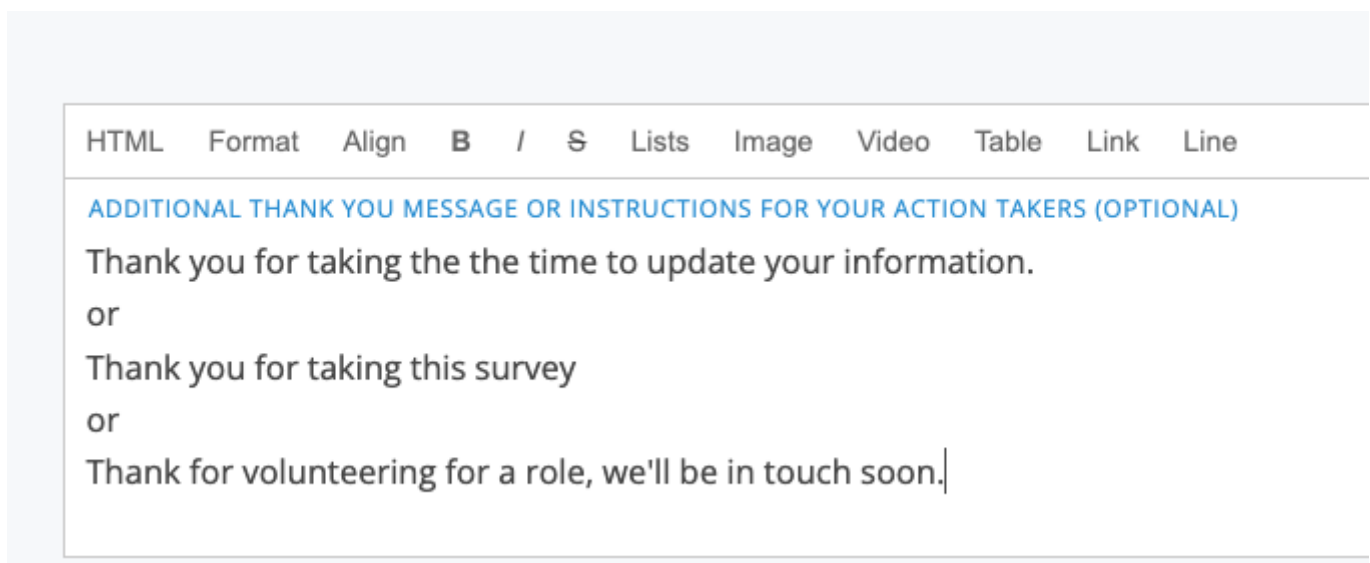
Help us meet our goal by spreading the word about this action using the tools on this page.

SHARE THIS ACTION

Share Tweet

DIRECT LINK  
http://actionnetwork.org/url

## 5. Write a short message



HTML Format Align B / S Lists Image Video Table Link Line

ADDITIONAL THANK YOU MESSAGE OR INSTRUCTIONS FOR YOUR ACTION TAKERS (OPTIONAL)

Thank you for taking the the time to update your information.

or

Thank you for taking this survey

or

Thank for volunteering for a role, we'll be in touch soon.

## 6. Click 'Save and Publish'

Your form is now live, some last things to do are:

- add a nice page wrapper
  - The page wrapper gives your Event the 'XR Style' of font and colours and also this gets rid of all the Action Network branding at the top and bottom of the page. Swap from the default to the 'no logo' one.
- turn off or set up auto-reply emails (see next page)
  - Click on 'Responses'
  - As usual for an email - you might pick an appropriate wrapper ([contact data team](#) if you don't have the XR Wrappers), set up your subject, from and reply-to email correctly.
  - Click SAVE RESPONSES

## 7. Promote

Lear more about [advertising your event](#) in regards to URLs, preview images and tracking where sign ups have come from.

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If you need help with setting up a Form, please book a training or coaching session via our [Training Request Form](#), or [contact the Action Network Data Team](#).

# Online events

Guidance below focuses on events that point to a zoom link.

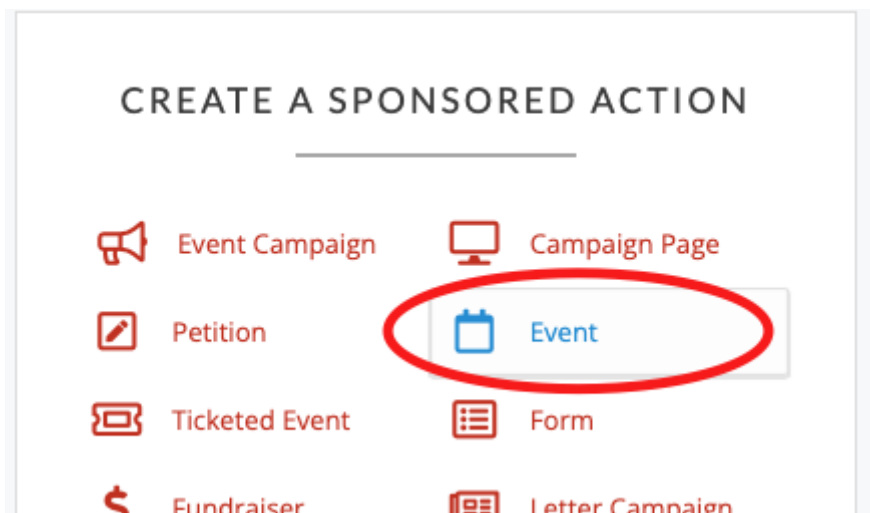
The zoom meeting link should be one that doesn't require the person to register (otherwise they'll end up having to register on the AN event AND again on the zoom link).

There are benefits to using Action Network *events* instead of sending people direct to a zoom registration. It enables you to easily see who has registered without having to download details from Zoom. Also it makes it easier to set up auto-reply emails, 24hr reminders and follow up emails.

**This page covers how to:**

- Create an Event (see below)
- Duplicate an existing Event - [watch this video](#)

## 1. Create an Event



## 2. Add the key details

Title, start and end time, zoom link and timezone

- title - keep it short and clear

- zoom link - this should NOT be a registration link (otherwise people will have to register here on the event and then again when they click the zoom)
- timezone - if your event date is within British Summer Time (then pick that time zone - see above) - otherwise choose Greenwich Mean Time.

The screenshot shows a form for creating an event. The following fields are circled in red:

- TITLE OF YOUR EVENT \***: Heading for Extinction
- This Event is Virtual**
- This Event Has An End Time**
- START DATE AND TIME \***: November 01, 2023 - 07:00 PM
- END DATE AND TIME \***: November 01, 2023 - 08:30 PM
- Timezone**: British Summer Time (GMT+01:00)
- VIRTUAL EVENT LINK (OPTIONAL)**: <https://zoom.us/meeting/xxxxxxxxxxxx>

### 3. Add some short text about the event and upload graphic

Write something a little shorter than you might do on a Facebook event or other advert - because by the time they've reached this registration page - they should already know something about what they are signing up for.

The screenshot shows an event description editor. The following elements are circled in red:

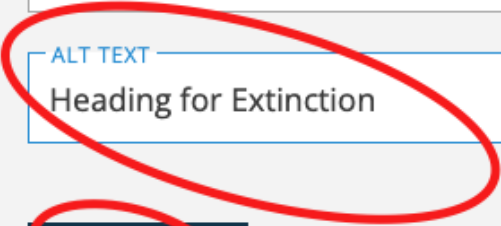

- EDIT BANNER IMAGE** button
- EVENT DESCRIPTION** text area containing:
  - This talk will change your life.**
  - Wednesday 29 November 19:00 - 20:30 UK time**
  - The talk is 1 hour with 30 mins for Q&A
  - Learn the truth about the climate and nature emergency and what we need to do.
  - Have you met anyone unsure about the severity of the crisis, and the need to take action? If so, point them this way! After attending this compelling talk, clearly based on the underlying science, they'll be left

### 4. Then the graphic

Upload an image or banner below. Your image should be 1500px wide by any height (600px is suggested). It will be scaled to a final size of 750px wide.

  HfE.jpg

Image Attribution 

 ALT TEXT  
Heading for Extinction 

 OKAY!

## 5. Update the form data entry details

Check the button to 'Register' and then click 'Edit Form'

PROGRESS BAR

### ATTEND THIS EVENT

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First Name Sample

Last Name Sample



Email \* Sample

Zip/Postal Code \* Sample

Not in the US?

[✎ Edit Form](#) [</> Add Custom Form HTML](#)

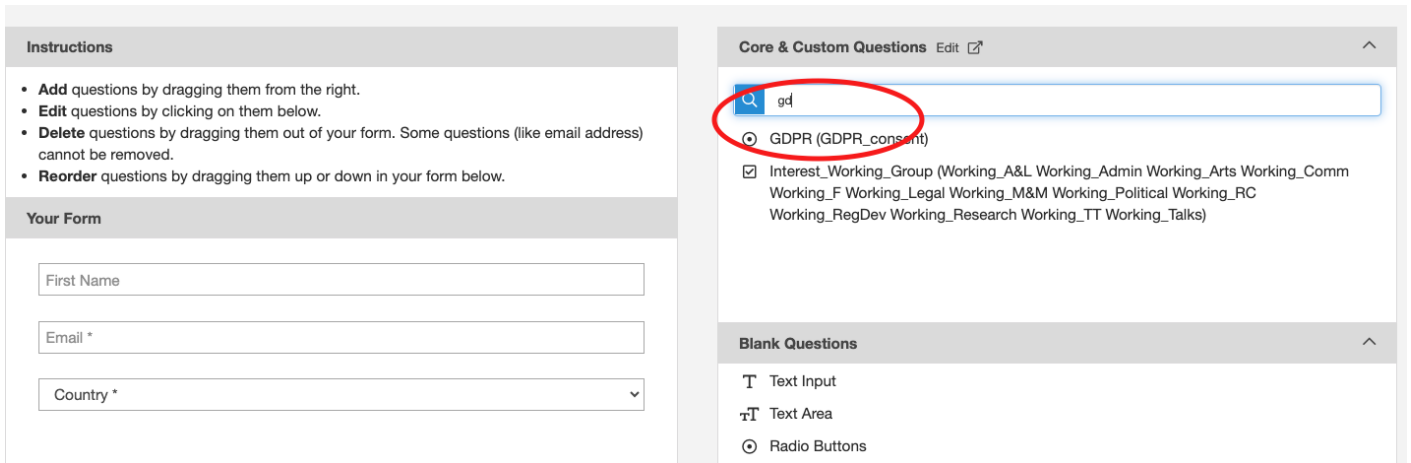
Allow Attendees To Bring Guests

**Register**  

## 6. Choose data fields

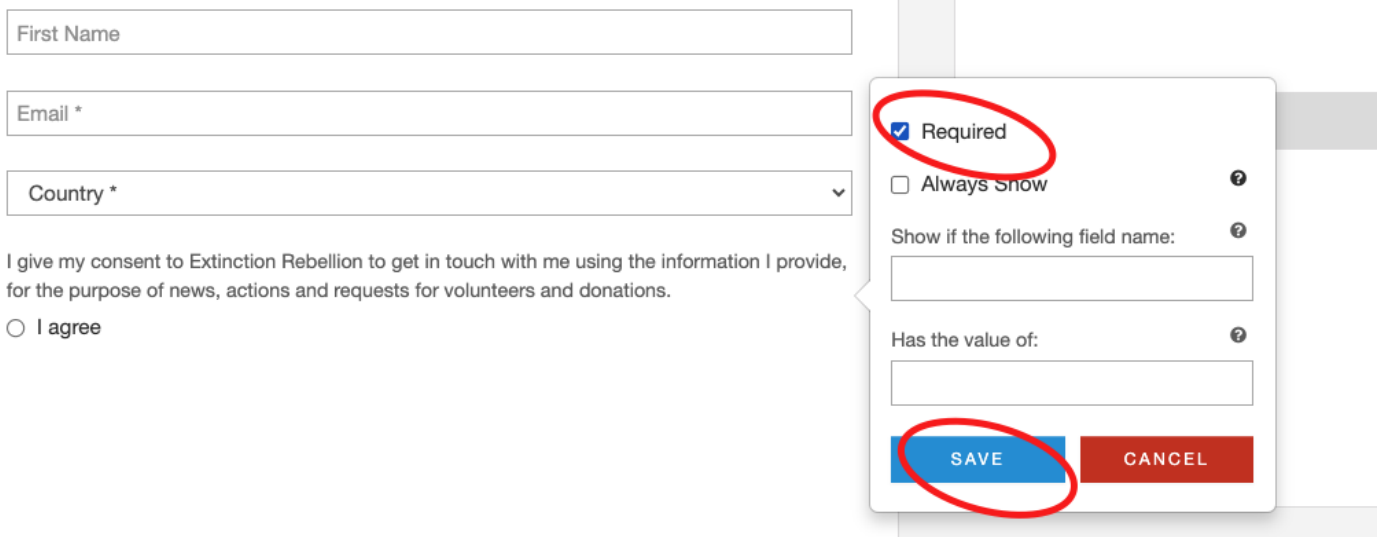
This part is hard to describe in words and images - so you need to just have a go. You can drag and drop any fields you don't want for your event (it's up to you). Just click on them and drag away from the left and let go.

In this example the surname and postcode have been removed and the GDPR field is being picked up and moved in to the form.



The fields can then be set to 'Required' if they are mandatory.

The GDPR consent field should always be set to 'Required'.



NOTE: Historically all admins could create questions and we've ended up with hundreds of questions with lots of overlap. So we are documenting a [list of some standard XRUK questions](#) that you can use.

You could also add your own questions at this stage, but note that the information will only be stored within the form answers, not with their activist record. It might be worth [requesting some training from the Action Network Data Team](#) to explain how all this works in more depth.

In the bottom right click 'SAVE AND PREVIEW' and 'SAVE AND GO TO NEXT STEP'.

## 7. Thank You page

To keep things simple - turn off the sharing options (you can investigate this later), and change the title.

**Thank you for registering**

Help us meet our goal by spreading the word about this action using the tools on this page.

SHARE THIS ACTION

DIRECT LINK  
http://actionnetwork.org/url

REMOVE SHARING OPTION

8. Also you can write a message here e.g.

**Instructions For Your Attendees**

HTML Format Align B / S Lists Image Video Table Link Line

INSTRUCTIONS FOR YOUR ATTENDEES \*

**Thank you for registering for the Heading for Extinction talk**

**Wednesday 29 November 19:00 to 20:30 UK time.**

The talk is 1 hour with 30 mins for Q&A

Here's the Zoom link for the talk

<https://zoom.us/j/97382983438?pwd=WVBUM0hXWlhTSnjWNkFYUmFTZi9GUT09>

You will have received an email with this information and you will also get a reminder email the day before the talk.


We'll explain the science of the climate and nature emergency to understand the enormity of the

## 9. Click 'Save and Publish'

You event is now live, some last things to do are:

- add a nice page wrapper  
The page wrapper gives your Event the 'XR Style' of font and colours and also this gets rid of all the Action Network branding at the top and bottom of the page. Swap from the default to the 'no logo' one.
- turn the discussion board off  
Click on Discussion and toggle off.

Discussion Board ?

Discussion Board is Disabled 

- set up auto-reply emails (see following page)
  - Click on 'Responses'
  - As usual for an email - you might pick an appropriate wrapper ([contact data team](#) if you don't have the XR Wrappers), set up your subject, from and reply-to email correctly.

Send An Email Response

**i** Activists taking this action via **web** will receive the **email autoresponder**.

Wrapper: 2023 - XRUK Talks and Training

To: [Activist Name]

Subject: Heading for Extinction (and what to do about it) TALK on ZOOM

From: XR Talks and Training

Reply To: eventsxr@gmail.com

- Then write the content of the email. Some of the default things on offer aren't very clear, so here is an example of a clear email.

ENTER THE BODY OF YOUR EMAIL HERE \*

Dear {{ FirstName | default: "Friend" }},

Thanks for registering to attend this **Heading for Extinction** talk.

**Wednesday 29 November 19:00 to 20:30 UK Time**

[Click here to join the Zoom talk](#)

{{action.calendar\_buttons}}

We look forward to seeing you!

**Extinction Rebellion Talks and Training Team**

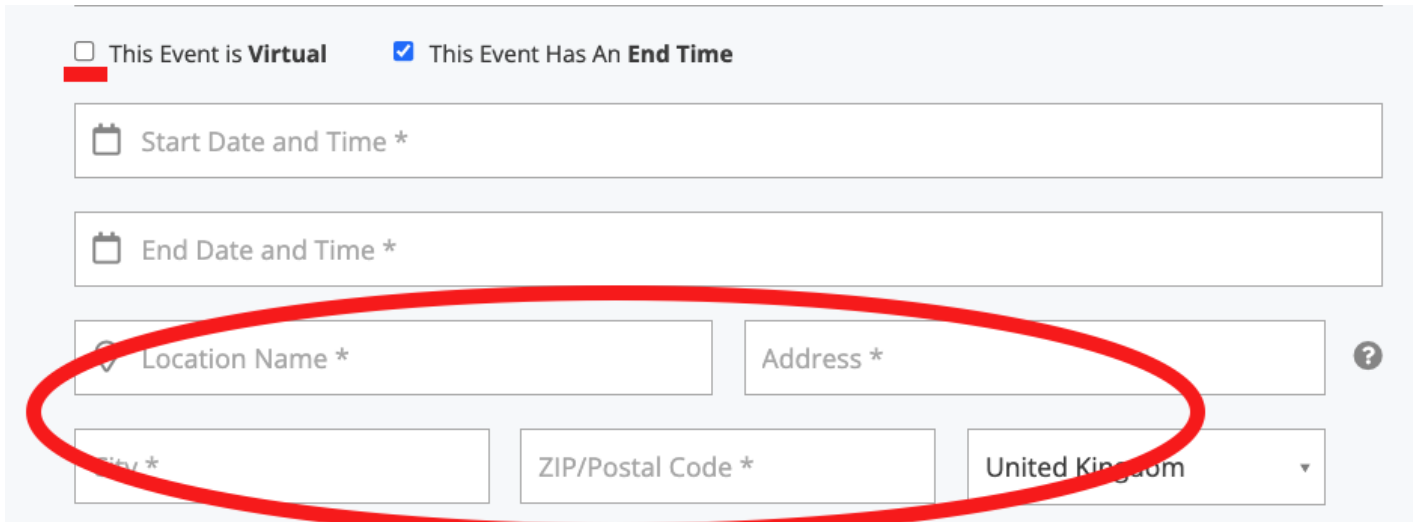
- You can copy the same email or something slightly different for the 24hr before reminder email.
- Click SAVE RESPONSES

## 10. Promote

Lear more about [advertising your event](#) in regards to URLs, preview images and tracking where sign ups have come from.

# In-person events

The guidance for creating an in-person event is very similar to [creating an online event](#) - but in step 2 you just need to give the physical location of the event.



The screenshot shows a form for creating an event. At the top, there are two checkboxes: "This Event is **Virtual**" (unchecked) and "This Event Has An **End Time**" (checked). Below these are two date and time input fields: "Start Date and Time \*" and "End Date and Time \*". The bottom section of the form is circled in red and contains four fields: "Location Name \*" (with a location pin icon), "Address \*" (with a question mark icon), "City \*" (with a location pin icon), "ZIP/Postal Code \*" (with a location pin icon), and a dropdown menu for "United Kingdom".

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If you need help on this, please book time on our [Training Request Form](#), or [contact the Action Network Data Team](#).

# Surveys

Surveys were launched as a new feature from Action Network in 2024, they come under the 'action' menu, just as 'events' and 'forms' do.

Guidance from Action Network on the [survey feature is here](#).

Unless you are a member of the XRUK Action Network Data Team (or have specifically requested 'custom field' permissions) then all the data you collect in these surveys will be 'action-only' fields.

## What are action-only fields?

These are perfect for surveys as this mean the data stays within the survey itself and not tied to an activist's record. This is usually preferable, as surveys often take a snapshot in time. e.g. feedback from an action/training or a temperature check on a current issue/decision.

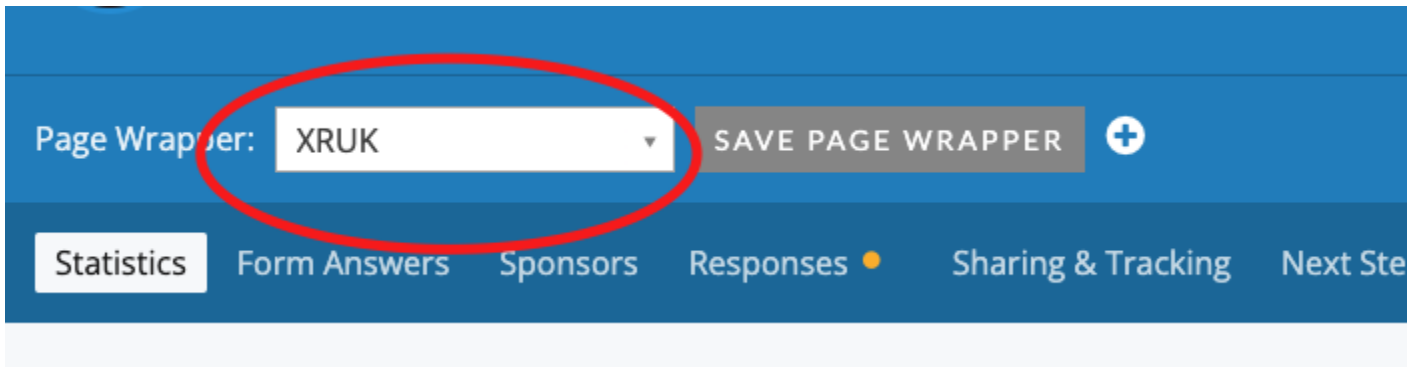
When you give your survey questions field names, e.g. Survey2024\_question1 they will be stored with a prefix, so will look like 'can2\_action\_field\_Survey2024\_question1'. This is important to know if you need to trigger further pages or questions from the answer in an earlier question.

## More support

If you want to use surveys to collect more long-term information on an activist, or would like someone to support you making a survey for the first time, then contact the [Action Network Data Team](#) and they can set up a question for you.

# Page Wrappers

The default for any new event or form is for it to have Action Network branding at the top and the bottom. You can easily remove this by applying a 'page wrapper'. There is an XR wrapper created for you to use (with and you apply it once your event or form is published by going to 'manage' the event/form and you'll see the open to apply the wrapper...



This changes your form from looking like this:

### XRUK Accessibility



Hello!

You have, at some time, given your email address to us. It will have been regarding access support or to do with Disabled Rebels Network.

We are updating our mailing list so that you can choose what you would like to receive information about, or opt out altogether.

Please complete and submit this form. You don't have to fill in every box, just the ones with the asterisk.

Hope to hear from you,

XRUK Action Wellbeing and Disabled Rebels Network

SPONSORED BY



XR ACCESSIBILITY

8 Actions Taken

Only 17 more until our goal of 25

#### XRUK ACCESSIBILITY

First Name

Last Name

Mobile Number, 07400 123456

Email \*

Not in GB?

Would you like emails about access information and support at XRUK events and actions? \*

- Yes
 No

Would you like emails about Disabled Rebels Network events and meetings? \*

- Yes
 No

If you would like to, tell us about your access needs.

Add you access needs here

GDPR Permission: I give my consent to Extinction Rebellion to get in touch with me using the information I have provided in this form, for the purpose of news, updates, and rebellion. \*

I agree

SUBMIT

You may receive email updates from XR Accessibility, the sponsor of this form.

Edit Subscription Preferences

What to expect: If you wish to withdraw your consent and stop hearing from us, simply click the unsubscribe link at the bottom of every email we send or contact us at dataprotection@rebellion.earth. We value and respect your personal data and privacy. View our privacy policy. By submitting this form, you agree that we may process your information in

To looking like this:

## XRUK ACCESSIBILITY



Hello!

You have, at some time, given your email address to us. It will have been regarding access support or to do with Disabled Rebels Network.

We are updating our mailing list so that you can choose what you would like to receive information about, or opt out altogether.

Please complete and submit this form. You don't have to fill in every box, just the ones with the asterisk.

Hope to hear from you,

XRUK Action Wellbeing and Disabled Rebels Network

8 Actions Taken

Only 17 more until our goal of 25


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### XRUK ACCESSIBILITY

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First Name

Last Name

Mobile Number, 07400 123456 

Email \*

Not in GB?

Would you like emails about access information and support at XRUK events and actions? \*

Yes

No

Would you like emails about Disabled Rebels Network events and meetings? \*

Yes

No

If you would like to, tell us about your access needs.

Add you access needs here

GDPR Permission: I give my consent to Extinction Rebellion to get in touch with me using the information I have provided in this form, for the purpose of news, updates, and rebellion. \*

I agree

**SUBMIT**

---

You may receive email updates from XRUK Accessibility, the sponsor of this form.

[Edit Subscription Preferences](#)

**What to expect:** If you wish to withdraw your consent and stop hearing from us, simply click the unsubscribe link at the bottom of every email we send or contact us at [dataprotection@rebellion.earth](mailto:dataprotection@rebellion.earth). We value and respect your personal data and privacy. [View our privacy policy](#). By submitting this form, you agree that we may process your information in accordance with these terms.

## Viewing on a phone

The effect of a page wrapper is even better when viewing on a phone, because it removes very distracting 'login or sign up' at the top. This option is attempting to get someone to sign up for an Action Network account - which is entirely unnecessary and a huge distraction from your own action/form/event sign up.

## XRUK Accessibility

7 Actions Taken



Only 18 more until our goal of 25

### XRUK ACCESSIBILITY

Not in GB?

Would you like emails about access information and support at XRUK events and actions? \*

- Yes
- No

Would you like emails about Disabled Rebels Network events and meetings? \*

- Yes
- No

If you would like to, tell us about your access needs.

## XRUK ACCESSIBILITY



Hello!

You have, at some time, given your email address to us. It will have been regarding access support or to do with Disabled Rebels Network.

We are updating our mailing list so that you can choose what you would like to receive information about, or opt out altogether.

Please complete and submit this form. You don't have to fill in every box, just the ones with the asterisk.

Hope to hear from you,

XRUK Action Wellbeing and Disabled Rebels Network

8 Actions Taken



Only 17 more until our goal of 25

### XRUK ACCESSIBILITY



# Useful fields and questions

All these questions are available to all groups using the the XRUK network

When you [use these questions in your forms/events](#) the data you collect will be added to subscribers record.

You can also create your own questions in a form or event, but these will just be held within the 'action' itself (this is more suited to temporary information e.g. to ask people what shifts they could cover when stewarding for an action with options of 12-2pm,2-4pm, 4-6pm)

If you need help on this, please book time on our [Training Request Form](#), or [contact the Action Network Data Team](#).

## Commonly used questions

If you have an idea for a question that could be useful system-wide then [get in touch](#). If you feel like you need the freedom to create your own questions, [read more here](#)

## QUESTIONS

A shortlist of most useful questions. These are questions that can be added to forms or events.

- **GDPR\_UK** - For use on UK forms, it add "GDPR\_Policy\_V3" to the field 'GDPR\_consent'. Essential for every form and should be set as 'required'.
- **Which Region** - Drop down menu of options of every nation or region and an 'other/nomad' category too. This adds the chosen option to a field called 'Region'. *Apologies for this question and field being just called 'Region' and not NationRegion.*
- **Mattermost Handle** - This is a free text field of the same name, for someone to enter their mattermost handle.
- **Event Attended** - This is a free text field that you could use on forms you set up for helping you with data entry of paper sign up sheets. Data added to the field 'event\_attended'.
- **Local XR Group 2024 dropdown** - Useful for UK, Action Support or other UK-wide lists, to pick up information on the person's local group. Note: nothing happens when they fill this in, there is no coding that automatically subscribes them to that LG email list. It's just

for information only.

- **Principles and Values** - This gives a link to the P&Vs on the website and asks for use to tick if they agree with them. Then it tags their activist record with 'P&Vs\_agreed'.

## CUSTOM FIELDS

A shortlist of most useful custom fields. You can view the data in custom fields via reports or by looking at an individual activist record.

- **WestminsterConstituency, WestminsterMemberOfParliament, WestminsterParty** - these contain a person's UK Parliamentary constituency, the name of their MP and their MP's party. These fields are based on the person's postcode, so are only available where people have given us their postcode.

This data is maintained by the Action Network Data Team and updated periodically. It was last updated in February 2025 and contains the results of the 2024 general election. These fields are not available for anyone who signed up after February 2025.

If you would like these fields to be updated, or if you would like data from the Scottish, Welsh or Northern Irish parliaments to be added, please [contact the Action Network Data Team](#).

- **Region** - this data is added via a project to the whole user database in relation to what LG a person was signed up to and also collected via user input, in particular on volunteer role forms.
- **Local XR Group** - this data comes from user input via the dropdown question (listed above).
- **dt\_subscribed\_child\_groups** - this field gives you a list of the actual email lists within our XRUK network that the person is subscribed to (this is not 'LIVE' data, but gets updated regularly).

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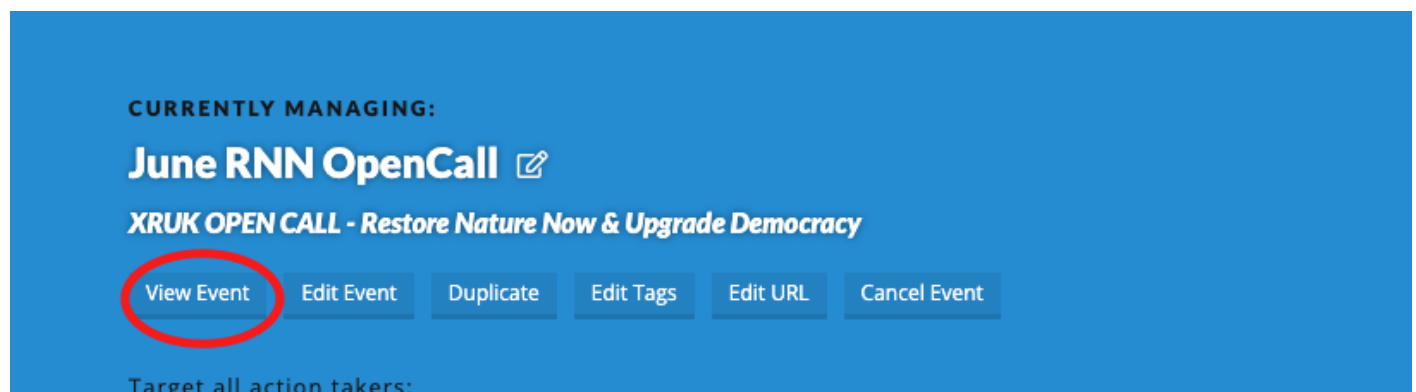
[Contact the Action Network Data Team](#) if you are looking for a question to use on your form that you can't find.

# Advertising your event

## URLs, adding preview graphics and tracking sign ups

### Links to use when advertising your event or form

After you've set up your event (or form) - you can find it's URL which you can see when clicking 'View Event'.



You can use this link to advertise your event.

**For Action Network emails** use the full link: <https://actionnetwork.org/events/yourevent>

But beware of copying links out of an email you've been sent - some [info on a major issue](#) if you copy links from one email to another.

**For sharing on social media or Telegram/WhatsApp chats etc**

You can [turn this URL in to a shortlink](#) - but it is not recommended to use this shortlinks within AN emails, just hyperlink the original URL.

## Preview graphics

This is the image that will automatically show through to channels such as Telegram or WhatsApp as a kind of thumbnail image when you post the URL link.

The image preview for your form comes from the '**Sharing and Tracking**' tab. If you add an image to the Facebook sharing information. It's particularly important to check this if you've duplicated a form, as the previous information/image will still be in this 'Facebook' sharing info.

Click **'SAVE OPTIONS'** after updating.

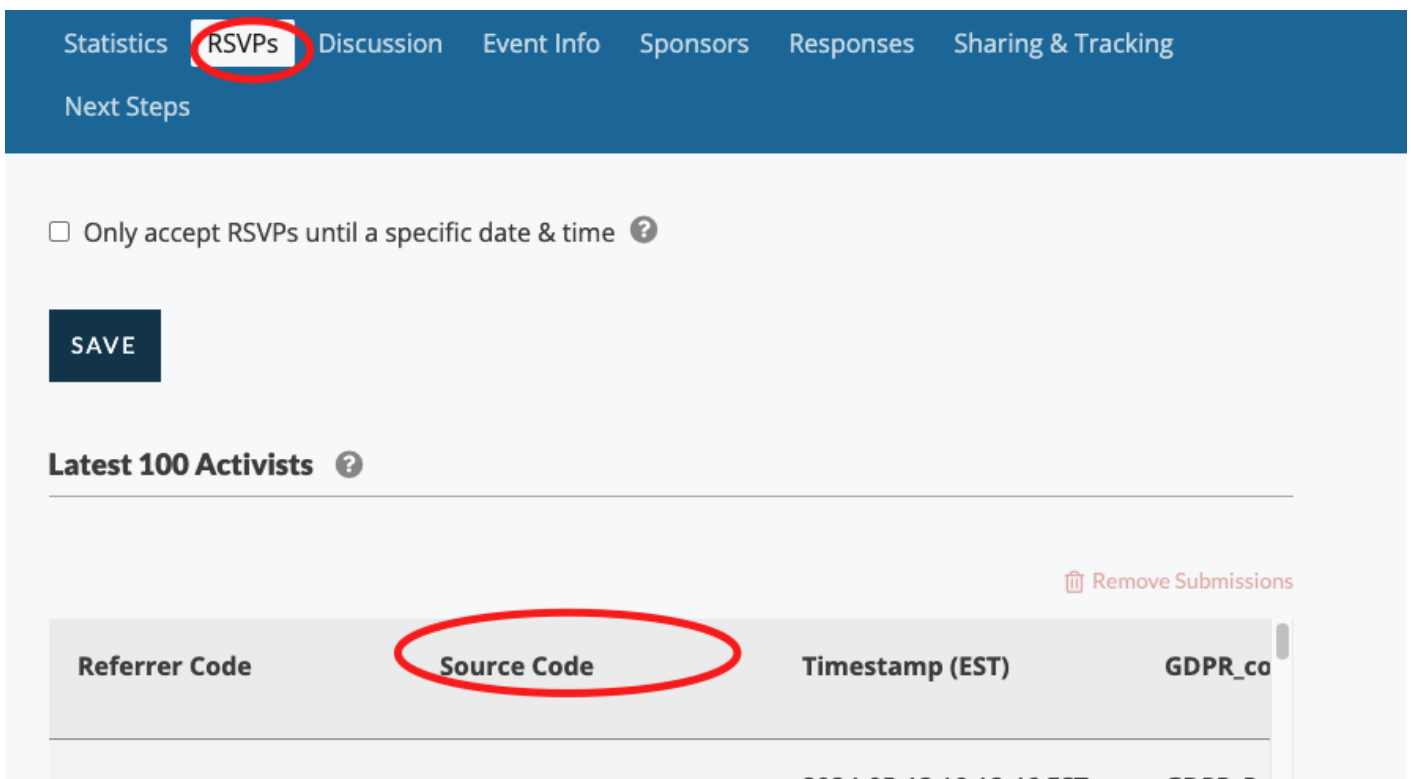
Here is some advice for if you've already shared a link on Telegram before fixing this and need to [refresh the graphic preview](#).

## Tracking

If you are interested in knowing **WHERE** your signs up have come from then read on

You can add a parameter called 'source' to the end of your URL and using the example above, this would look like **https://actionnetwork.org/events/yourevent?source=UKemail**

The source parameter can then be seen when you are 'managing' your event by looking at the 'RSVPs'.



Statistics **RSVPs** Discussion Event Info Sponsors Responses Sharing & Tracking

Next Steps

Only accept RSVPs until a specific date & time ?

**SAVE**

**Latest 100 Activists** ?

[Remove Submissions](#)

Referrer Code	Source Code	Timestamp (EST)	GDPR_co
		2024-05-13 10:10:10 EST	GDPR_D

If you'd like monitor the effectiveness of advertising between your email list, facebook, website and your group chat you could use different source codes.

?source=email

?source=chat

?source=facebook

?source=website

# Pre-fill data in a form

This will only work with **custom fields** in your form (not core fields or action-only fields)

- If the field name has spaces in it, then you need to use %20 in the URL for each space.
- If the URL is case sensitive, e.g. use Region, not region if you were to pre-fill that particular field

A current example of this is the volunteer form for Upgrade Democracy and here is a URL that allows for the first question to be auto-filled.

The custom field is `ASUD_PrefRole` and the url mechanism is

```
source=ASUD_PrefRole=Steward
```

Here is the full URL (with an extra source parameter showing the person is signing up from the Rebel Toolkit):

```
https://actionnetwork.org/forms/upgrade-democracy-crew-signup?source=RTUDCrew&ASUD_PrefRole=Steward&
```

You can see this and various other pre-selected choices on the Upgrade Democracy [volunteering page](#)

[More information on custom fields is here](#)