

# Automatic welcome email for your group

So, you've got your group up and running and people are signing up via the [LGmap](#) or the [UK website page](#) or your shortlink ([joinxr.uk/localgroupname](#)) or via your own tailor made sign up forms. Nice! Questions? - head to [this page](#).

But how will they know when your meetings are and get introduced to your group? A welcome email when they have joined the group is a great way of making first contact, particularly for people who found out about your group through the website.

You can [request help or training for this](#) or you can follow the instructions below.

**Steps 1 and 2 below are about setting up your auto-email**  
**Step 3 explains how to view and edit it.**

## Step 1 - Set up a ladder

A ladder in Action Network allows you to set things in motion when something happens. For this situation the 'trigger' is that someone is new to your list and the 'action' is to send them an email.

Select **Ladder** in the right hand menu.

**Email & Action Statistics**  Hide Sidebar

Email List Size / Week +

0

**CREATE A SPONSORED ACTION**

|  |   |
|--|---|
|  Event Campaign     |  Campaign Page   |
|  Petition           |  Event           |
|  Ticketed Event     |  Form            |
|  Fundraiser         |  Letter Campaign |
|  Files              |  Email           |
|  Ladder             |  Report          |
|  Bulk Upload Events |   |

Then start a new ladder...

START ORGANIZING: [ACTIONS](#) [PEOPLE](#) [DETAILS](#) [SUPPORT](#) [GO TO A GROUP](#) 

XR GUILDFORD | **LADDERS**

**Ladders** Current List:

[All](#) [Draft](#) [Active](#) [Closed](#) [Paused](#) [Stopped](#)

  
**ADD YOUR FIRST LADDER**

Select Blank Ladder, NOT Email Welcome

## CREATE A LADDER

Create a new blank ladder or use one of these pre-made templates below.



Start from scratch. Create a new ladder to automate emails and more. [Learn more](#)



Welcome new email subscribers to your list with a series of automated emails. [Learn more](#)



Send a series of emails to inactive activists on your list with a goal of re-engaging them. [Learn more](#)

## Edit Ladder

Current Group: XR Mansfield

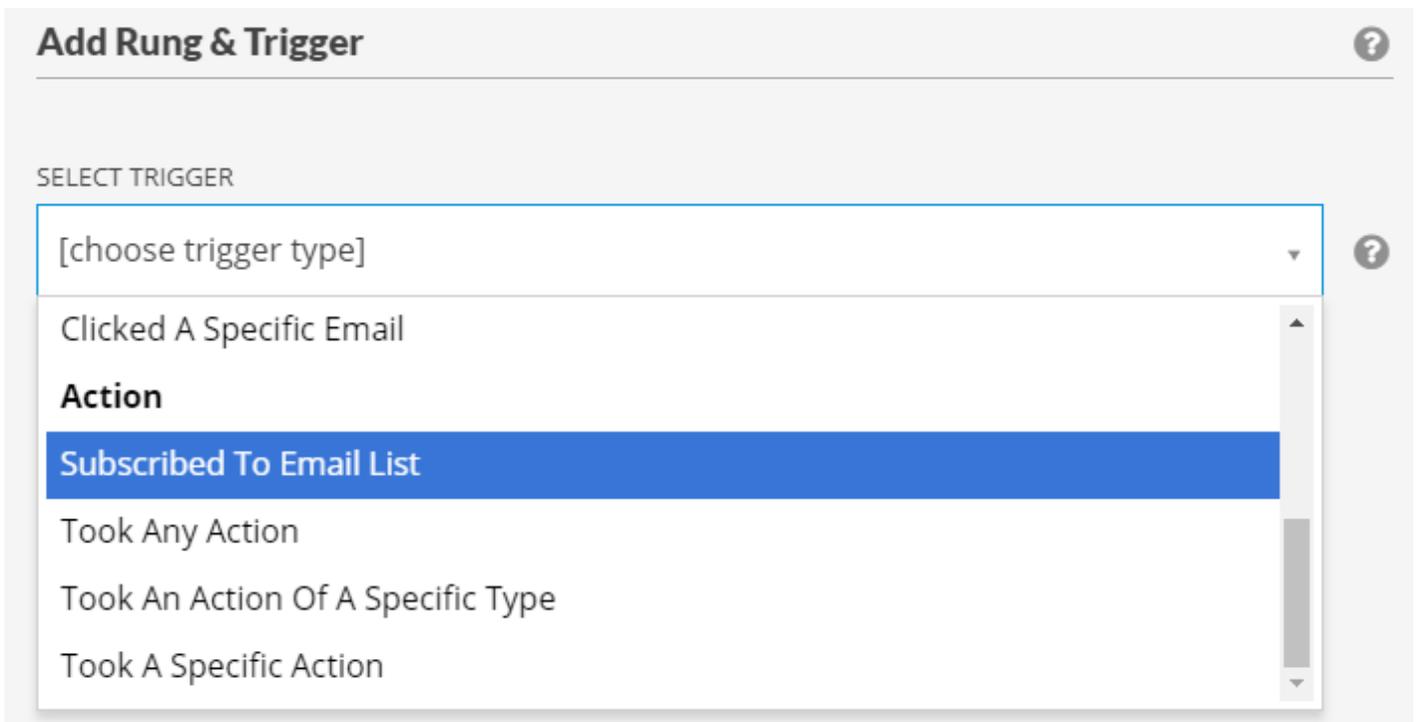
LADDER TITLE \*

Welcome Email

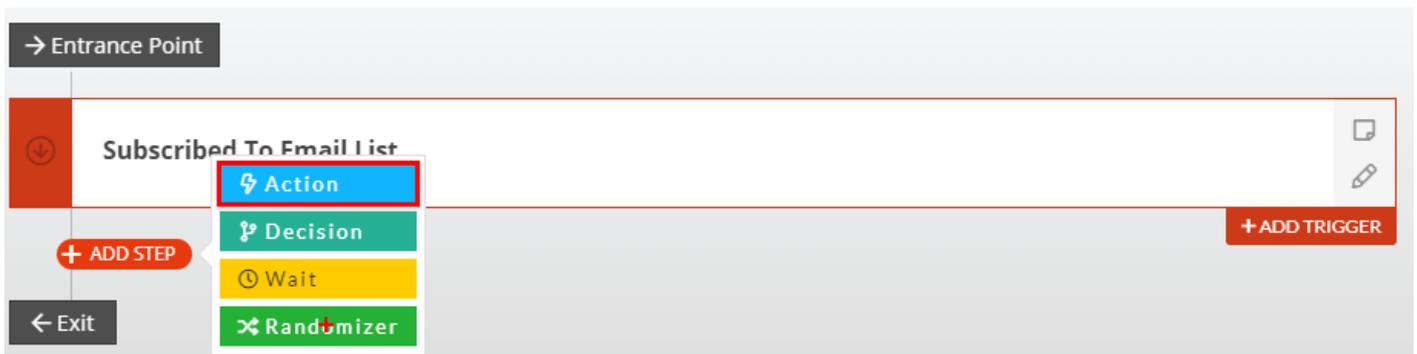
NOTES

Dec 2021 - Single welcome email to new subscribers

Check that the current group (top right) is correct and enter a title and description. Now click the "ADD NEW RUNG" button. This brings up a new screen to Add a Rung & Trigger. The trigger is what sets the ladder in motion. For a welcome email, it is when an activist first subscribes to your group. Click the dropdown and choose "Subscribed To Email List".



Once you have that option selected, click "Save Rung & Trigger". This takes you back to the Ladder. You now want to add an action. Hover over the red plus and pick Action.



Then choose Send An Email.

## Step 2 - Create your welcome email

Choose an email wrapper (**2023 Karla font - no graphics** is currently recommended) and set up the other info; Subject, From, Reply-to, Preview Text. [Find a template welcome email here](#) and [advice on good subjects and preview text here](#).

e.g.:

## CREATE EMAIL

ADMINISTRATIVE TITLE:

Administrative title (optional)



WRAPPER:

2023 Karla font - no graphics



SUBJECT:

Welcome to XR St Davids



FROM:

XR St Davids



REPLY TO:

xrstdavids@gmail.com



PREVIEW TEXT:

Thank you for joining the email list - we hope to see you soon.



In the email body you can give information about your local group, when and where you meet and how to get involved. Something quite short and simple is fine. e.g.:

ENTER THE BODY OF YOUR EMAIL HERE \*

St Davids Logo over climate stripes

The image shows a banner with the text "EXTINCTION REBELLION" in a smaller font above "ST DAVIDS" in a large, bold font. The background consists of vertical stripes in various shades of blue, transitioning to red on the right side.

EXTINCTION REBELLION  
ST DAVIDS

Welcome {{ FirstName | default: 'Friend' }}

Thank you for signing up to XR in your local area.

From this list we will cover activities in St Davids, Haverfordwest, Fishguard and around Pembrokeshire.

Please reply to this email to say hello and so we can let you know when the next meeting, activity or action is.

Love and Rebellion,  
**XR St Davids**

ps. You can also follow us on [Facebook](#).

ps. if you like the graphic, the request a tailormade one from [LGsupport@extinctionrebellion.uk](mailto:LGsupport@extinctionrebellion.uk)

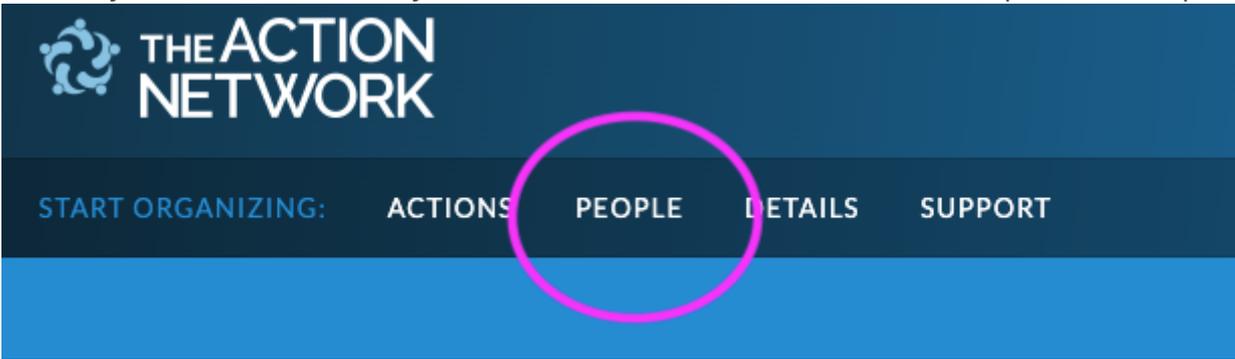
Then make sure you save the email you've created AND then save the Ladder itself

It can be either left in draft or published immediately.

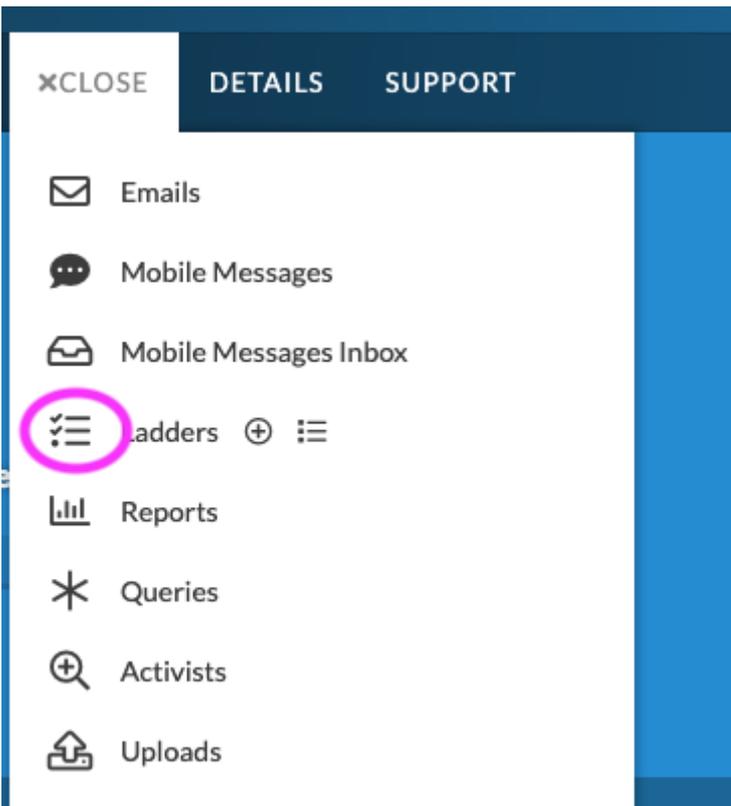
**Remember** that once you have set this ladder in motion it will keep running until you stop it. So remember to check it occasionally to make sure it's up-to-date.

### Step 3 - View and/or edit your auto-email

To edit your welcome email, you need to view the ladder. Click on 'People' in the top menu row.

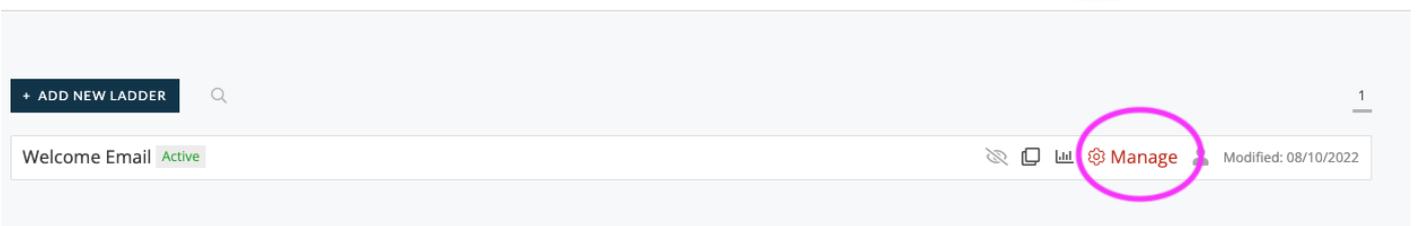


Click on the icon next to the word 'Ladders'



Note: If you are an admin of more than one email list, double check you are looking at the right group (this should be e.g. the name of your local group) and then click 'Manage' on the Ladder you want to edit.

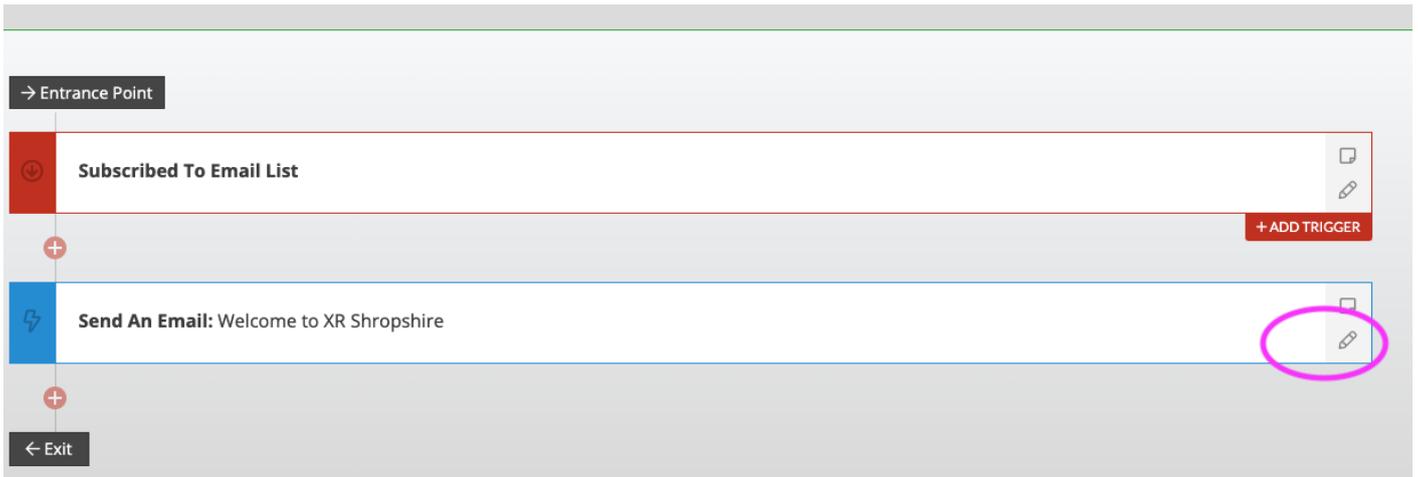
## Ladders



Here you can 'edit' and update your email (as well as viewing some stats). First, click on 'Edit Ladder'.



Scroll down and click the pencil icon for the section you want to edit.



Important : Then click 'Save Action' and then also 'Save'

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