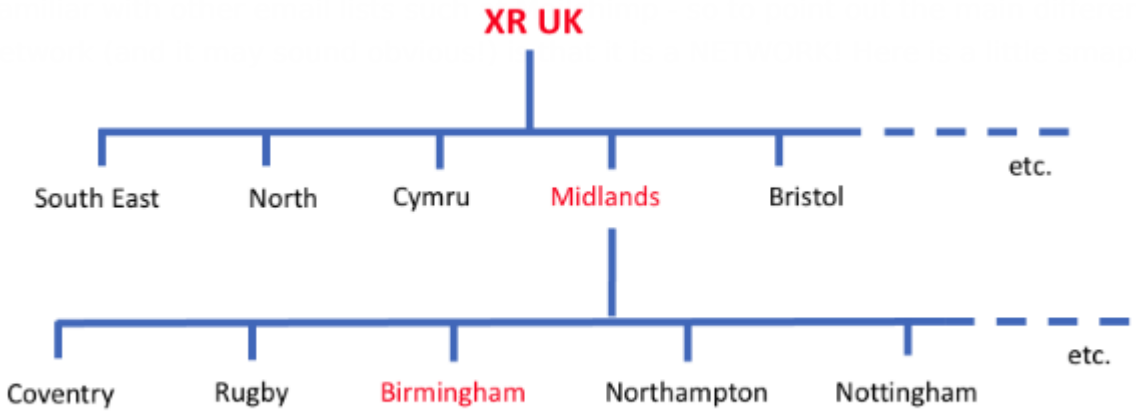
Overview

What is Action Network?

It is the tool that XRUK uses for sending emails out to the movement. It is funded centrally and available to all local groups, and organises groups by Region/Nation. People can join either at the 'top' (i.e. at the XRUK level) by signing up on the website - or at the 'bottom' by searching for their Local Group of the LGmap.

How Local Groups fit in to XR's Action Network

You may be
with Action N



to explain...

For example : if someone joins the Birmingham email list, they automatically get subscribed 'UP' the network (to Midlands and UK lists). The benefit of this is that as more and more Local Groups use Action Network to recruit, then all these new subscribers end up on the XRUK list too - allowing for communication to the whole movement within the UK with a single email.

Also in this example this person will be on the 'Midlands' list which allows regional level organising too.

Campaign and Community Groups

Not shown on the diagram above are groups such as 'Deep Water', 'Digital Rebellion' or 'XR Walkers' - these also have separate emails list that sit just below the UK list and therefore also feed in to the total numbers of subscribers on the UK list. These lists are not utilised as much as they could be, so if you are in a community group and would like support to use your Action Network

list, please get in touch.

There is a huge opportunity to grow the UK list

If 200 sub-groups (either Local Groups, Campaigns or Community groups) each recruited 25 new subscribers a month - that would be an additional 5000 people on the UK list **per month**.