Recruitment and new joiners

Getting new joiners to your local group and how XRUK supports this work.

Outreach

Resources can be found here - this information covers:

- outreach methods such as survey boards, street talks, stall, flyposting and more
- outreach training
- ordering posters, flyers or stickers

Join the Outreach Broadcast on Telegram. This is a 'broadcast' channel (no chat) listing upcoming training and outreach opportunities for UK-wide actions and new resources e.g. flyers/stickers etc.

Contact XRUK Outreach by email: actions.outreach@extinctionrebellion.uk or visit the Outreach Reception on Mattermost.

XRUK Rebel Ringers



Rebel Ringers make calls to new sign ups to the email list within 7 days of them joining. This work is known as 'phonebanking' and this team invite new joiners to engage in actions, events, volunteering opportunities. And, if they haven't already done so, to **join a Local Group near to them**.

To do this work the Rebel Ringers need info about local groups and their activities (see 'Make your Group Visible').

Phonebanking is crucial to mobilisation, and it's proven to work.

> Hi, I'm Robert from the Rebel Ringers team. Would you like to join us by spending an hour or two from home each week offering a warm welcome to new joiners? With some training, a script and on-going support, you'll be able to connect with people nearby, and help them find ways to get involved.
> All you will need is a mobile phone, and a computer or tablet. Join one of our **Monday evening sessions**, then after that you can then make calls flexibly at a time to suit you.

XRUK email welcome

People subscribe to the UK email list every week either via the website, local group outreach, local group maps on UK and Global websites etc. There are many routes to the UK list because it's a 'network' which all flows to a single big list called XRUK (more info here).

When someone new joins the UK list and they have given us their phone number, they will get called by the Rebel Ringers. But in addition **everyone new will get a series of welcome emails** .

These welcome emails vary depending on what we do, but currently (Feb 2025) they offer the following things:

- Invited to an Intro to XR Zoom
- Told about recent campaigns and actions and invited to a Get Involved session
- Introduced to the 'Event Map' based on their postcode
- Invited to volunteer for a role and linked to the Volunteer Website and again to the Get Involved session
- Recap of the above with additional links to the Local Group map and to donate.
