

About this document

Many new rebels join Extinction Rebellion NL, but many also leave. To keep new rebels involved, we must proactively invite them to upcoming events, meetings and actions. This guide explains the best way that you can do that. It explains how you can use Action Network, our powerful database and mass mailer, to efficiently get the contact details of new rebels, easily send targeted emails, and monitor the growth of your local group. This guide aims to help local groups of XR NL keep more rebels involved, grow our movement and increase the chances of addressing the climate and ecological crisis.

How to get the contact details of new rebels

Recording the contact details of new rebels in a spreadsheet or with pen and paper is not recommended because:

1. It is easy to lose these contact details.
2. It can be time consuming—we've wasted enough hours copying information from paper forms into a spreadsheet or organising spreadsheets.
3. It is extremely difficult to send emails to everyone in the movement if their contact details are dispersed among multiple files in different locations.

The best way to record contact details of new rebels is to use our existing online Action Network forms. Using these forms has several benefits.

- **Very easy and fast:** anyone can fill out these forms using their computer or phone.
- **No information is lost:** the information from all forms is automatically stored in a single secure database in Action Network.
- **Easy email targeting:** when contact details are in the Action Network database, Action Network can be used to send emails to the entire movement, to people in one local group, to people that attended one event and everything in between.
- **Automatic follow-up emails:** when filling out a form, rebels automatically receive an email with useful information and a suggestion on what to do next.

When to use which Action Network forms

You should encourage new rebels to fill out an Action Network form at the end of each talk, introduction meeting and NVDA training. The Action Network form that rebels must fill out depends on the event that they are attending. In the following table you can find which forms to use at which events, along with a QR code to that form and the follow-up email that rebels receive after filling out that form.

| Talk | Link to English form | Link to Dutch form | QR code to English form | QR code to Dutch form | Follow-up email |
|----------------------|--------------------------------------|------------------------------------|---|---------------------------------------|---------------------------------|
| Introduction meeting | Link to English form | Link to Dutch form | QR code to English form | QR code to Dutch form | Follow-up email |
| Action training | Link to English form | Link to Dutch form | QR code to English form | QR code to Dutch form | Follow-up email |

The link and QR code to these forms should already be at the end of the slides used in each of these events. If they are not, make sure to include them so that rebels can sign up.

Monitoring the growth of your local group

In [the local group statistics spreadsheet](#) you can see how many rebels have signed up to each local group in XR NL, when rebels have signed up and which Action Network form they used. If you wish to request an improvement to the statistics spreadsheet message [@ActionNetworkSupport](#) on Mattermost.

How to contact rebels

After rebels fill out one of the Action Network forms their information will end up in the Action Network database. You can contact these rebels by emailing or calling them. In this section we will explain how.

How to email rebels

To email your members, you need to send a message on Mattermost to [@ActionNetworkSupport](#) specifying what email you want to send to whom. In your message you must include:

- Email subject (Dutch & English).
- Email content (Dutch & English).
- Your local group.
- Email address to which people can reply to.
- To whom you want to send the email. The next section explains who you can target.

Email targeting

With Action Network you can target specific groups of people with your emails. You can email...

- Everyone in your local group
- Rebels who have signed up in a given period of time (e.g. the past 2 weeks, past 2 months...)
- Rebels who have signed up through a particular form (e.g. everyone who has signed up through at a talk, intro meeting or action training).
- Rebels interested in a particular working group (Media & Communications, Outreach...)

You can of course combine any of these targeting options. For example, you can email an invitation to attend an NVDA training to everyone in your local group that has signed up in the past 2 months, who has attended a talk, but who haven't attended an NVDA training.

Email confirmation & performance

The team of trained people administering the [@ActionNetworkSupport](#) account will make sure to send your email. You will receive a confirmation when your email has been sent. If you wish to review the performance of your email (how many people viewed it, how many people clicked on the link...) please request it from [@ActionNetworkSupport](#).

How to call rebels

Calling new members is an effective method for integrating them into your local group. If you are a member of the Outreach circle in your local group, you can obtain the phone numbers of your members by messaging [@ActionNetworkSupport](#) on Mattermost. In this message you must include:

- Your local group
- Which of your members you wish to contact (Do you want the phone numbers of people that signed up last week/month? Of people that are interested in Outreach?...)
- When are you intending to use the phone numbers (e.g. phone banking session on 10th of April)

After you make your request, you will receive a .csv file with the first names and phone numbers of the people you wish to call. To ensure the privacy of your members you should delete the file with phone numbers the moment the period you intended to use it has elapsed. So if you requested the phone numbers for the phone banking session on 10th of April, you should delete the file on the 11th of April.

How you can help

Promote the use of Action Network

Firstly, make sure that rebels fill out the right Action Network form after each of the events organised by your local group. Secondly, make sure that your local group regularly emails or calls new rebels, inviting them to upcoming events, meetings or actions. You can easily do this by sharing this guide with the relevant people.

Move all existing contact details into Action Network

If your local group still has contact details in spreadsheets or paper forms, send them to [@ActionNetworkSupport](#); they will ensure this information is added to Action Network. With all your members on Action Network, you will not have to worry about spreadsheets any more, you will be able to send targeted emails to your members and XR NL will be able to reach more people in the movement.

Any problems or questions?

If you have any Action Network problems or questions do not hesitate to contact [@ActionNetworkSupport](#) on Mattermost. If [@ActionNetworkSupport](#) is not responsive or is not fulfilling your requests, please email tech@extinctionrebellion.nl

Appendix

Why we need to use Action Network

[Action Network](#) has various features that solve important problems in XR:

1. **Centralised database of all members:** As a decentralised movement there is a tendency for decentralised information storage: each local group has a spreadsheet with information about their members (name, email, phone number...). Having this information dispersed among many dispersed files makes it practically impossible for XR NL to contact the entire movement. Additionally, our member's sensitive personal information is easier to lose or steal if it is stored in a spreadsheet. Action Network solves these problems with a centralised database of all members. Because all the information is in one secure place it will not get lost, it is more difficult to steal and it enables us to easily send emails to the entire movement.
2. **Online forms for easy member registration:** There used to be a time in XR NL when paper forms were used to get the contact details of new members. We would spend hours every week processing these forms, having to decipher handwriting and pass all this information into a spreadsheet. Action Networks alleviates us from this hassle. With Action Network you can easily create an online form (accessible from a website) with all the information you would like to get from new or existing members (city, interests, time availability...) When members fill in these online forms their information is directly stored into the centralised database.
3. **Data deduplication:** Each member in XR might fill out more than one form, for example, someone might first fill out a form on the website expressing their interest in joining a local group and weeks later at a national meetup they might fill out a form to become an XR speaker. With Action Network, the information of the second form will be automatically merged with the information of the first form—given the person has filled out both forms with the same email. By having all the information of a given person stored as a single record in the Action Network database we can perform useful functions such as targeting all speakers in a given local group, or invite to an introduction meeting all those people that have only filled out the form on the website.
4. **Advanced emailing:** Action Network not only enables us to send emails to the entire movement, but also to specific people within the movement. Continuing the previous example, we can send an email to everyone in a given local group, an email to all speakers in XR, or an email to all speakers within a given local group. With Action Network we can also send a different email content to different people. For example, in a fundraiser email we could send a different message to those that have and haven't opened our previous fundraising emails. Action Network also makes it easier to follow-up with people. After people fill out an Action Network form they can receive an automatic email reply with next steps. Or we can set up email ladders so that depending on how people interact with an initial email they get one or another automatic email reply. For example, if people click a link in the email to donate they receive an automatic thank you email, or if they do not open the email within a week they will receive a reminder.

Why do we need different forms for different events?

Using different forms allows us to send different customised emails to rebels after they attend each event. For example, in the email sent after introduction meetings we include an invite to Mattermost, whereas in the email sent after an action training we encourage them to attend the next big action.

Different forms also allow us to capture custom information at each event. For example, in the introduction meeting form people express their interest in a particular working group (Media, Outreach...) Lastly, using different forms also allows us measure how many people attend and sign up at each of our events.

Other forms

Event forms

- If you want to sign up people at any other event, use the forms on the join page of the website:
 - Dutch: <https://extinctionrebellion.nl/join>
 - English: <https://extinctionrebellion.nl/en/join>

Forms for Affinity Groups

- For registering new Affinity Groups after an NVDA training or Affinity Group session you can use the following 'affinity group registration' form:
 - Dutch: https://actionnetwork.org/forms/ag_registreeer_xrnl
 - English: https://actionnetwork.org/forms/ag_register_xrnl
- If someone wants to change some information about their affinity group they can use the following 'affinity group update' form:
 - Dutch: https://actionnetwork.org/forms/ag_bijwerken_xrnl
 - English: https://actionnetwork.org/forms/ag_update_xrnl
- If someone wants to become part of a new affinity group they can use the following 'affinity group join' form:
 - Dutch: https://actionnetwork.org/forms/ag_sluitjeaan_xrnl
 - English: https://actionnetwork.org/forms/ag_join_xrnl

Custom form

In some cases you would like to get more information about your members than what can be captured by these forms. For example, XR NL Fashion Action created their own form for people wanting to join their group, with custom questions specifically related to fashion. If you wish to have a custom form you can request one by messaging @ActionNetworkSupport on Mattermost. In this message you must specify:

- Form title
- Form description
- Form fields. This is all the information to be obtained from activists and which is stored in the Action Network database. Examples of form fields are name, surname, email, interests... This information can be used later to send targeted emails to specific groups of people.

- In addition to specifying form fields, it is also necessary to specify which fields are optional and which are required.
- Form follow-up email: the automatic email people receive after they fill out the form.

All this information must be provided in both English and Dutch.