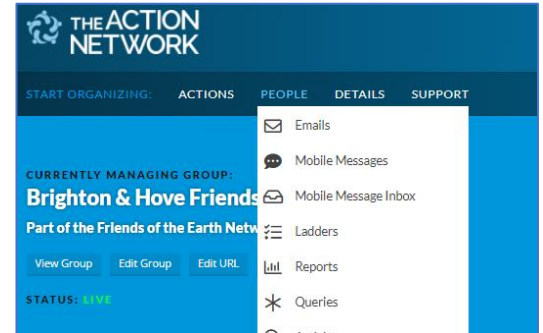


Create a welcome email

We'd recommend setting up a welcome email so that anyone who joins your list receives a second automated email. You can easily do this using Action Network's Ladder feature.

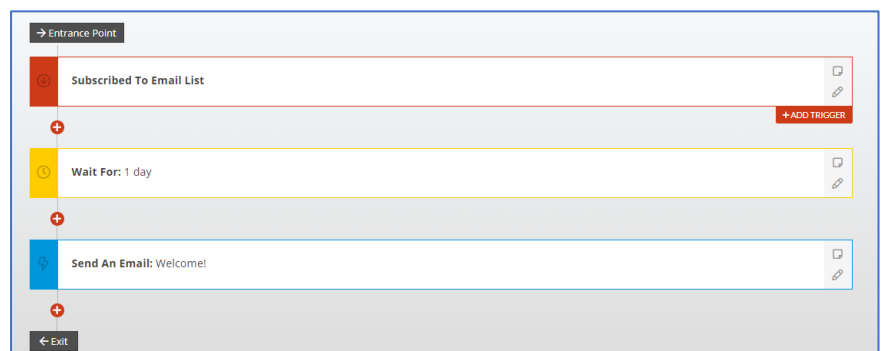
A welcome email can thank people for joining the list, tell them more about your group and invite them to get more involved, for example by coming to a meeting. It's a great way to let Action Network do the work for you.



Here's how to set up a welcome email.

- From your group's management page head to the *People* menu and select.
- On the next screen select on *Add new ladder*
- On the next screen select *Blank Ladder*. [If you want to send people more than one email as part of their welcome journey you can look at the *Email welcome* template].
- Give your Ladder a title e.g. Welcome email
- From here you need to use *Triggers* and *Rungs* to tell Action Network what to do. Here's a suggested template which will send people an email one day after they sign up to your group's email list.

- Add new rung → *Subscribed to email list*
- Add step → *Wait 1 day*
- Action → *Send email*



Emails are designed using the Visual/HTML designer, rather than the Drag & Drop designer. Once you've written your email once it'll be sent out to everyone who matches the criteria in the rungs and triggers.

Here's a few things to help with that.

- Video: [How to use clips to add personalisation](#)
- Video: [How to use buttons to highlight links](#)
- [Example of a welcome email](#)

- Save your ladder and you'll be taken to its management page.

From here you can see how it performs, makes changes and (if needed) close it down.

