



Action Network for AAUP Chapters and Conferences

There are dozens of options for AAUP chapters and conferences to send bulk e-mail messages to members. Most services offer similar features, including templates, mailing list management, and tracking of how many recipients open messages or click on links in them. Action Network is the platform used by the national AAUP, and offers digital organizing tools, and was developed specifically for labor unions and advocacy organizations like the AAUP. Its features include online petitions, letter campaigns that can be directed at legislators and custom targets, and an events tool, in addition to its mass email capabilities. Contact Mariah Quinn, AAUP's digital organizer at mquinn@aaup.org with questions about how chapters/conferences can utilize its features.

An overview of Action Network's pricing can be found here:

<https://actionnetwork.org/partnerships>. Most chapters could use the Movement plan for \$10 per month. The partnerships allow for chapters to upload lists of members, which the free plan doesn't allow.

Action Network offers a demo of its toolset every Tuesday at 11 a.m. PT/ 2 p.m. ET. You can sign up for a demo here: <https://actionnetwork.org/forms/demo-the-action-network-toolset>.

For those who have started using Action Network platform or are interested in specific features, here is a handy list of brief video intros to their tool.

- Video tutorial on emails:
<https://help.actionnetwork.org/hc/en-us/articles/204451405-VIDEO-TUTORIAL-Emails>
- Video tutorial on uploading lists:
<https://help.actionnetwork.org/hc/en-us/articles/203806369-VIDEO-TUTORIAL-Uploading-a-new-email-list>
- Video tutorial on petitions:
<https://help.actionnetwork.org/hc/en-us/articles/204451345-VIDEO-TUTORIAL-Petitions>
- Video tutorial on letter campaigns:
<https://help.actionnetwork.org/hc/en-us/articles/204680215-VIDEO-TUTORIAL-Letter-Campaigns>
- Video tutorial on events:
<https://help.actionnetwork.org/hc/en-us/articles/204451375-VIDEO-TUTORIAL-Events>
- Video tutorial on forms:
<https://help.actionnetwork.org/hc/en-us/articles/204451395-VIDEO-TUTORIAL-Forms>