

INTERNATIONAL UNION OF PAINTERS AND ALLIED TRADES



Rapid Action Network

The IUPAT Rapid Action Network (IUPAT RAN) is the IUPAT's latest effort to keep you up on the latest issues that matter most.

Through our use of extended advanced communications, we're reaching our members more directly through tech-savvy tools like texting, mobile-friendly member portals, Hustle, and more. That means members are aware of the actions they can take to help us get things done in real-time, crucial to many campaigns. The IUPAT RAN is our activation tool around urgent, time-sensitive issues, affecting our members' work, training opportunities and, more broadly, the construction industry.

IUPAT Point of Contact: IUPAT Communications Director, John Doherty



Activist Pledge

Description: As Union Leaders, we look out on our industry and see anti-union anti-worker forces making inroads into our members' conversations and communities, and it is leading towards an era of wage stagnation, diminishing worker protections, growing income inequality. The work of the convention is only talk unless we act unless we stand up and speak in one loud, unified voice. The IUPAT Pledge is an effort to mobilize our members and keep them up to date on actions they can take.

URL: www.iupataction.org

Please note that the form can be embedded in District Council websites or landing pages. Please contact the IUPAT point of contact for more information.



Email Blast

Description: The IUPAT RAN email program is run through the AFL-CIO's Action Network Platform. In Action Network, we can send out blast emails on urgent, time sensitive issues, create data collection forms, petitions and letter campaigns to members of Congress, and more to members, signatory contractors and other key stakeholders.

URL: www.iupat.org/news/iupat-rapid-action-network/

Members can subscribe to join IUPAT RAN email list at this link!

This form can also be embedded in District Council websites or landing pages.



Text Blast

Description: IUPAT Mobile Updates - the IUPAT can send out blast text messages to members about upcoming actions, events and more. Members can subscribe to Mobile Alerts by Texting 'IUPAT' to 33222.



Social Channels

Facebook: www.facebook.com/GoIUPAT

- The IUPAT's Facebook page is a key tool for member-to-member communication and to communicate with the public and other stakeholders. The IUPAT shares union updates, labor news, and action items members can take.

YouTube: www.youtube.com/user/GoIUPAT

- The IUPAT shares all video collateral on its YouTube page, including videos created for IUPAT departments, videos highlight our actions and events, and educational videos.

Twitter: www.twitter.com/GoIUPAT

- The IUPAT shares news, union updates, and action items on its Twitter page. We also interact with other stakeholder groups and engage in current events.

Instagram: www.instagram.com/GoIUPAT

- The IUPAT's Instagram highlights visual updates and actions from the IUPAT.



Member Mobile Portal

Members can download the IUPAT Member Mobile App for important information including:

- Member Card
- Certification
- Latest News
- Dues Information
- Pension Information
- IUPAT Journal
- Social Media
- And more!

URL: Members can visit mmp.iupat.org to download the App to their Apple or Android phones



Website

www.IUPAT.org

www.IUPATPension.org (US and Canada)

IUPAT Point of Contact:

** Yasemin Zahra

Mobilization & Member Engagement Coordinator



Hustle

A peer-to-peer texting platform used for member mobilization. District Councils all have access to send text blasts and have one-on-one conversations with members in an automated way and can utilize text scripts to guide conversations.

** Please note that District Council Staff and Members should direct questions or concerns to their District Council's Hustle Administrators.**