

## NYSUT Member Action Center - MAC



### Description

The NYSUT Member Action Center (MAC), developed in 2012, is a Website designed for NYSUT members to encourage and facilitate cyber lobbying on key state and federal legislative proposals and issues.

A core goal of the MAC is to use those issues and cyber lobbying activities to cultivate and grow a broad community of “netroot” activists that can be deployed when critical issues or political needs emerge. In addition to NYSUT’s membership, the MAC community also includes non-member activists and coalition partners who share our interests.

Through the ease of “one-click” online activism, MAC users - along with a social media presence on Facebook (the NYSUT Action Center) – can deliver a strong, focused and united message of those issues, en mass, to their intended targets.

The MAC has been an extremely successful addition to NYSUT's political program, drawing tens of thousands of visitors in its first two years, generating hundreds of thousands of actions, and cultivating a growing and active community of netroot activists.

The MAC’s continued success requires securing the email addresses of activists who utilize the MAC and cultivating a community of social networking fans and followers.

The latest addition to the MAC family of tools is the MAC App, currently available for iPhone and Android phone users. The App allows NYSUT members to take action and receive notifications on their smart phones.

### NYSUT Member Action Center – Text Alerts

Join the fight!

It only takes ten seconds to sign up for MAC text alerts on your cell phone. Text **nysut to 38470** for MAC text alerts and get breaking news, legislative updates and critical action alerts that will help you help us win this war!

