

## TEMPLATE

STEP 1) Screenshot of the Opt in and opt out messaging:

☒ Make SMS compliant by adding an opt out message. ( ⓘ [How does it work?](#) )  

You have successfully opted-in to receive SMS messages. [Customize](#)

☒ Make SMS compliant by adding a sender information. ( ⓘ [How does it work?](#) )  

Thanks, State College Strength & Conditioning [Customize](#)

### Customize Opt Out Message

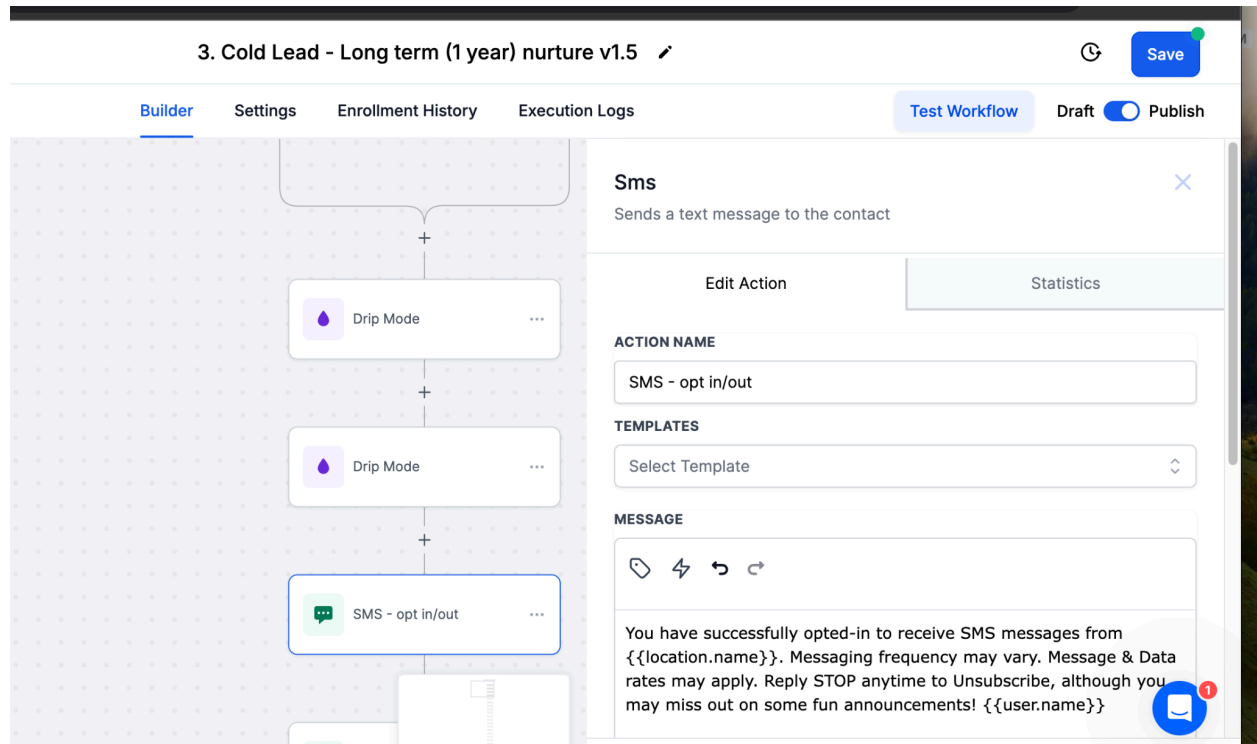


Message ⓘ

You have successfully opted-in to receive SMS messages from us. Messaging frequency may vary. Message & Data rates may apply. Reply STOP anytime to Unsubscribe, although you may miss out on some fun announcements!

Characters: 213 (Num. Segments 2)

Quick Tip




Step 2) Share the link to the website where the client shared information and opted in:

<https://www.statecollegestrength.com/programs/get-started>

Step 3) Screen shot demoing the contact us form with consent check box and privacy policy and t&C

Have questions for us?

 Leave us a note here with questions/comments.

May we send you SMS messages? \*

☐ Yes


☐ No

☐ By providing your phone number, you agree to receive text messages from State College Strength and Conditioning for communications. Message and data rates may apply. Message frequency varies. Text HELP to (814) 470-0412 for assistance. You can reply STOP to unsubscribe at any time.

[Terms & Conditions](#)

[Privacy Policy](#)

☐ I'm not a robot

  
reCAPTCHA  
[Privacy - Terms](#)

Step 4) **Explain how** the company directly obtains consent from end-users for communication, and where **users sign up to agree to receive messages from the company.**

- **Client / contact opts in from a website form and we communicate with them through email and SMS if they allow us to contact them via SMS. They are giving the opt out language “Reply Stop” if they wish to opt out.**

**step #5:** Please do not include any screenshots and any explanation must also include a **confirmation that you will cease the traffic that is driving the high opt-out and error rates.**

- We loaded an older list of contacts that we obtained from years of being in business into an automatic workflow sequence. The contacts began to opt out once they got the first message. We have since remove ALL contacts from the workflow

3. Cold Lead - Long term (1 year) nurture v1.5	Published	3484	0	Aug 01 2024, 2:58 PM	Apr 12 2024, 8:56 PM
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- In the future, we will be more cautious about loading old contact lists into workflow to prevent high opt out rates.