In order to comply with Federal Communications Commission (FCC) regulations, members must first grant express permission, or opt-in, to receive text messages from the CallingPost system.

**Important:** There may be a charge for receiving text messages based on the member’s wireless phone data plan.

For CallingPost customers/members, opt-in and opt-out actions are activated by either responding to a text message received from the system, texting a short code to 24251, or dialing the dedicated telephone number 1-877-304-5857.

**Note:** Texting a short code or dialing-in to the dedicated opt-in/opt-out telephone number can be performed at any time by a member.

### Opt-In Methods

#### Opt-In Method 1: Responding to an Opt-in Text Message

The first text message sent to a new member from the CallingPost system provides instructions for opting-in to receive text messages from CallingPost: Click the hyperlink (e.g., http://goo.gl/TGXu9J) or dial 1-877-304-5857.

Once the member opts-in, he/she will receive two text messages: a Welcome text and the initial text message sent to the group.

If the recipient does not perform one of these two options, he/she will not receive any subsequent text messages.

#### Opt-In Method 2: Using the Short Code

This method of opting-in for text messages can be performed by a member at any time.

On the smart phone, perform the following steps:

- Send a text message to: **24251**.
- Enter this short code to the message block: **CPC**
- Tap **Send**.

Once the member opts-in he/she will receive a Welcome text message confirmation.

#### Opt-In Method 3: By Telephone

This method of opting-in for text messages can be performed by a member at any time.

- Dial **1-877-304-5857**.
- At the end of the trailer (recording), hang up.

Once the member opts-in he/she will receive a Welcome text message confirmation.
Opt-Out Methods

Opt-Out Method 1: Using the STOP Command
This method of opting-out for text messages can be performed by a member at any time.

On the smart phone that is opting-out for future text messages, perform the following steps.
- Send a text message to: 24251.
- Enter this short code to the message block: STOP
- Tap Send.

The member will receive a Warning text informing them that they will no longer receive CallingPost text messages and instructions for opting-in.

Opt-Out Method 2: By Telephone
This method of opting-out for text messages can be performed by a member at any time.

On the smart phone that is opting-out for future text messages, perform the following steps.
- Dial 1-877-304-5857.
- When prompted to stop receiving text messages, press 9.
- A Warning prompt is played advising that you will no longer receive text messages.
- Press 3 to confirm the opt-out action.

The member will receiving a Warning text (see example text message graphic in Method 1 above) informing them that they will no longer receive CallingPost text message.

Identifying Text Ready Members in CallingPost
In the Member List window, text-ready (opted-in) members are identified by a green circle in the Text column.

If a member is not text-capable, the Text column will be blank (no initial text has been sent) or a yellow icon (text message sent but member has not opted-in) is displayed.
Opt-In Email Feature

One way to improve the opt-in rate of group members is to periodically use the Opt-In Email feature.

With the Opt-In Email feature, you can send an opt-in email to members in the group who have not yet opted in to receive SMS/text messages.

**Note 1:** Members must have an email configured in their profile in order to receive the opt-in email.

**Note 2:** It is not necessary to select the adjacent checkbox for each non-opted in member.

In the Email Members pop-up, click the Next button. This automatically moves the message (and you) into the Send Communication Flow > Credit Breakdown Review screen. Click Send to initiate delivery of the Email.

**Important:** Credits are charged to send Opt-In Emails.

Recipients will receive an email from you requesting they choose one of three options to receive future text/SMS messages for the group. The three options are:

**Option 1** – Visit our group’s website by clicking this shortened link: http://goo.gl/rtJSnB

**Option 2** – Dial 1-877-304-5857 using your cell phone

**Option 3** – Send a text message to ‘24251’ and type ‘CPC’ into the message content box.

If the link in Option 1 is clicked, the email recipient is navigated to the group website and a confirmation popup is displayed. The member will click OK to close the popup. The Text Status in the Group Member Grid View for the member is changed to green, indicating opted in.
If a standard text message was sent to the member prior to executing the **Send SMS Opt-In Email** feature but the member did not respond (did not opt-in), he/she will receive two text messages shortly after performing one of the three opt-in options in the Opt-In Email: a Welcome text and the text message that was sent to the group.