

OPT-IN MESSAGE BLUEPRINT

Use the following template to remain TCPA & CTIA compliant in the SMS message a customer receives after they opt-in.

Business Name

Tell customer your business name.

[CTIA Requirement](#)

Mobile Opt-In Keyword

Customers will text your mobile opt-in keyword to your short code.

Opt-Out Instructions

Tell customers that they can opt-out by texting "STOP" to your short code..

[CTIA Requirement](#)

Recurring Program Description

Tell customers what kind of SMS messages they're subscribing to (e.g. SMS Offers, SMS Alerts, etc.), and that the SMS messages are recurring, meaning that they'll be receiving them on an ongoing basis from your business.

[CTIA Requirement](#)

Msg & Data Rates

Tell customers that standard message & data rates may apply for SMS messages from your business.

[CTIA Requirement](#)

Help Instructions

Tell customers that they can get help by texting "HELP" to your short code. A toll-free number, or email address can also be used.

[CTIA Requirement](#)

