



Paperless Transaction Corporation

SMS Guidelines and Pricing

Paperless Transaction Corporation

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Text2Donate & Links Example

A

Donate Now! To help those in need.
Text GIVE to 37284

B

& subscribe to our mobile notification program

C

By participating you agree to accept text message alerts sent by an automatic telephone dialing system. Consent to these terms is not a condition of purchase

D

Message and Data Rates May Apply Text STOP to Opt Out

E

Terms and Conditions and Privacy Policy at www.XYZORG.ORG/SMS-TERMS

Explanations:

- **A - Call to Action;** Tell customers what they are opting in to do, the incentive, followed by the instructions on how to opt-in.
- **B - Reoccurring 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)
- **C - TCPA Disclosure** - Tell constituents/donors that by opting in they are giving consent to receive SMS messages from your organization. Constituents/Donors must also be notified that by participating it is not a terms of purchase. (TCPA Requirement)
- **D - Opt Out Instructions** - Instruct customers on how to opt out, this must be in **bold**. You must also give warning that Message and Data Rate May Apply. This can be condensed to “MSG&DATAMAYAPLY” (CTIA Requirement)
- **E - Terms and conditions/Privacy Policy** - List where customers can find your Terms and Conditions as well as your Privacy Policy for your SMS campaigns. (CTIA Requirement)

SMS Terms and Conditions

The following should be hosted on your website and linked to in your advertisement

Organization Name

You are subscribing to receive SMS notifications and offers

Message and Data Rates May Apply

By participating, you consent to receiving text messages sent by and automated dialing system. This is not a condition of purchase.

Text **STOP** to opt-out

Text **HELP** for Help

Privacy Policy; Your privacy is our priority. No information provided will be shared or redistributed with others.

Opt in response message

