



Texting Opt-Out Guide

Keep This Guide Open When You Text

Opt-Outs remove a phone number from our list. When someone we text specifically asks to not receive texts, we **MUST** remove them from our texting list by clicking the Opt-Out reply! If you have questions, ask.

Why We Opt-Out

First and foremost, because **it's the law!** Legal and regulatory restrictions *require* us to Opt-Out anyone who requests it. As representatives of the Democratic campaign, it's imperative that we respect people's boundaries. When someone doesn't want to speak to us, honor their request. Not doing so reflects negatively on our efforts.

When We Opt-Out

If a voter asks to be removed from the list, opt them out. If they don't ask to be removed from the list, don't opt them out. If you're not sure, ask for a second opinion!

DO OPT-OUT WHEN THEY SAY

- **"STOP"**: Can include synonyms such as "Quit," or "Cease."
- **"No More"**: Can also include "Don't text me anymore," "Do not send me any more messages," or "No more texts"
- **"Remove": "Delete" "Lose my number" "Take me off"**
- **Anything violent or threatening.** Note that this is not the same as trolling or nonsense.
- **Someone is a Minor (under 18 years of age):** Mark them as a wrong number and opt out.

DO NOT OPT-OUT WHEN THEY SAY

- **"No" Without an Explanation:** A "no" in response to any initial message isn't an Opt-Out!
- **Wrong Number:** We always attempt to engage wrong numbers. Remember, wrong numbers are potential supporters and volunteers. We've had some of the best voter conversations with wrong numbers!

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- **“Not Interested”**: Use the “Not Interested” or “Refused” saved reply.
- **“GOP/Independent/Trump Supporter”**: We want to engage with as many people as possible and make people feel heard. We can’t do that if we opt them out before we get the chance!
- **Invalid Numbers**: If you get an auto-reply that the number is invalid, you can save it as a wrong number in the survey and then archive the conversation.
- **“I’m blocking you” / “Your text made me vote for someone else”**: If someone threatens to block us, you can respond that you’re sorry for disturbing them, and ask if they’d like to be opted out.
- **Doesn’t Want to Talk Politics**: We have a “Refuse to Discuss my Politics” Recommended Reply
- **“Rude/Angry, “F** Off” or Harassment”**: We have replies for these people. If they continue to be rude or angry, (but don’t use any opt out language) you can stop engaging with them but please do not opt out. If you’re being harassed repeatedly and feel uncomfortable, please ask a moderator to step in. We’re here to help!

Additional Tips

- If someone shares information in addition to asking for an Opt-Out, such as Wrong Number, Moved, or who they support, add that information to the ThruText survey before opting them out.
- If a voter is **violent or threatening**, please take a screenshot and tag a moderator for guidance. Note that this is not the same as trolling or nonsense.