

# Opt-out of Mass Emails (Student and Contact)

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Whenever using email marketing, allow customers an opportunity to opt-out of receiving mass emails. Each contact and student has a *Mass Email Opt-Out* checkbox to indicate their preference for receiving mass emails from your Jackrabbit database.

## Contact Opt-Out

The contact *Mass Email Opt-Out* checkbox is located on every *Contact* record. Check the box and **Save Changes**.

### Contact: Holly Ager

[← RETURN](#) [SAVE CHANGES](#) [DELETE](#)

#### General Information

Family [Ager](#)

First Name  Last Name

Type

Member ID

Primary Contact  
 Billing Contact  
 Authorized to pick up student

#### Email, Phone Numbers, & Address

Email   **Mass Email Opt-Out** [?](#)

Home Phone  [🌐](#)

Work Phone  [🌐](#)

Cell Phone  [🌐](#)

Fax  [🌐](#)

Other Phone  [🌐](#)

Address 1

Address 2

City  State/Prov  Zip/Post Code

## Student Opt-Out

The student *Mass Email Opt-Out* checkbox is located in each *Student* record on the *Summary* tab. Check the box and **Save Changes**.

## Student: Barbie Ager

← RETURN **SAVE CHANGES** DELETE

Enroll Email Schedules Info Sheet Absence/Attendance Submit an Absence

Family: [Ager](#); First Name  Middle Initial  Last Name

Summary **Classes** Events Medical Feedback Skills/Levels Sizes Absences Misc Notes (0) Resources (0)

View 1 Future Enrollment(s)

### Current Enrollment

View 1 - 1 of 1

Print Refresh

Class	Session	Cat1	Type	Class Description	Days	Room	Time	Durati	Instructor	UserID	Future Drop	
<a href="#">Ballet L1 - Tues 6pm</a>	Spring 2020	Dance	Enrolled	Introductory...	Tu	Studio B	6:00pm - 6:30pm	:30	<a href="#">Ms. Dianne</a>	Portal	<a href="#">Transfer</a>	<a href="#">Drop</a>
Total:								0:30				

Status  ?

Birth Date  ? Age 8 yrs, 4 mths

Gender

Grade Level

Email  ?  Mass Email Opt-Out ?

Cell Phone  ?

Transportation

School

Start Date  ? Date Quit  ?

Student/Barcode ID

Emails sent to contacts and students from the *Families* menu > *Email/Text Families* in Jackrabbit contain opt-out text and an unsubscribe link at the bottom of the email. The opt-out text and unsubscribe link are also included in the emails sent from the *Families* menu > *Lead File* > *Email Leads* and in emails sent from an individual family record.

The opt-out link is NOT included in the following instances:

- Emails sent to your staff (this in an internal communication that does not require an opt-out option)
- Copies of your sent emails that are received by your organization
- Agreement/Legalese notifications received by your organization
- Online registration notifications received by your organization
- eCommerce/ePayment receipts
- Emailed statements
- Event email enrollment

## Unsubscribe Link in Email

If the recipient of an email clicks the Unsubscribe link...

- They are offered the option of opting out (unsubscribing).



If you would like to be removed from the mailing list you can unsubscribe by selecting the "Please remove me..." option below and clicking "Submit."

Please remove me from the mailing list  
 Please keep me on the mailing list

Submit

- If they select **Please remove me from the mailing list** and click **Submit**, the recipient will see a page confirming their opt-out of mass mails.

 The email address **acarson@email.com** has been successfully removed from all future mailings.

- You'll receive an email (to the email listed in **Tools > Edit Settings > Organization Defaults > Organization Email**) telling you the email address has chosen to opt-out of future mass emails.

Contact Ann Carson with email address acarson@email.com has opted out of receiving emails from Email Families, Email Classes, and Email Leads.

- The contact (or student) page associated with the email address is automatically updated and the *Mass Email Opt-Out checkbox* is selected.



For important information such as a school closure it is possible to 'over-ride' the opt-out choice when sending via *Families > Email Families*. Set *Include Opt Out Emails = Yes*.