



## BRIDGEWAYS SMS MESSAGING TERMS AND CONDITIONS

As a nonprofit youth development organization, BridgeWays serves over fourteen thousand youth annually at Camp Fletcher, our East Central Alabama facility in Coosa County, and school classrooms, gymnasiums, and auditoriums across the state. General operations require communicating with parents, educators, employees, grantors, board members, and other community and corporate stakeholders. Modes of communication may include emails, postal delivery, telephone calls, text messages, or postings on our website. The vast majority of SMS communications are directly related to program operations and follow-up. Nevertheless, to guard against the delivery of redundant, unwanted messages, we have implemented the following messaging procedures: gaining permission to text and opt-out instructions for anyone who does not wish to receive our messages.

### Camp Fletcher & East Central Alabama Opting for SMS messages

**Summer Day Camp and Out-of-School Time Camp** – Programs are offered during the summer, during school breaks, after school, and some weekends. Parents may receive messages to relay reminders about programs or inform them of closings or delays due to inclement weather. Depending on activities and schedules, some parents may receive weekly messages while Camp is in session. When Camp is not in session, parents may receive messages offering Holiday greetings, Birthday wishes, or encouraging words of support.

- Opt-in is gained on the SDC registration form via a check box and message: *"Check YES to opt in to receive reminders and messages via text from Camp Fletcher & BridgeWays. Msg and data rates may apply."*
- Another method for allowing parents to opt-in (if they already have a registration form on file that does not include an opt-in) is by texting: *"Camp Fletcher wants to message you regarding your child's participation in our program. The frequency may vary depending on the length of your child's participation. Msg and data rates may apply. Please text YES to receive messages."*
- Parents may opt-out by texting "STOP." The option will be a footer in text messages to parents; *"Text STOP to opt out of SMS messages."*

**Outdoor Education Programs** - BridgeWays offers educational field trips for school groups in the spring and fall. Educators may receive reminder messages regarding



booking and scheduling their school field trip to Camp Fletcher. They may also receive a message of gratitude and encouragement after they visit Camp.

- Opt-in is gained on group registration forms via a check box and message: *"Check YES to opt in to receive Field Trip reminders and messages from Camp Fletcher and BridgeWays via text. Msg and data rates may apply."*
- Another method for gaining permission to communicate via text message (If we do not have current opt-in registration on file) is by sending the following text: *"Camp Fletcher and BridgeWays want to message you regarding upcoming field trips. Msg and data rates may apply. Please text YES to receive messages."*
- *Teachers may opt-out by texting "STOP." The option will be a footer in text messages to teachers; "Text STOP to opt out of SMS messages."*

**Camp & Community Groups** – Community groups book Camp Fletcher for training, events, or outdoor adventures. Group leaders may receive messages confirming their booking or inviting them to return to Camp for another adventure.

- Group registration forms require opt-in via a check box and message: *"Check YES to opt in to receive reminders and messages from Camp Fletcher and BridgeWays via text. Msg and data rates may apply."*
- Another method for gaining permission to communicate via text message (If we do not have current opt-in registration on file) is sending the following text: *"Camp Fletcher and BridgeWays want to message you regarding your trip to Camp. Msg and data rates may apply. Please text YES to receive messages."*
- *Individuals may opt-out by texting "STOP." The option will be a footer in text messages to leaders; "Text STOP to opt out of SMS messages."*

## In-School Programs Opting for SMS Messages

BridgeWays offers a variety of programs in schools, some of which deliver learning objectives and standards required by the Alabama State Department of Education. We communicate with teachers and other school staff to schedule classes—and many prefer we contact them on their cell phone including text. The frequency of communication varies depending on the number of sessions we provide per program. Upon completion of a program's delivery, educators may receive messages offering Holiday greetings or encouraging words of support.



- Memorandums of Understanding (MOU) signed by educators require opt-in via a check box and message: *"Check YES to opt in to receive reminders and messages from BridgeWays via text. Msg and data rates may apply."*
- Another method for gaining permission to communicate via text message (If we do not have a current MOU opt-in on file) is sending the following text: *"BridgeWays want to message you regarding our programs in your school. Msg and data rates may apply. Please text YES to receive messages."*
- *Educators may opt-out by texting "STOP." The option will be a footer in text messages to educators; "Text STOP to opt out of SMS messages."*

## Governing Board, Junior Board, and Staff Opting for Messages

Board Members complete personal information forms upon election. And staff sign a "Terms of Employment" form upon being hired by the organization.

- Board initiation and Staff new hire forms will include an opt in via a check box and message: *"Check YES to opt in to receive reminders and messages from BridgeWays via text. Frequency may vary. Msg and data rates may apply."*
- Another method for gaining permission to communicate via text message (If we do not have a current form opt-in on file) is sending the following text: *"BridgeWays want to communicate with you via SMS messaging. Frequency may vary. Msg and data rates may apply. Please text YES to receive messages."*
- *Board and Staff may opt-out by texting "STOP." The option will be a footer in the first month of text messages. "Text STOP to opt out of SMS messages."*

## Donors, Funders, and Sponsors Opting for SMS messages

We communicate with individual and corporate donors, funders, and sponsors regarding our programs, events, initiatives, and successes—and many prefer we contact them on their cell phone including text. The frequency of communication varies depending on the number of events scheduled. At year end, our stakeholders may receive messages offering Holiday greetings and/or acknowledgement of their continuing support.

- Donation and sponsorship forms signed by individual and corporate donors, funders, and sponsors require opt-in via a check box and message: *"Check YES to opt in to receive updates & messages from BridgeWays via text. Msg and data rates may apply."*



- Another method for gaining permission to communicate via text message (If we do not have a current form opt-in on file) is sending the following text: *"BridgeWays want to message you regarding our upcoming events and initiatives. Msg and data rates may apply. Please text YES to receive messages."*
- Individual and corporate donors, funders, and sponsors *may opt-out by texting "STOP."* The option will be a footer in text messages to Individual and corporate donors, funders, and sponsors; *"Text STOP to opt out of SMS messages."*