**SMS Campaign Approval Request**

**Date: March 18, 2024**

**To: SMS Campaign Approver**

**Subject: Request for Approval of SMS Campaign**

Dear SMS Campaign Approver,

I am writing to request approval for an upcoming SMS campaign that we plan to launch. This campaign aims to do the following:

* Inform HoHokus AA group members that their membership anniversary is this month and the the group secretary would like to know if you will attend. Approx 30-50 members notified a month.
* Occasionally inform the HoHokus AA group of meeting cancellations or changes that need to be communicated in a timely manner. We plan on using e-mail for many of the normal communications – Approx 400 members a 3-5 times a year.

Below, I have outlined the key details of the proposed SMS campaign:

1. **Campaign Objective:** Notify HoHokus AA group members of their upcoming anniversary. Communicate last minute meeting changes
2. **Target Audience:** Members of our HoHokus AA group. Approx. 400 members
3. **Message Content:**

Hi <FirstName>. Congratulations on your <YearsSober> anniversary!

I'm sending this note to ask if you would like to celebrate your anniversary with the Hohokus Group on <CelebrationDate>, at 6 pm at St Bart’s in Hohokus, NJ. Please reply to this message YES or NO.

\*\* We are asking that you check in with the chairperson when you arrive for celebration. We are looking forward to seeing you there!

If you’d like be removed from our text/email list, reply STOP.

You could also email hohosecretary@gmail.com or speak to the facilitator @ a meeting

Don F.

Hohokus Group Secretary'

\*\*\*\* Meeting Change Message Below \*\*\*\*\*\*\*\*\*\*\*\*\*\*

Hi <FirstName>,

Please be advised. Due to <Some Event> The meeting on <Mtg Date> has been <Cancelled|Moved to…. Some Date>

If you’d like be removed from our text/email list, reply STOP.

You could also email hohosecretary@gmail.com or speak to the facilitator @ a meeting

\*\*\*\*\*\*\*\* Opt in Message \*\*\*\*\*

Hi <FirstName>,

HoHoKus AA Group is beginning to automate our text/email messaging system to streamline our notifications for the following.

\*\* Indicating you intention to celebrate on your anniversary month. You will only get this personalized message in your anniversary month.

\*\* Any urgent changes in meeting dates or cancelation i.e. The church is unexpectedly closed for that meeting.

Please Respond YES to accept these messages.

Thanks

Don F HoHoKus Secretary.

1. **Frequency:** The ceremony text will be sent 30-50 times a month depending on the number of members celebrating.
2. **Compliance with Regulations:** There is a sign up procedure by email or in person and there are several opt out procedures I expect we are in compliance. Also the group secretary will track the current opt in state on a spreadsheet.
3. **Opt-Out Mechanism:** Reply STOP to the message, email/text the group secretary [hohosecretary@gmail.com](mailto:hohosecretary@gmail.com), or speak to a group officer/meeting facilitator at a meeting
4. **Risk Assessment:** Since we will meet the members in person and allow the recipients have several ways to opt out. So
5. **Approval Request:** We seek approval from Twilio Compliance to proceed with the SMS campaign as outlined above.

Please review the details provided and let us know if any further information is required. Your prompt attention to this request would be greatly appreciated.

Thank you for considering our proposal.

Sincerely,

[Your Name] [Your Position/Department] [Your Contact Information]