How do I create a custom Opt-In?

16/10/2025 4:09 pm AEDT

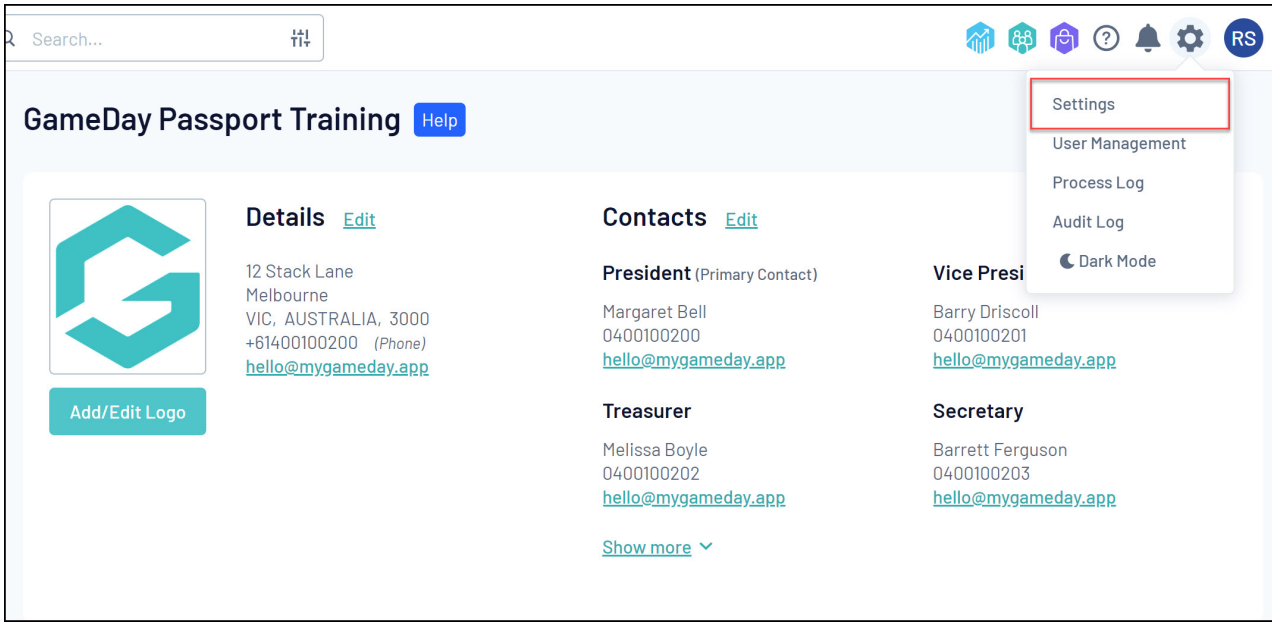
As a Passport administrator taking registrations and/or managing members through your database, you have the ability to set up custom **Opt-Ins** whereby you can offer each member an option to Opt-In to *Secondary Communications* that you send through Passport's Communications feature.

Secondary Communication can contain information about the season (e.g. scores, statistics, weekly newsletters), special offers, promotions and marketing. These communications can ONLY go to those who have opted-in to receiving this information upon registration and have not opted-out prior to the last 7 days.

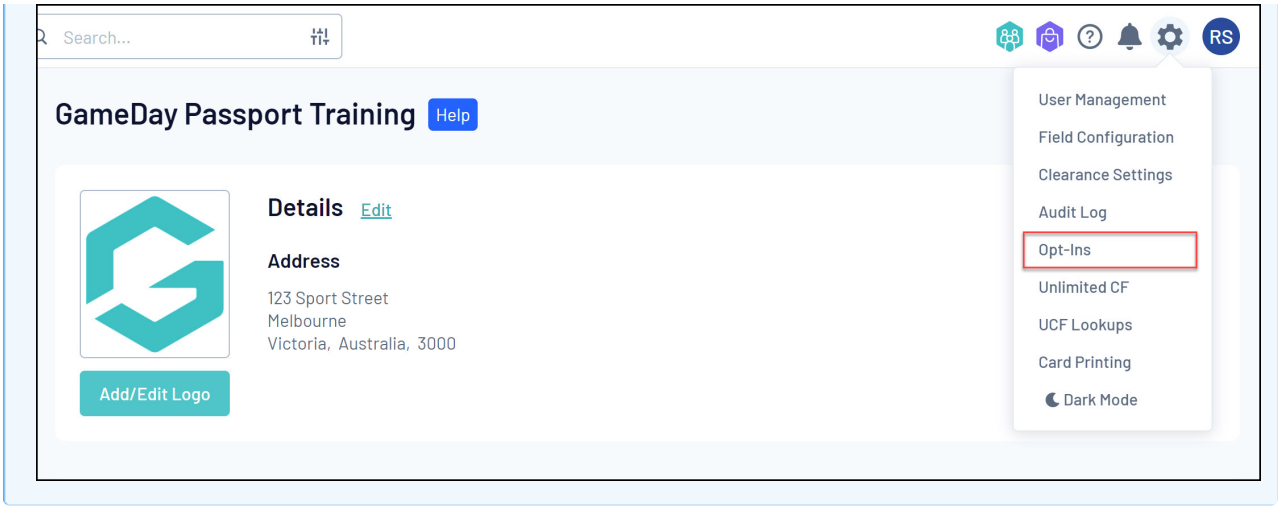
By creating an Opt-In, you are automatically adding an additional checkbox to any of your organisation's registration forms. The system will then collect and store data for members who chose to Opt-In to allow you to report on and filter communications by this group of members.

To create an Opt In:

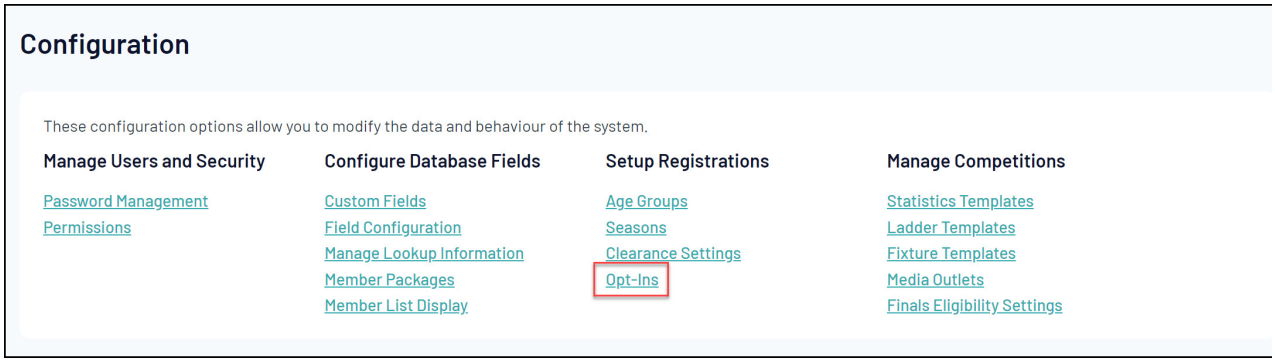
1. From your organisation dashboard, click the **Settings Cog**, then **SETTINGS**



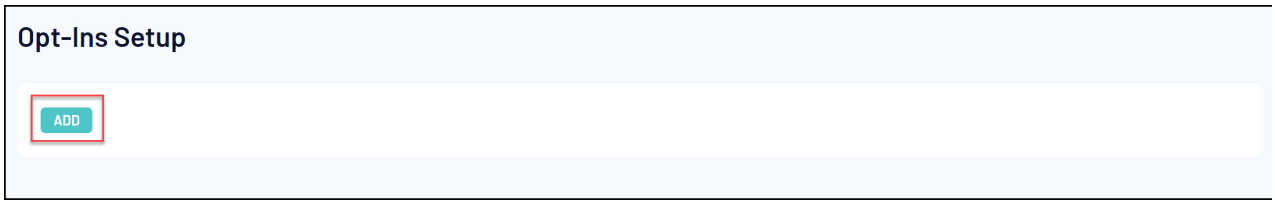
Note: If your organisation is above Association/League level, select **OPT-INS** from this menu



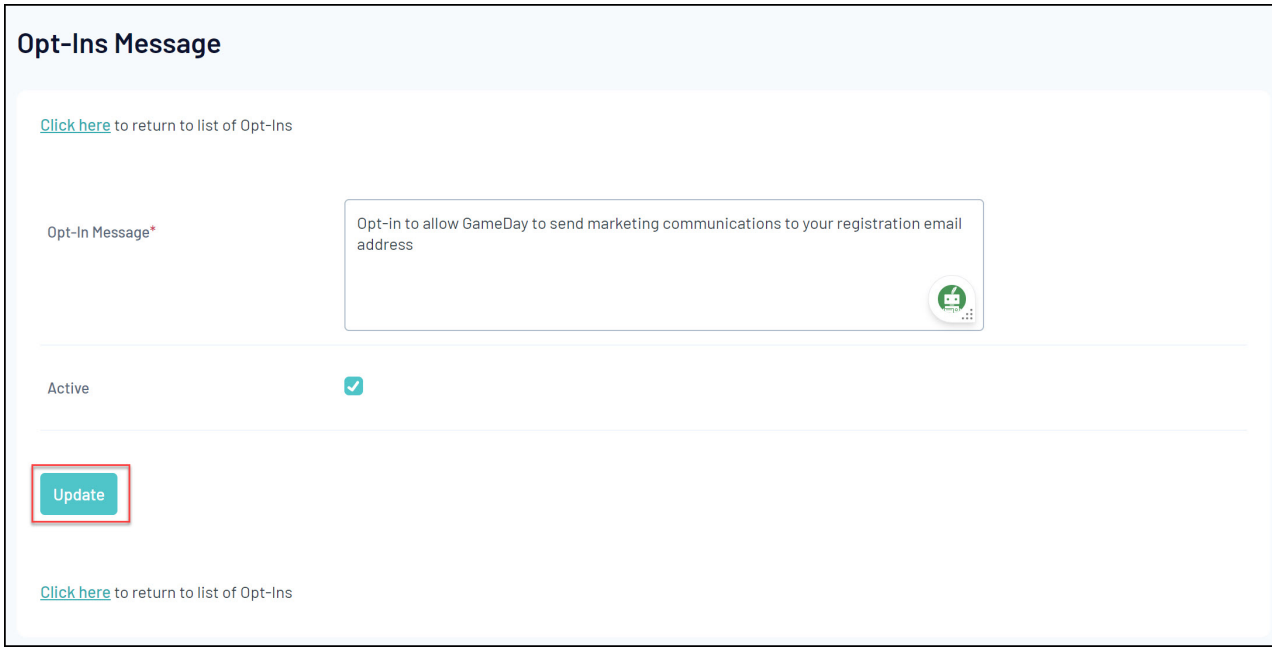
2. Click **OPT INS**



3. Click **ADD**

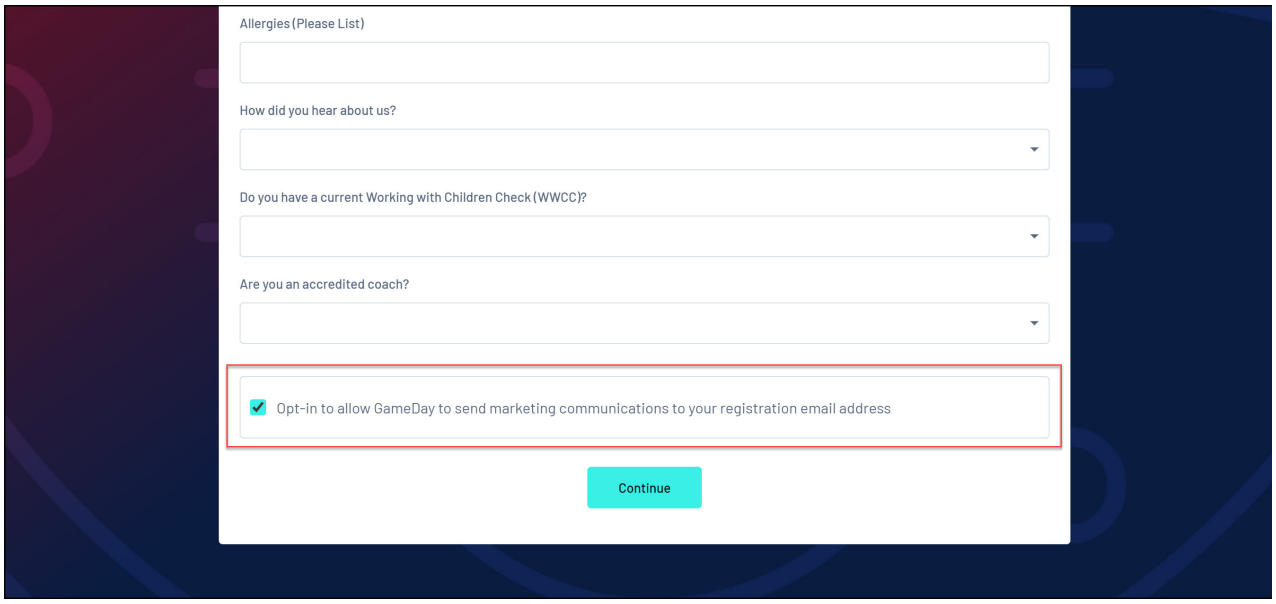


4. Enter your **Opt-In Message**, then click **UPDATE**

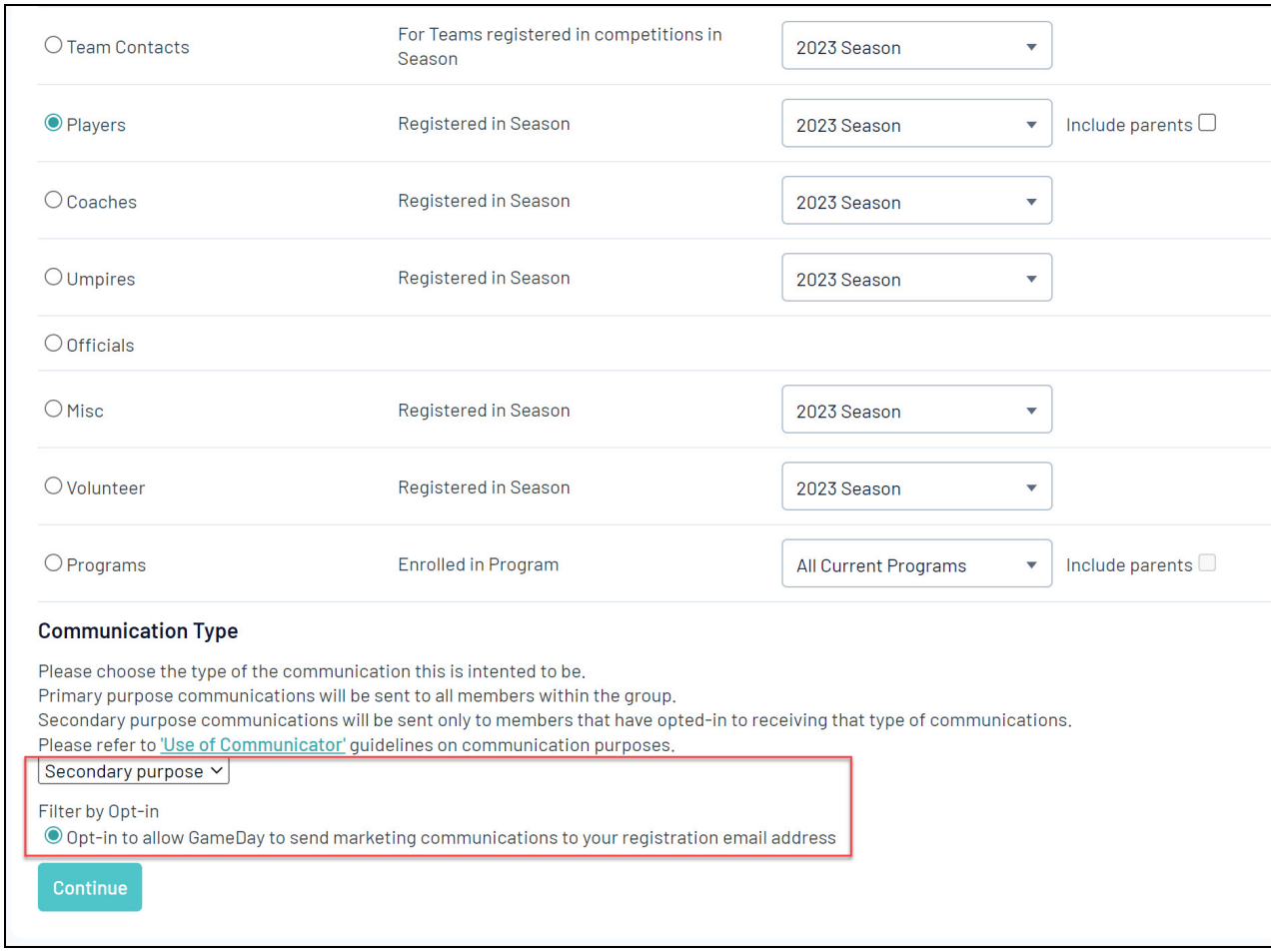


Your Opt-In will then automatically appear when:

a) Someone registers to your organisation



b) When an administrator of your organisation wants to send a **Secondary Communication** through the email communication functionality


Team Contacts
For Teams registered in competitions in Season
2023 Season
Players
Registered in Season
2023 Season
Include parents
Coaches
Registered in Season
2023 Season
Umpires
Registered in Season
2023 Season
Officials
Misc
Registered in Season
2023 Season
Volunteer
Registered in Season
2023 Season
Programs
Enrolled in Program
All Current Programs
Include parents
Communication Type
Please choose the type of the communication this is intented to be.
Primary purpose communications will be sent to all members within the group.
Secondary purpose communications will be sent only to members that have opted-in to receiving that type of communications.
Please refer to 'Use of Communicator' guidelines on communication purposes.
Secondary purpose
Filter by Opt-in
Opt-in to allow GameDay to send marketing communications to your registration email address
Continue