



# GAMEDAY

## How do I send a Secondary Communication to Opted-In members?

Last Modified on 06/08/2024 10:13 am AEST

If your organisation is using custom [Opt-Ins](#) whereby members are able to agree to receive secondary communications such as marketing or sales communications from you, you can ensure that these types of emails are sent only to opted in members.

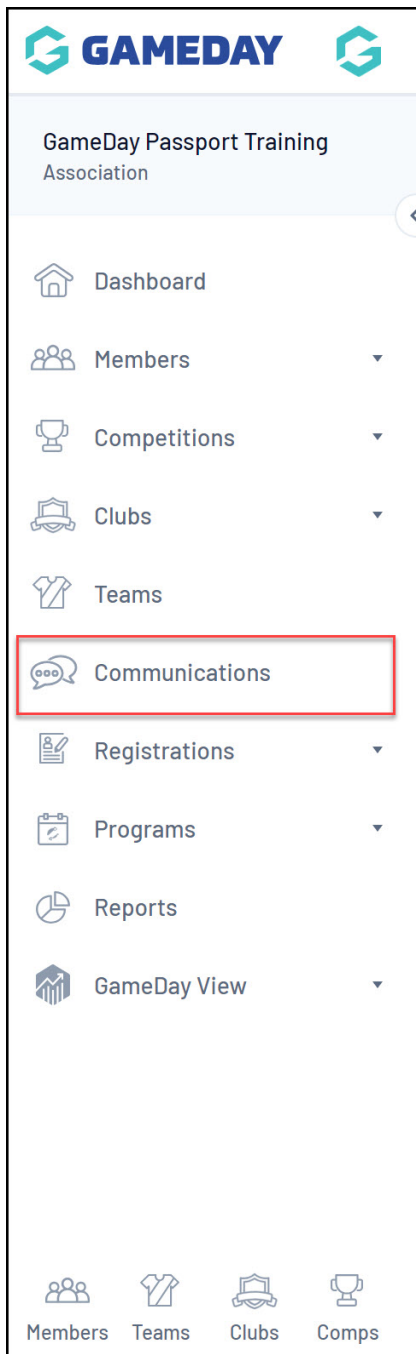
**Note:** There are two different types of communication you can send out through Passport, outlined below:

**Primary Purpose/Implied Consent:** This communication should be contained to including only information that, if not communicated would affect the administration of the game. For instance: if the game is postponed, cancelled or forfeited, or if there is a change in time or location. These are the **ONLY** types of communications that can be sent to the whole database.

**Secondary Purpose/Express Consent:** This 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.

To send a Secondary Communication to Opted-In members:

1. From your organisation dashboard, click the **COMMUNICATIONS** option in the left-hand menu



2. Click **SEND A MESSAGE**

3. Select **MEMBERSHIP GROUP**

4. Select a relevant member type, then in the **Communication Type** section, select **SECONDARY PURPOSE** from the drop-down menu. You will then see your Opt-In appearing as a selectable option.

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 intended 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](#)

5. Click **CONTINUE**

6. Your recipient list will now only include members who have opted in to receive these communications. Use the **EMAIL** button to continue.

Choose the type of message(s) you would like to send.

To send an SMS you require sufficient credits. You have **0** SMS credits available. You are not logged in to send an SMS

Send a longer less urgent message

This option will SMS contacts with a mobile number and automatically email those contacts with an email address but no mobile number listed.

**Untick to exclude people from this message**

Contacts List			
Name	Email	Mobile	Select All/Unselect All
Kenneth Fox	r.stewart@sportstg.com		<input checked="" type="checkbox"/>
Ian Goran	r.stewart@sportstg.com		<input checked="" type="checkbox"/>
Jack Simon	r.stewart@sportstg.com	0400100200	<input checked="" type="checkbox"/>

7. Compose your email in the **Message** section, then click **SEND MESSAGE**

Message

format font size

You can opt out of emails like this from GameDay Passport Training. [Unsubscribe](#).

---

John Adams GameDay Passport Secretary Phone: 0412345678 Address: 1234 Test Avenue, Test


Attachment(s):  
(Total max size: 1 MB)

Add Files

Type of Message: News

**Acceptable Use Policy:**  
GameDay provides the Communicator to Associations, Clubs and Teams for legitimate communication between these entities and their members. Users who use this system to send SPAM (electronic junk mail) will be immediately banned from further use. GameDay monitors the level of communication (not the content of the messages) to ensure that there is no excessive and or unnecessary use of the system by individuals or entities.

Send Message



Using this type of communication, opted-in members have the ability to unsubscribe from your communications as part of any emails received.