



Donor SMS/MMS Marketing Policy (Last Updated: June 27, 2023)

ICNA Relief USA Programs (ICNA Relief) is committed to maintaining a strong relationship with our donors and supporters. In line with this commitment, we may utilize SMS marketing to communicate important updates, events, fundraising campaigns, and other relevant information. This policy outlines the guidelines and procedures for conducting SMS marketing campaigns while ensuring compliance with applicable laws and regulations.

1. Permission-Based Marketing:

- a. We will only send SMS messages to individuals who have explicitly provided their consent to receive such communications.
- b. Consent will be obtained through opt-in mechanisms, such as online forms, written agreements, or specific SMS opt-in keywords.
- c. Donors will have the option to opt-out of SMS marketing at any time, and we will respect their preferences promptly.

2. Compliance with Laws and Regulations:

- a. We will comply with all applicable laws and regulations, including but not limited to the Telephone Consumer Protection Act (TCPA) and the CAN-SPAM Act.
- b. We will maintain accurate records of donor consent, opt-ins, and opt-outs to demonstrate compliance if required.
- c. SMS messages will include clear identification of our organization, contact information, and an opt-out mechanism.

3. Frequency and Timing of SMS Messages

- a. We will limit the frequency of SMS messages to avoid causing donor fatigue or annoyance. Our standard frequency will be limited to 2 text messages per month. In case of an emergency campaign (i.e. natural disaster, national crisis, etc) the number of messages may exceed to 4 per month.
- b. The timing of SMS messages will be considerate, ensuring messages are not sent too early in the morning or too late at night.

4. Content and Tone

- a. SMS messages will be concise, relevant, and focused on the nonprofit organization's mission and activities.
- b. We will maintain a professional and respectful tone in all SMS communications, ensuring that the content aligns with our organization's values and ethical standards.

5. Data Protection and Privacy

- a. Donor contact information and SMS marketing data will be securely stored and protected.
- b. We will not share donor contact information with third parties for their own marketing purposes without explicit consent.

6. Opt-Out Process

- a. Donors who wish to opt-out of receiving SMS messages will have a clear and easily accessible opt-out mechanism provided in every SMS.
- b. Opt-out requests will be processed promptly, and donors' preferences will be respected.

7. Monitoring and Compliance

- a. We will periodically review and monitor SMS marketing campaigns to ensure compliance with this policy and relevant laws.
- b. Complaints or concerns regarding SMS marketing should be directed to the appropriate staff member or contact person, who will promptly address and investigate the issue.

8. Training and Awareness

- a. Staff involved in SMS marketing activities will receive appropriate training on this policy, legal requirements, and best practices for SMS marketing.
- b. Donors will be informed about our SMS marketing practices through our privacy policy, website, and other communication channels.

9. Policy Review

This policy will be periodically reviewed and updated as needed to reflect changes in laws, regulations, or

By following this SMS marketing policy, ICNA Relief USA aims to maintain a respectful and effective communication channel with our valued donors, while ensuring compliance with legal and ethical standards.

Contact Information:

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