

Manually Managing Email Preferences ^[1]



November 8, 2019 by [jennifer.mortensen](#) ^[2]

NOTE This task requires assistance from your [eComm Specialist](#) ^[3].

We've probably all received an email from a constituent that says something along the lines of, "Stop emailing me. I want to opt out," or "How can I start receiving a particular communication?"

If you already read about honoring email preferences, you know that while constituents can click the manage my email preferences link in the CU Footer for All Emails, not every constituent chooses that path. If you receive an email asking to modify preferences, please send it to your [eComm Specialist](#) ^[3] for processing. Only eComm Specialists can modify preferences in Salesforce manually.

The good news? It's usually a pretty quick change.

A Few Notes for eComm Specialists

Opting Contacts Out of All Emails

- If you opt a contact out of all emails in Salesforce, the System team will send a weekly file of email opt-out data to Advancement Records so that email opt-out information can be updated accordingly in the source system.
- If you are opting a contact out of a specific category of emails, be sure to double-check that clicking the opt-out of all checkboxes results in the other category boxes being unchecked.

Opting Contacts Back Into All Emails

- If you opt a contact back into all emails in Salesforce, the System team will send a weekly file of email opt-in data to Advancement Records so that email opt-in information can be updated accordingly in the source system.
- The System team will complete a weekly reactivation of subscribers who previously opted out of Marketing Cloud. If you need immediate action on reactivating a subscriber and cannot wait for the weekly change process, [submit a help ticket](#) ^[4] (select Marketing Cloud >> Reactivate Subscriber).

Related Content

- [How do constituents manage their own email preferences?](#) ^[5]
- [How do I change the name of an existing email preference?](#) ^[6]
- [How do I create a new email preference?](#) ^[6]

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