# Manually Managing Email Preferences [1]

May 1, 2025 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 data is sent to CU Ascend each night so that email opt-out information can be updated accordingly in the source system.

**Opting Contacts Back Into All Emails**

- If you opt a contact back into all emails in Salesforce, the data is sent to CU Ascend each night so that email opt-in information can be updated accordingly in the source system.
- You should also confirm that the corresponding Subscriber (in any Business Unit that they might receive messages from) has a green shirt status or cannot be found [4].
  - If they have a yellow or gray shirt status, add details to the Re-subscribe Request Sheet [5] to be completed weekly.
  - If urgent, submit a help ticket [6] to the System eComm Team (select **Tell us what you need help with: Marketing Cloud** > **Resubscribe Contact**).

## Related Content

- How do constituents manage their email preferences? [7]

- How do I change the name of an existing email preference? [8]
- How do I create a new email preference? [8]

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[4] https://www.cu.edu/blog/ecomm-wiki/subscribers-and-subscriber-status
[5]
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