



# Impact Outbox — Frequently Asked Questions

Impact Outbox — the honest answers to what operators ask most.

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## What does it cost?

**\$120 per event, and your first 2 events are free.** No subscription, no monthly fee, no contact limits — you pay only when you run an event. **Detroit founding operators pay \$99/event, locked in for as long as your account stays active** (use code DETROIT2026 at signup). You're billed when your campaign's first email sends — drafts and planning never cost anything.

## Do I need a credit card to sign up?

No. Sign up, run your first two events free, and we'll set up payment before your first billable event. Your plan and free-event counter are always visible in Settings » Billing.

## What actually happens automatically vs. what do I do?

**Automatic:** the email sequence writes and sends itself on schedule; flyers and countdown graphics generate in the school's colors; the checklist builds itself and checks off tasks the system completes; sign orders email the vendor; engagement stats collect themselves.

**You:** post to the Facebook event page (about 60 seconds when the Today panel tells you — Facebook doesn't allow any software to do this part), hold your meetings, and run the sale. The Today panel on your dashboard is your one-glance morning briefing.

## Can I edit the emails? They need to sound like me.

Yes — three levels. Edit your **Master Templates** once and every future campaign uses your version. Edit any **individual email** in a campaign before it sends. Or **Send Now / Reschedule / Cancel** any email anytime. You approve the templates before anything ever sends.

## What if I need to stop everything on a campaign?

Every campaign has a **Pause** button. Paused means nothing sends automatically — emails, posts, nothing — until you resume. Manual sends still work if you choose. Also: any email that misses its scheduled window is marked **Overdue** and will never auto-send; it waits for your decision.

## Will emails come from my @cfsbeds.com address?

Not yet — they send from **campaigns@impactoutbox.com**, a fully authenticated domain (your name and signature are on every email, and replies go to you). Sending from operators' own CFS addresses requires a one-time authorization from CFS Corporate IT — the integration is already built and waiting on their approval.

## My sponsor says they didn't get an email. What happened?

Almost always spam filtering on the school's side — districts quarantine first-time senders. Have them check spam once and add campaigns@impactoutbox.com to their contacts (the first email asks them to do exactly this). Your engagement stats show what was delivered and opened, so you're never guessing.

### **Does it post to Instagram? Can it create the Facebook event for me?**

Not yet — both are on the roadmap. Today it auto-posts to your Facebook **page** (if you connect it) and preps every **event page** post for a 60-second manual publish. Facebook's rules prevent any tool from posting directly to event pages — anyone who tells you otherwise is risking your account.

### **I already have templates and a system I like. Do I have to start over?**

No. Paste your own wording into your Master Templates and the platform runs *your* content on its scheduling engine. The built-ins are there for operators who want proven copy out of the box.

### **What do I need at the launch meeting?**

Either nothing (record the audio on your phone and upload it — you'll get the campaign auto-built **plus** a meeting-minutes PDF) or the paper Launch Meeting Form (downloadable blank in the app) to fill in and upload later. One upload builds the entire campaign.

### **Whose data is this? What if I leave?**

Yours. Your campaigns, contacts, and templates belong to you. Cancel anytime — there's no contract; the founding rate simply stays yours as long as the account is active.

### **Who's behind this?**

Danny Hinton, CFS Fresno — a working operator, not a software company. Impact Outbox runs my own events live right now. Questions, problems, ideas: **danny.hinton@cfsbeds.com · (559) 314-4662**.