

If a member is listed as unsubscribed, but wants to be added to your mailing list:

Option 1: If the Contact Unsubscribed Themselves

If a subscriber clicked the unsubscribe link in your email campaign, Mailchimp blocks you from manually opting them back in to protect privacy and comply with laws like CAN-SPAM and GDPR.

1. **Get your signup form URL:** Go to **Audience > Sign-up forms > Form builder** (or **Manage forms**) and copy your public signup form URL.
2. **Send them the link:** Email the signup form link to the person directly (using your regular email client) or invite them to opt back in through your website or landing page.
3. **They complete the form:** The subscriber must fill out and submit the form themselves to add their email back to your active audience.

Option 2: If You Unsubscribed Them Manually

If you or an admin removed the contact from your list manually (such as by mistake or due to a cleanup), you can re-subscribe them directly: [[1](#), [2](#)]

1. Log in to Mailchimp and click **Audience** in the left-hand menu, then select **All contacts**.
2. Use the search bar to find and click on the specific contact profile.
3. Click the **Actions** drop-down menu in the top-right corner of their profile.
4. Select **Subscribe** (or **Resubscribe**) and click **Confirmation**