

Placing the responsibility of "OPT-OUT" on the receiver of political SMS will result in a game of "whack a mole". How many different SMS senders can you Opt Out of per day?

Opt-In is the only way to do this, if I want to receive messages from someone, let me specify that I want these messages not "I'll send them to you from 1000 different forged phone numbers for you to opt out of".