

The Campaign Registry Campaign Checklist



Follow the checklist below before submitting an SMS campaign to the Campaign Registry, to ensure highest possible pass rates.

Note this checklist should serve as a best practice guide but is not a comprehensive list. Work with your dialer provider for more assistance.

- Provide proof of **opt-in consent** methods (digital form, physical sign-up form, website SMS keyword, etc) with clear and specific language about the types of messages (including SMS), frequency, and how recipients can opt out of future messages.
- Make sure **privacy policy** includes the following language: opt-in list won't be sold and/or shared to third parties.
- Ensure EIN and the information provided during **TCR registration** matches exactly what's filed with the IRS.
- Cover messaging types used in **terms & conditions**.
- Only message consumers who've provided **opt-in consent** and keep the record to ensure brand reputation and avoid flagging in the long term.
- Ensure that messaging has a clear call to action, includes opt-out and help keywords (e.g., STOP, UNSUBSCRIBE, HELP), and within 160 characters.
- Only utilize **DBA (Company name), Messaging, and/or embed URLs** that align and match the information obtained from the opt-in consent.

At the end of day, ensure you feel confident that your campaign is compliant and will continue to follow the **TCPA** (Telephone Consumer Protection Act) and **CTIA** (Cellular Telephone Industries Association) guidelines.