Long Code Messaging Campaign Checklist

*Don't waste time and money –
Use this handy checklist to ensure your campaigns are polished and ready for external review!*

- [ ] **Brand** and messaging aligns with whom the recipient expects to hear from based on their opt-in

- [ ] **Messaging** aligns with the expectations we set when the recipient opted in (i.e., type(s) of messages)

- [ ] Campaign is timed with our other campaigns to align with the **frequency** of messages the recipient expects

- [ ] **URL** and/or **phone number** listed have been double-checked and align with our brand and website

- [ ] Messaging avoids any **"SHAFT"** keywords (sex | hate | alcohol | firearms | tobacco)

- [ ] **Tone** is polite, friendly, and professional with a clear call to action

- [ ] Message includes a clearcut link to opt out

- [ ] We've appointed an internal **compliance expert** who's approved the campaign

- [ ] We've re-read the **TCPA and CTIA guidelines and the carrier Code of Conduct** recently and feel confident the campaign is compliant

- [ ] Content is finalized and **won't change once the campaign is approved** (If we must edit, we'll create a new campaign)

- [ ] Our **privacy policy** states clearly our opt-in list is never for sale

- [ ] Our **terms and conditions** explicitly cover messaging, including the type(s) of messaging we use

- [ ] Brand and campaign have been **registered and approved** by The Campaign Registry (TCR)

commio