

# 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**
- Don't register the campaign till content is finalized, and **don't change the content once the campaign is approved..** If you must change it, create a new campaign
- Our **privacy policy** states clearly that our opt-in list is never for sale
- Our **terms and conditions** explicitly cover messaging, including the type(s) of messaging we use
- We've re-read the **TCPA and CTIA guidelines and the carrier Code of Conduct** recently and feel confident the campaign is compliant
- Brand and campaign have been **registered and approved** by The Campaign Registry (TCR)

