

10DLC Customer Registration **SMS/MMS Text Alerts**

10DLC (10-Digit Long Code) registration is now a requirement when sending P2P/A2P text messages.

This protocol was enacted by carriers starting on January 27th, 2022. Complete ALL fields below.

- TTHM has provided notes that may help you to determine your answers to the questions below.
- Successful completion of this form will result in a “Verification Token” unique to your organization.
- Mobile carriers will restrict or fully block unregistered traffic. Register to improve text delivery rates.

Please reference the [TTHM Text Alert 10DLC Fact Sheet](#) or call your TTHM Sales Rep with any questions.

INFORMATION ON YOUR ORGANIZATION

Legal Organization Name:

Country of Registration:

What type of legal form is your organization? CHOOSE ONE:

Privately Held Company Publicly Traded Company Nonprofit Organization Government Sole Proprietor

Tax Number / ID / EIN :

Address/Street:

City/Municipality:

State/Region:

ZIP Code/Postal Code:

Vertical Type? CHOOSE ONE:

Agriculture Media & Communications Construction, Materials & Trade Services Financial Services

Education; Energy & Utilities Entertainment Gambling & Lottery Government Services & Agencies

Healthcare & Life Sciences Hospitality & Travel HR Staffing or Recruitment Insurance Legal

Manufacturing Non-Profit Organization Political Postal & Delivery Professional Services

Real Estate Retail & Consumer Products Information & Technology Services Transportation & Logistics



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Notes in parenthesis below are intended to provide context based on how Telephone Town Hall Meeting (TTHM) manages compliant text outreach. These notes do not apply to other vendors. 10DLC registration cannot be shared between text vendors, so these answers will only apply to texts sent through TTHM.

Do you plan to send MMS texts containing media such as images or lengthy text delivered as a .txt file?
This answer will help us ensure your messages are sent on a capable carrier.

What area code(s) would you like your texts sent from?

(Text ID Area Code - list up to three)

Are you collecting and processing subscriber opt-ins?

(Yes – TTHM offers a web registration opt-in service)

Are you collecting and processing consumer opt-outs?

(Yes – TTHM automatically processes opt-outs & scrubs them from future outreach originating from our system)

Have you implemented a response to the “HELP” keyword informing customers how they can contact you?

(Yes – TTHM requires a "HELP" reply script to facilitate this process. See: TTHM Text Alert Sample Scripts)

Are you using an embedded link of any kind?

(Yes – you should be prepared to include links to your website or to actionable items online)

Are you using an embedded phone number beyond the contact number in the HELP response?

(Yes – you should be prepared to include phone numbers that direct message recipients to reach out)

Will the campaign include content related to direct lending or other loan arrangements?

Is affiliate marketing being used, or was it used in the creation of the campaign?

Will the campaign include any age-gated content as defined by carrier and CTIA guidelines?



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Please provide your contact information in the event that TTHM needs to reach out regarding this form:

YOUR NAME:

YOUR TITLE:

YOUR EMAIL:

YOUR PHONE:

INFORMATION ON YOUR MESSAGING

Text Use-Case:

(Political, Charity, Emergency, Polling and Voting, Marketing, Public Service Announcement, Member Support, etc.)

Campaign Description:

(Why are you sending these texts? Who are you sending them to? More detail helps with the approval process.)

Sample Text Messages & Opt-In Process

(Provide THREE Sample Text Messages that your organization might send.)

Sample Text Msg 1:

Sample Text Msg 2:

Sample Text Msg 3:

Describe in detail how individuals can Opt-In for text messages from your organization:

Opt-In Process:

Opt-In Key Words:

Opt-In Message:

Opt-Out Message:

Help Message:

