

10DLC Campaign Verify **SMS/MMS** Text Alerts

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

Political Candidates, Parties, PACs, or other Committees that are 527 tax-exempt organizations and registered with the Federal Elections Commission (FEC) or a State, Local or Tribal Election Authority **MUST** register with Campaign Verify in order to send P2P/A2P texts. Verification can take 10+ days to complete. Please reference the TTHM Text Alert 10DLC Fact Sheet or call your TTHM Sales Representative with any questions.

ALL FIELDS ARE REQUIRED. Missing information will result in registration being rejected by Campaign Verify.

- 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.

INFORMATION ON YOUR ORGANIZATION

Official Committee Name:

Committee Type:

Regulatory Authority Filing URL:

- Federal Committees should list FEC Filing URL ie. "[www.fec.gov/data/committee/\[unique code\]](http://www.fec.gov/data/committee/[unique code])"
- State, Local or Tribal Committees should list the Filing URL for the State, Local or Tribal Authority.
- This URL must list the Email Address or Mailing Address below.

Tax Number / ID / EIN:

Committee Filing Email Address:

Committee Filing Mail Address:

County of Registration:

City/Municipality:

State/Region:

ZIP Code/Postal Code:

Official Website:

Official Phone Number:

This phone number may be called to verify your organization.

FEC Committee ID (or Committee ID for State, Local or Tribal Authority):

All campaigns must have a valid Committee ID to register.

Election Date:



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

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?



10DLC Customer Registration SMS/MMS Text Alerts

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:

ie. <Organization> is holding a live Telephone Town Hall on <Date>. To join our free live phone forums, reply YES. (Reply STOP to OptOut)

Sample Text Msg 2:

ie. Speak Up, Be Heard! Participate in our 100% anonymous survey and let local officials know how you feel about Mountaintown, USA. <link> (Reply STOP to OptOut)

Sample Text Msg 3:

ie. <Organization> needs your support. Take action today by volunteering, donating or adding a message of support on social media. <links> (Reply STOP to OptOut)

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

Opt-In Process:

ie. Recipients opt-in for texts when they become members, on our website, using our web registration form, by calling <phone>...

Opt-In Key Words:

ie. Reply yes to subscribe to updates about...(Explain why someone might opt-in: some examples: Organizational membership, event notification, educational information, emergency outreach, PSAs)

Opt-In Message:

ie. Thank you for your interest in <Key Word>...we'll be in touch...a staff member will reach out...just answer when we call...see you at the upcoming event, etc.

Opt-Out Message:

We apologize for any inconvenience. Your phone number will be removed from our text list.

Help Message:

For more information/assistance please visit <website> or call <phone number>.

