

The Campaign Registry Compliance Checklist



Before submitting your messaging campaign for approval, use this checklist to ensure your messaging is polished and all materials are ready to review!

- ☐ **Brand** and messaging aligns with whom the recipient expects to hear from based on their opt-in.
- ☐ **Messaging** aligns with the expectations set when the recipient opted in.
(i.e., types of messages)
- ☐ **URL** and/or **phone number** listed have been double-checked and aligned with brand and website.
- ☐ **Message sample tone** is polite, friendly, and professional with a clear call to action.
- ☐ **Opt-in sample message** includes branding, messaging frequency and disclosure, help instructions, and opt-out instructions.
- ☐ **Opt-out sample message** includes branding and notice that no further messages will be sent.
- ☐ **Help sample messages** includes branding, a valid support contact (phone or email) and opt-out language.
- ☐ Message includes clear instructions to **opt out**.
- ☐ Campaign content is finalized - **do not change content once the campaign is approved**. If you must change it, create a new campaign.
- ☐ **Privacy policy** states that opt-in lists are never for sale.
- ☐ **Terms and conditions** explicitly cover messaging, including the type(s) of messaging used.
- ☐ Messaging avoids any **"SHAFT" keywords**.
(sex/hate/alcohol/firearms/tobacco)
- ☐ Read the [TCPA & CTIA](#) guidelines and the carrier [Code of Conduct](#) and ensure the campaign is compliant.
- ☐ A **clear description** of the campaign, use case, and Call To Action has been provided.
- ☐ All **message samples** include branding and opt-out language.