# The Campaign Registry — 10DLC Registration

## Campaign Verify

Campaign Verify is a secure, non-partisan, nonprofit verification service for U.S. political campaigns, parties, and PACs seeking to verify their identity for voter engagement via text messaging.

Eligible entities include:  
- Federal Election Commission (FEC)-registered candidates, parties, PACs, and other 527 tax-exempt organizations.  
- State, local, or tribal candidates or committees registered with election authorities that publish filing records online.

To register, visit [https://www.campaignverify.org/.](https://www.campaignverify.org/) Once you obtain your verification token, please enter it below:

Campaign Verify Token for this vendor: [Click or tap here to enter text.]

Note: If submitting a new Campaign Verify token above, you may skip the sections titled “Entity General Information,” “Entity Contact Information,” and “Authorized Representative.” Proceed directly to the Campaign Use Case Registration section.

\*There is a $75 dollar charge acquire the token and 10dlc.

## Entity General Information

Tax Number/ID/EIN: Click or tap here to enter text.

527 tax-exempt organization: Choose an item.

Legal Organization Name: Click or tap here to enter text. (Must match Tax filing / EIN listing)

DBA or Brand Name: Click or tap here to enter text.

Entity Type: Choose an item.

Industry Type: Choose an item. For Political use “Communication and Mass Media”

Website (must include https://): Click or tap here to enter text.

## Entity Contact Information

Phone: Click or tap here to enter text.

e-mail: Click or tap here to enter text. (e-mail should match website URL. Avoid g-mail or yahoo e-mails)

Street Address: Click or tap here to enter text. (Must match Tax filing / EIN listing)

City: Click or tap here to enter text.

State: Click or tap here to enter text.

Postal Code/ZIP Code: Click or tap here to enter text.

Country of Registration: Click or tap here to enter text.

## Authorized Representative Information

First Name: Click or tap here to enter text.

Last Name: Click or tap here to enter text.

e-mail: Click or tap here to enter text. (e-mail should match website URL)

Business Title (more specific vs. “Position” below): Click or tap here to enter text.

Position: Choose an item.

Phone:Click or tap here to enter text.

## Campaign Use Case Registration

(if there is not a #2 this section can be left blank)

First Name: Click or tap here to enter text.

Last Name: Click or tap here to enter text.

e-mail: Click or tap here to enter text. (e-mail should match website URL)

Business Title Click or tap here to enter text. (More specific vs. “Position” below):

Position: Choose an item.

Phone:Click or tap here to enter text.

## Campaign “Use Case” Registration

1. **Use Case:** Choose an item.

\* Select the one option that best represents your organization

\* Sub-Use Cases. Depending on the use case selected, optional sub-Use Cases can be selected. We will reach back to you if there are any sub-Use Case questions.

1. **Sub Use Case:** If “POLITICAL” Use Case was chosen, please check all the boxes below that apply for the Political Sub Use Cases:

(Check a Minimum: 0, Maximum: 5) Use case(s) will require sample messages.

2FA - Two-Factor authentication, one-time use password, password reset

Account Notification - All reminders, alerts, and notifications. (Examples include: flight delayed, hotel booked, appointment reminders.)

Customer Care - All customer care messaging, including account management and support

Delivery Notification - Information about the status of the delivery of a product or service

Fraud Alert Messaging - Fraud alert notification

Higher Education - For campaigns created on behalf of Colleges or Universities and will also include School Districts etc. that fall outside of any "free to the consumer" messaging model

Marketing - Any communication with marketing and/or promotional content

Polling and voting - Polling and voting

Public Service Announcement - An informational message that is meant to raise the audience's awareness about an important issue

Security Alert - A notification that the security of a system, either software or hardware, has been compromised in some way and there is an action you need to take

1. **Internal Identifier:** Click or tap here to enter text.

\*This will appear in the drop-down when selecting your campaign within the online Portal

1. **Description of Campaign** (why you are sending texts): Click or tap here to enter text.

\*Must be a minimum of 40 characters and be as clear and concise as possible

1. **How long do you want this campaign active:** Choose an item.
2. **Messages can contain embedded Links:** Choose an item.

\*Select “Yes” if you plan to include links in your texts at any time in the future

1. **Sample Messages:**

Sample Text Message 1:Click or tap here to enter text.

Sample Text Message 2:Click or tap here to enter text.

1. **Opt-out Message:** You have successfully been unsubscribed; you will not receive any more messages from {BRANDNAME} at this number. Reply START to re-subscribe.

\*Response to the STOP keyword - default

1. **Help Message:** {BRANDNAME}: For Help, email {BRANDEMAIL}. To opt-out, reply STOP

\*Response to the HELP keyword – Default

10) **List contains Opted-In Contacts:** Choose an item.

\*Must be checked YES for text message sending

**\*Client must have a plausible opt-in form on their website. See examples in “Message Flow” below (This will be manually vetted by the TCR).**

11) **Message Flow:** Click or tap here to enter text.

\* This field should describe how a consumer opts-in to the campaign, see examples below.

Example 1: Customers opt-in by visiting [www.example.com](http://www.example.com) and adding their phone number. They then check a box agreeing to receive text messages from Example Brand.

Example 2: Consumers opt-in by texting START to (111) 222-3333 to opt in.

Example 3: Opting-in over the phone using IVR phone number (888)123-4567

\* I**f opt-in is obtained via a website the following opt-in language must exist on the website or the vetting of the registration will FAIL.**

* **Recommended website language for multi-use opt-in form on the website (For example used for both donations and as a form to stay connected or contact us pages). Language must exist any place a phone number is collected. Check box must be UNCHECKED.**

“🗆 You agree to receive text messages from {ORGANIZATION}. Message & data rates may apply. Message frequency varies. Reply STOP to opt-out, reply HELP for help. {Privacy Policy link} {Terms and Conditions link} “

* **Recommended website language for express single use opt-in form on the website (For example a** SINGLE use web form is explicitly opting a consumer in by submitting the form and serves no additional purpose)

“By providing your phone number, you are consenting to receive text messages from {ORGANIZATION}.  Msg & data rates may apply. Message frequency varies. Reply STOP to opt-out, reply HELP for help. {Privacy Policy link} {Terms and Conditions link}”

\*Opt-in language on the website must include consent and opt out instructions and links toPrivacy Policy and Terms & Conditions.

\* The “Privacy Policy” CANNOT allow for the sharing/selling of end user personal information to third parties.  Language within the privacy policy must include:  '*No mobile information will be sold or shared with third parties for promotional or marketing purposes*'

\* The “Terms” CONNOT contradict the Privacy Policy

**October 14th, 2024, New requirements below:**

* Opt-in language must now clearly specify text message consent only. Permissions for email or phone calls must be gathered separately.
* Call-to-action (CTA) for messaging must be dedicated to text messaging. Separate CTAs are required for email or voice communications.
* Privacy Policy and Terms and Conditions will be mandatory fields during The TCR campaign registration process.
* Message frequency disclosure is now required in opt-in CTAs. For example: "Message frequency varies."
* Website opt-in forms that collect phone numbers and email address, must not force users to provide a phone number. The phone number field should be optional, as requiring it is considered a forced opt-in.

12) Provide links to the client’s Privacy Policy and Terms and Conditions

Privacy Policy: Click or tap here to enter text.

Terms: Click or tap here to enter text.

13) **Area Code:** What area code or groups of area codes would you like your texts sent from? (There is a monthly charge of

$5 for each number assigned to your 10DLC)

Group 1 area code(s): Click or tap here to enter text.

Group 2 area code(s): Click or tap here to enter text.

Group 3 area code(s): Click or tap here to enter text.

Group 4 area code(s): Click or tap here to enter text.

Group 5 area code(s): Click or tap here to enter text.

\*10DLC registration grants each campaign up to 49 numbers.

\* As a general rule each number represents the ability to send 1 message per second.

\* You can assign as many number groups as you like with the understanding that the speed at which sending can occur is dictated by the quantity of numbers in that group.

Send completed form to Tonyparkertpg@gmail.com