TCR Registration & Messaging Activation Timeline - Political Campaigns and Orgs

rumbleup

A compliant texting program requires brand registration, campaign approval, and line activation. With a compliant website, an EIN, and a campaign filing an election authority can verify, most programs go live in about 2 business days. Expedited processing comes standard on every program.

10DLC Timeline to Launch

STEP 1: Program Setup — A few hours

What happens

- Initial website review by our team
- Account is created
- Messaging line type selected (10DLC, Short Code or Toll Free - timeline based on 10DLC)
- Brand information collected

STEP 2: Brand Registration — Usually 1-2 business days

What happens

- Brand registered with The Campaign Registry within a few hours
- Vetting Partners verify organization identity in under 2 business days, usually sooner, when an election authority can confirm your contact information
- Email and phone verification PINs usually arrive the same day
- Mailed PINs take 5–10 days through USPS, with FedEx offered when mail is the only option

STEP 3: Campaign Registration — 2 business days per review

What happens

- Messaging campaign submitted to carriers
- Compliance review of messaging program
- Edits to a submitted campaign restart the review clock

Approval includes

- Opt-in flow
- Sample messages
- Privacy policy and website verification

STEP 4: Messaging Activation — On approval

Once approved

- Messaging numbers activate
- Carrier throughput assigned

Campaigns can now launch their registered texting program!

Timeline applies to most political 10DLC programs, reflects business days, and assumes complete, compliant materials at submission. Short Code and Toll-Free timelines differ.

What Campaigns Should Prepare Before Registration

To move quickly, campaigns should have:

- EIN or Tax ID
- Live, compliant website
- Live, compliant privacy policy page
- Opt-in form with full disclaimer
- Example messages for approval

How We Help Campaigns Navigate TCR & Activation

Our award-winning platform combines ease of use with expert support to help campaigns move from registration to messaging quickly.

- Move through TCR registration and carrier compliance with clear guidance
- Avoid common setup issues that delay campaign launches
- Prepare required elements such as opt-in flows, sample messages and policies
- Support your team after registration to maintain successful sending

Talk with a texting expert

TCR Registration & Messaging Activation Timeline - Nonprofit & Commercial

rumbleup

A compliant texting program requires brand registration, vetting, and campaign approval. Nonprofit and commercial brands skip the PIN step; a Vetting Partner assigns a vet score that sets throughput. With a compliant website, EIN, and brand details, most programs go live in 3–5 business days. Expedited processing is standard.

10DLC Timeline to Launch

STEP 1: Program Setup — A few hours

What happens

- Initial website review by our team
- Account is created
- Messaging line type selected (10DLC, Short Code, or Toll-Free - timeline based on 10DLC)
- Brand information collected, including EIN

STEP 2: Registration & Vetting — Up to 3 business days

What happens

- Brand registered with The Campaign Registry within a few hours
- No PIN step: the brand goes straight to vetting
- Vetting Partner assigns a vet score: WMC Global in 2–3 hours, Aegis in up to 3 business days
- 501(c)(3), (4), (5), and (6) organizations vet through Aegis only
- Vet score sets throughput, including T-Mobile daily caps and AT&T rate limits
- 501(c) only: tax-exempt authorization unlocks the Charity use case; appeals add several days

STEP 3: Campaign Registration — 2 business days per review

What happens

- Campaign submitted under approved use case
- Manual compliance review of your program
- Edits to a submitted campaign restart the review clock

Approval includes

- Opt-in flow and sample messages
- Privacy policy and website verification

STEP 4: Messaging Activation — On approval

Once approved by carriers and providers

- Messaging numbers activate
- Carrier designated throughput assigned

Organizations can now launch their registered texting program!

Timeline applies to 10DLC programs, reflects business days, and assumes complete, compliant materials at submission. Tax-exempt appeals, Short Code and Toll-Free timelines differ.

What Organizations Should Prepare Before Registration

To move quickly, organizations should have:

- EIN or Tax ID
- IRS-matching legal name & address
- Live, compliant website & privacy policy
- Example messages for approval
- IRS Determination Letter (501(c) only)

How We Help Organizations Navigate TCR & Activation

Our award-winning platform combines ease of use with expert support to help organizations move from registration to messaging quickly.

- Move through TCR registration, vetting, and carrier compliance with clear guidance
- Avoid common setup issues that delay launches
- Prepare required elements such as opt-in flows, sample messages, and policies
- Support your team after registration to maintain successful sending

Talk with a texting expert