

## Instructions

Please follow this checklist to ensure that your Toll Free SMS request form will get reviewed in a timely manner. It's important to note that this process can take up to 6-8 weeks for approval. Any issues with the form can add more delay.

Let's get started!

- Any text message sent from a Toll Free Number (TFN) after April 1st, 2023 must be verified and approved. This includes messages to Canada.
- All toll free messaging must comply with all TCPA, CTIA, and State guidelines as well as each mobile carriers acceptable use and codes of conduct. Please don't submit a use case for something that violates these rules.
- All fields on the form are required. If you believe that a question/field is not applicable its always best to put "Not Applicable," "N/A," or "none." In addition, adding a small explanation as to why its not applicable goes a long way to help the reviewer understand your process(es).
- Numbers to White-list: These will be the toll free numbers that your messages will be sent from. Note: The ideal quantity for this is one TFN per use case but several could be submitted if they will be used for the exact same use case being submitted. You should explain why you need more than one TFN.
- Use Case Summary: What's the message type and/or what will it be used for? Some examples: conversational, account 2FA/OPT/alerts, delivery notifications, political, customer care, EDU, charity, fund raising, emergency, sweepstakes, gambling, social, marketing, mixed (multiple types), etc. The more detail the better.
- Proof of Opt-In: This is a critical step. Be sure to clearly explain the process of how you get mobile subscribers to opt-in for your message content. In addition, YOU MUST PROVIDE SCREEN SHOTS of this process (even if it's a form the subscriber completes in person or on social media). Forms without screenshots will be rejected.
- Call to Actions(CTA): If you are asking the subscriber to click a link or call a number, you will need to list those on this field. Note: Please confirm/test your CTA links and phone numbers are working properly; the reviewer will most likely check these.

All fields are required.

Messaging Provider	<input type="text"/>		
Business Name & Website	<input type="text"/>	<input type="text"/>	
Business Registered Address	Address : <input type="text"/>		
Fortune 500/100? Yes      No	City: <input type="text"/>	State: <input type="text"/>	Zip: <input type="text"/>
Business Contact Information	First Name : <input type="text"/>	Last Name : <input type="text"/>	
	Email : <input type="text"/>	Phone : <input type="text"/>	
Number(s) to Whitelist	<input type="text"/>		
Use-Case Summary	<input type="text"/>		
Sample message content for the campaign (REQUIRED). Provide screen captures, attach if needed.	<input type="text"/>		
Will the text messages be advertising / promoting a commercial product or service?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Unsure
	Most traffic terminates to Canadian handsets?		<input type="checkbox"/> Yes <input type="checkbox"/> No
Was this traffic previously on another messaging service?	<input type="checkbox"/> New to Messaging	<input type="checkbox"/> Short-Code	<input type="checkbox"/> Long-Code
Where is the number published (if anywhere)?	<input type="text"/>		
Explain your opt-in process in detail <b>and provide screen shots</b> (required for approval)	<input type="text"/>		
Call to actions (in the messaging), if any.	URLs: <input type="text"/>	Numbers: <input type="text"/>	