

# How long does it take for a keyword to be live or turned on?

Last Modified on 05/20/2022 7:28 pm PDT

Crowdfunding and Peer-to-Peer Fundraising (71777), Text to Donate Fundraising/Engagement (41444 or 91999) and SMS Subscription (51555) keywords are live instantly on all cell phone carriers. The moment you save the keyword on your account, it is yours forever and is ready for donors/constituents to use.

**Pledging Keyword has been successfully created and is LIVE.**

