

Security Reminders

Last Modified on 02/23/2024 7:07 am PST

Our short code provider prohibits sending any content that is illegal, harmful, unwanted, inappropriate, objectionable, confirmed to be criminal misinformation, or otherwise poses a threat to the public, even if the content is permissible by law.

Content that is either explicitly prohibited or has additional Wireless Provider requirements falls into the following categories: SHAFT (sex, hate, alcohol, firearms, or tobacco), gambling, and sweepstakes and contests. For more information click [here](#).

Restricted Items

Cannabis/CBD

Please note the GiveSmart platform prohibits the sale of Cannabis and Cannabis-derived products, including CBD, in auctions, item sales, and through SMS messaging due to federal regulations and [regional US carrier rules](#).

Please be aware that it is the responsibility of your organization to ensure compliance with all local, state, and [federal guidelines](#) relevant to your region including age-based restrictions on sales of alcohol, firearms, or tobacco and tobacco-based products.

Vape

Vaping-related SMS traffic is prohibited from the GiveSmart platform. For more information, you may refer to the Forbidden Message Categories for SMS and MMS in the US and Canada [here](#).

Restricted Words

Though you can sell raffle tickets and host a raffle on GiveSmart, the TCPA restricts the use of the terms '**Raffle**', '**50/50**' and '**Jackpot**' from being sent through SMS messaging.

Organization Logo Restrictions

An organization is restricted from containing either a GiveSmart short code or the GiveSmart logo as part of their own organizations logo.

Short Code (SMS) Restrictions

When the GiveSmart short code (41444 or 91999) is being advertised via flyer, social media post, email, etc our short code provider, Sinch, requires additional information to be provided to the consumer. Click [here](#) to view additional information. The advertisement must contain:

- Link to [privacy policy](#)
- Link to comprehensive [SMS terms of service](#)
- Message and data rates may apply

Example:



These restrictions apply to any resources shared with the GiveSmart short code including but not limited to:

- Logo
- Social Media
- Blog
- PDF/Flyer
- Email

End of Year Reminders:

As the end of the year approaches, many organizations focus on last pushes toward giving goals and donor appreciation, but don't forget to review and share some important reminders during year end giving to ensure continued positive donor experiences.

Key Tips

- Remember that donors are obligated to report charitable giving for the calendar year. Be sure to distribute any outstanding tax receipts in a timely manner.
- You may be running a year end giving campaign as a last fundraising effort for the year but be mindful of [texting requirements and limits](#) to ensure you're following best practices.
- You can feel confident knowing that your donors' card holder data is protected by the

industry's highest standards through our **PCI (Payment Card Industry) Level 1 certification**.

To ensure your donors continue to experience a great giving experience, we recommend sharing this information with your entire fundraising team as a reminder.
