

The State of Political Texting.

Reach, adoption, money, and the rules that now govern the dominant channel in American voter contact.

✓ 50-state data

✓ Sourced

✓ Nonpartisan

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78.7%

US adults wireless-only

25B

political texts, 2024

~70%

small-dollar \$ from text

1,875

2026 candidates tracked

12+

mini-TCPA states

This report is informational, not legal advice. Figures reflect the 2026 cycle as of publication and are subject to revision. Full sourcing appears in the methodology section.

The channel most of the electorate now **lives on**

Political texting is no longer an experiment. It is the backbone of American voter contact, and four forces made it so at once: who can be reached, what the channel costs, how much money it raises, and how heavily it is now regulated.

78.7%

of US adults live in wireless-only households (CDC, 2024). The home phone reaches a shrinking, unrepresentative minority.

25 billion

political texts in the 2024 cycle, up 56% from 16 billion in 2022 — roughly 100 million a week at peak.

~70%

of small-dollar donations now originate from text, by the NRSC's own internal estimate.

\$26B

US A2P messaging market in 2026; US SMS marketing alone is \$12.6B, growing 20%+ a year.

1,875

candidates on 2026 statewide and federal ballots across 678 offices; 164 are open seats.

12+

states now have mini-TCPA laws stricter than federal; 2,588 TCPA suits were filed Jan–Nov 2025.

The through-line: reach and revenue made texting universal among serious campaigns, while a fracturing legal map and device-level filtering are raising the cost of doing it carelessly. The programs that win in 2026 are the disciplined ones.

How texting took over

Political texting did not arrive overnight. It is the product of a technology standard, a body of turnout science, a fundraising boom, and a compliance regime that all matured over fifteen years.

- **2008** RCS is standardized by the GSMA as the eventual successor to SMS.
- **2009** The first field experiment proves text reminders raise turnout (Dale and Strauss).
- **2016** Peer-to-peer texting spreads as campaigns chase reach ahead of the rules.
- **2020** 5+ billion political texts in October alone; the small-dollar era is in full swing.
- **2021-23** Carriers roll out 10DLC registration - the compliance floor arrives.
- **2022** 16 billion political texts in the midterm cycle.
- **2024** Apple adds RCS in iOS 18; 25 billion political texts in the cycle.
- **2025** The mini-TCPA wave spreads; Texas brings SMS under a \$5,000-per-message statute.
- **2026** RCS reaches ~70% of US phones; device-level filtering becomes the new battleground.

Each thread reinforced the others. The turnout science gave campaigns a reason to text; the fundraising boom gave them the budget; 10DLC and the mini-TCPA wave set the rules; and RCS is now reshaping what a text can be. The rest of this report takes those threads one at a time.

• PART I



The channel

Why texting became essential — the reach that makes it necessary, the economy it rides, the scale it operates at, the performance that keeps the money flowing, and the field-experiment evidence that it actually moves votes.

The reachability shift

The single fact underneath everything is the death of the landline.

Since 2007 the CDC's National Health Interview Survey has tracked the share of US adults living in wireless-only households. It has risen almost without interruption, and as of late 2024 it stood at **78.7%**. Among adults aged 25 to 44 it runs near **88%**; among renters and lower-income adults, higher still.



US adults in wireless-only households. Source: CDC / National Health Interview Survey (2015, 2019, 2024).

A voter-contact plan built on the home phone now reaches a shrinking, older, unrepresentative slice of the electorate. The device that is always in a pocket is a texting device first: calls to it go increasingly unanswered, screened by the same spam-labeling that collapsed pick-up rates over the last decade.

For most of the electorate, the text is now the phone program — not a supplement to it.

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This is why texting stopped being one tactic among many and became the spine of a modern contact plan. It is the only channel that combines near-universal reach with near-universal readership, and the reach half of that equation is still widening every year.

The messaging **economy** texting rides

Texting sits on a large, fast-growing commercial channel — which is why its tooling, deliverability infrastructure, and carrier rules keep maturing under campaigns' feet.

The **US A2P messaging market is roughly \$26 billion in 2026** and is projected to keep climbing through the decade. Within it, **US SMS marketing specifically has reached \$12.6 billion, growing north of 20% a year.**



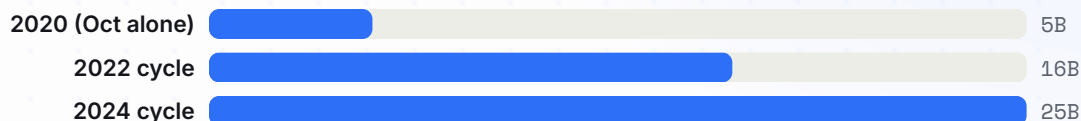
US messaging market by segment, 2026 (USD billions). Sources: Dimension Market Research; industry SMS-marketing analyses, 2026.

The demand side has shifted just as hard. **About 84% of consumers have opted in to receive texts from businesses and organizations, up roughly 35% since 2021.** Organizations now devote an average of nearly a fifth of their marketing budgets to SMS, and a large majority plan to spend more next year. People no longer merely tolerate a text from an organization they chose to hear from; they expect it — the same consent-based relationship a campaign should be building.

The practical consequence of riding a commercial channel is that its rules — carrier registration, filtering, verified sending — apply to political traffic too, written by an industry that spends billions protecting deliverability.

A channel measured in **tens of billions**

In politics specifically, the volume is staggering and still climbing.



Political text messages sent (billions). Sources: 2020 October figure and 2022 total, Robokiller; 2024 cycle estimate, RumbleUp / Campaign Verify.

That 2024 total works out to an estimated **100 million political texts a week** at the peak of the cycle. And the messages get seen: roughly **97% of texts are opened within 15 minutes** of delivery, a figure no other outbound channel comes close to matching.

2024's 25 billion political texts were roughly 56% more than 2022's 16 billion. The channel's ceiling has not been found.

ROBOKILLER • RUMBLEUP / CAMPAIGN VERIFY

The growth is not slowing. Each competitive cycle pushes volume higher as more campaigns, down to the local level, adopt the channel and as fundraising programs lean on it harder. The risk that comes with that volume — saturation, opt-outs, and carrier filtering — is the subject of Part III.

• PART II



The evidence

Adoption is one thing; effect is another. The field-experiment record on whether texting moves votes, what it costs per vote, which messages work, and how it benchmarks against email.

What the channel **actually** delivers

The reason the money and the opt-ins follow is performance. On the metrics that matter — reach, readership, and cost per outcome — texting wins.

Nonprofit benchmarks make the cost story concrete. In the 2023 cycle, organizations raised about **\$92 per 1,000 fundraising texts**, higher per message than the **\$76 per 1,000 fundraising emails** over the same period — before accounting for texting's dramatically higher open and response rates.



Dollars raised per 1,000 messages sent, nonprofit fundraising, 2023. Source: NonProfit PRO / M+R benchmarks.

Layer on the reach data from Section 01 and the readership from Section 03, and the picture is clear: a consented text list reaches more of the real electorate, gets read faster, and converts at a lower cost per dollar than the alternatives. That is why a consented list is the single most valuable owned asset a campaign has — it is not rented from an algorithm, and it performs.

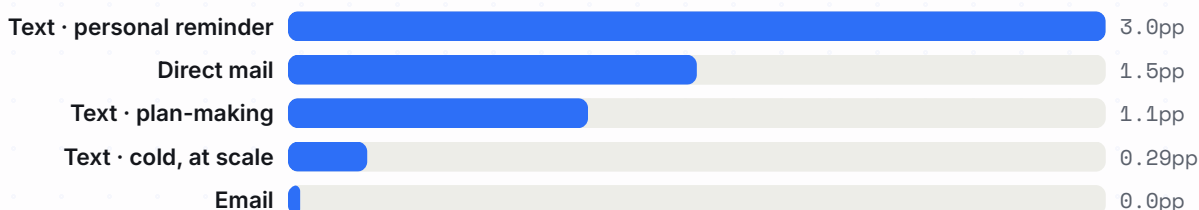
The caveat: these returns depend entirely on list quality and discipline. Blasting an unconsented or poorly-segmented list drives opt-outs and carrier filtering faster than donations, erasing the advantage. Performance is a property of well-run programs, not of the channel by itself.

Does texting **actually** work?

Adoption is one thing; effect is another. A decade of randomized field experiments has measured whether text messages change turnout — and the answer is yes, at a fraction of the cost of other methods.

The foundational study, Dale and Strauss (2009), sent voters a single reminder before the 2006 election and found it raised turnout by **3.0 percentage points** (intent-to-treat), at a cost of just **\$1.56 per additional vote**. Later work refined the picture: Green and Gerber's meta-analysis puts the average effect of a cold, at-scale SMS at **0.29 points**, comparable per contact to direct mail and phone calls but far cheaper to deliver. The Analyst Institute found "plan-making" texts — those that walk a voter through when and how they will vote — lifted turnout **0.9 to 1.4 points**.

Turnout lift by contact method (percentage points)



Selected randomized field experiments. Sources: Dale & Strauss (2009); Gerber, Green & Shachar (2003); Analyst Institute (2014); Green & Gerber meta-analysis (2019).

Two findings recur and matter for strategy. First, **email shows no measurable turnout effect** — in head-to-head tests, text moves people and email does not. Second, the effect is strongest among **low-propensity, young, and infrequent voters**, exactly the people a turnout program most needs and the hardest to move any other way.

A single reminder text raised turnout 3 points at \$1.56 a vote. Email raised it zero.

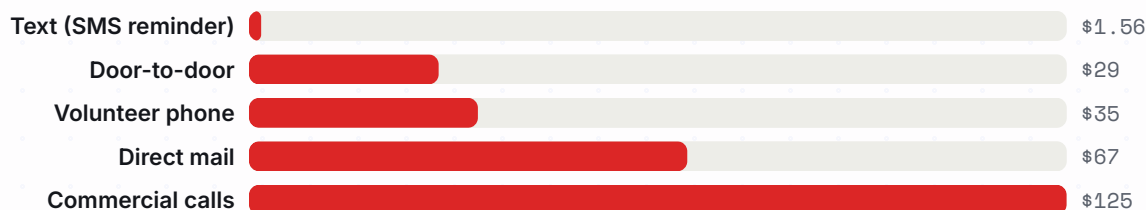
DALE & STRAUSS 2009 • ANALYST INSTITUTE

The cheapest vote in politics

The turnout effect is only half the story. The other half is what that effect costs - and here texting is not just competitive, it is in a different league.

Synthesizing the field-experiment literature, the cost to produce one additional vote runs roughly **\$29 for door-to-door canvassing, \$35 for volunteer phone banks, \$67 for direct mail, and \$125 or more for commercial phone banks** (Green and Gerber). Email produces no measurable additional votes at any price. A text-message reminder, by contrast, produced a vote for **\$1.56** in the foundational study.

Cost per additional vote, by method (lower is better)



Cost per additional vote from randomized field experiments. Sources: Dale and Strauss (2009) for SMS; Green and Gerber, "Get Out the Vote," for other methods.

The gap is not marginal. A dollar spent on texting can reach and move an order of magnitude more voters than the same dollar on mail or paid phones. Door-knocking still produces the highest-quality contact per attempt, but it cannot scale to a million voters in a weekend. Texting is the only channel that is both cheap and scalable, which is why it now anchors the budget of serious turnout and fundraising programs alike.

A vote costs \$1.56 by text, \$67 by mail, and nothing email can buy.

DALE AND STRAUSS • GREEN AND GERBER

What actually **works** in a text

Not all texts are equal. The same experiments that proved texting works also revealed which messages move people and which fall flat.

The strongest performers are consistent across studies. **Plan-making** messages - those that walk a voter through when, where, and how they will vote - reliably outperform generic reminders.

Political-efficacy framing ("your vote matters here") and **specific, local information** (the reader's own polling place and deadline) both lift response. And **value before the ask** - updates, thanks, and wins interleaved with fundraising - is what keeps a list responsive over a cycle.

Just as important is what does not work. **Social-pressure** messaging ("whether you vote is public record"), a reliable tactic in mail and at the door, actually **underperformed** in texting experiments - it reads as threatening in an intimate channel. **Generic, undifferentiated asks** drive opt-outs faster than donations. And **email**, tested head-to-head, moved no one. The medium rewards messages that are specific, useful, and human, and punishes those that are generic, manipulative, or impersonal.

The pattern. Specific beats generic. Plan-making beats reminding. Value-first beats ask-only. Human beats manipulative. The messages that respect the voter are the ones that perform.

What the **numbers** look like

Beyond the experiments, the industry's own benchmark data shows how text performs against email in practice — and where the healthy limits are.

On engagement, text beats email on the metrics that matter. In the 2026 M+R Benchmarks, fundraising texts drew a **0.17% response rate against email's 0.05%**, and advocacy texts a **2.6% response against email's 1.4%**. Mobile revenue grew **48% in 2025**, more than three times the 15% growth of online revenue overall.

Response rate, text vs email (%)



Response rates by channel and message type. Source: M+R Benchmarks 2026 (2025 data, 180 nonprofits).

The discipline the experiments imply shows up here too. The average **opt-out rate is about 1.1% per message** — roughly eleven unsubscribes per thousand, a healthy range for a program that provides value between asks. Opt-outs run lowest on engagement messages and spike when a program exceeds **eight messages a month** without clear urgency. The pattern is consistent with everything else in this report: texting rewards the consented, well-paced, value-first program and punishes the blast.

• PART III



The money & the ballot

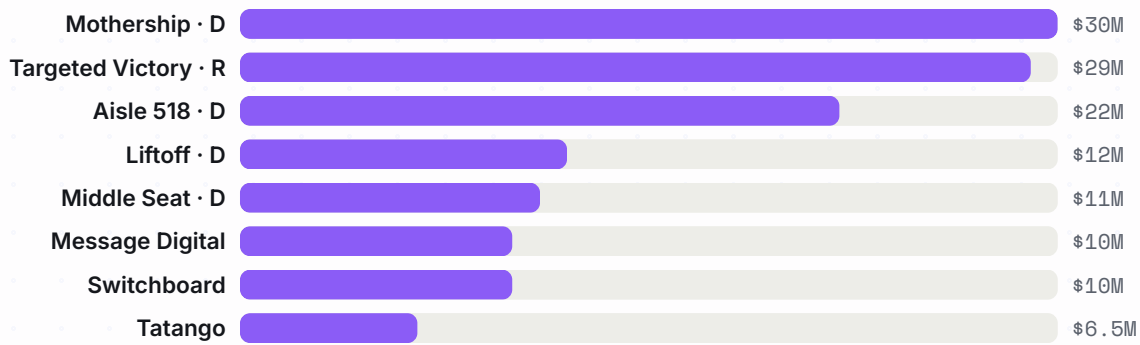
Where the dollars come from and where the races are — the fundraising engine that drove adoption, and the full scale of the 2026 ballot, state by state.

Adoption follows the fundraising

Texting became universal in politics because it raises money, and the numbers are now enormous.

By the NRSC's own internal estimate, **roughly 70% of small-dollar donations now originate from text messages**. In 2020, texting generated nearly half of all small-dollar donations, and **45.7% of presidential-candidate texts were direct donation asks**. ActBlue reports up to **90% of contributions during peak moments arrive by mobile**; WinRed processed **\$1.8 billion from 4.5 million small-dollar donors** in 2024 alone, and \$5.6 billion across three cycles.

A nine-figure vendor industry — top texting vendors by 2026-cycle revenue



Estimated 2026-cycle revenue for major political texting vendors (USD millions). Source: analysis of FEC disbursement filings, 2026. Firms serving both parties rank among the largest.

Analysis of FEC disbursements puts 2026-cycle vendor spend above **\$150 million** across roughly a dozen major firms, with companies serving both parties among the largest. Which side leans on texting more is genuinely contested: one analysis of service spending found Democratic-aligned committees spending more, while message-volume trackers found Republicans sending more political texts than Democrats through much of 2024. What is not contested is the direction — the industry is nine figures and growing, and small-dollar-heavy campaigns of both parties depend on it.



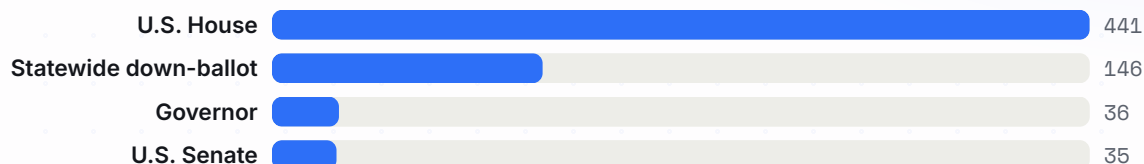
Share of 2024 presidential fundraising from small-dollar donors. Source: campaign disclosures as reported, 2024.

The headroom is real. Outside politics, fewer than a third of nonprofits ran an active peer-to-peer texting program in 2024, and mobile-sourced revenue was still under 1% of online revenue (M+R 2025). Texting is dominant among the campaigns that have adopted it — and under-adopted nearly everywhere else, which is where its next decade of growth comes from.

The 2026 ballot at scale

Here is data no one else is publishing. Drawing on Txtra's 2026 candidate database, compiled from official state filings, the statewide-and-federal ballot alone comprises **1,875 candidates** contesting **678 distinct offices**.

2026 races by office type



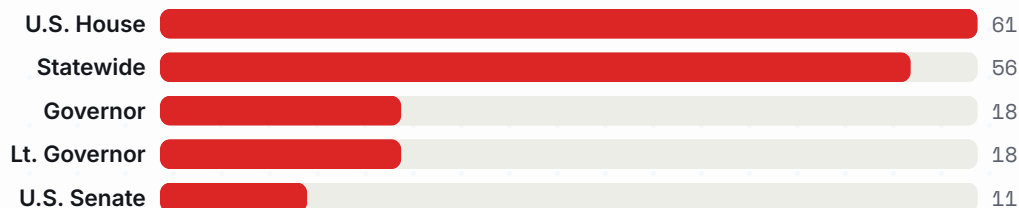
Statewide + federal races, 2026. Source: Txtra 2026 database.

Candidates by party



Unique general-election candidates by party. Source: Txtra 2026 database.

Open seats, by office type



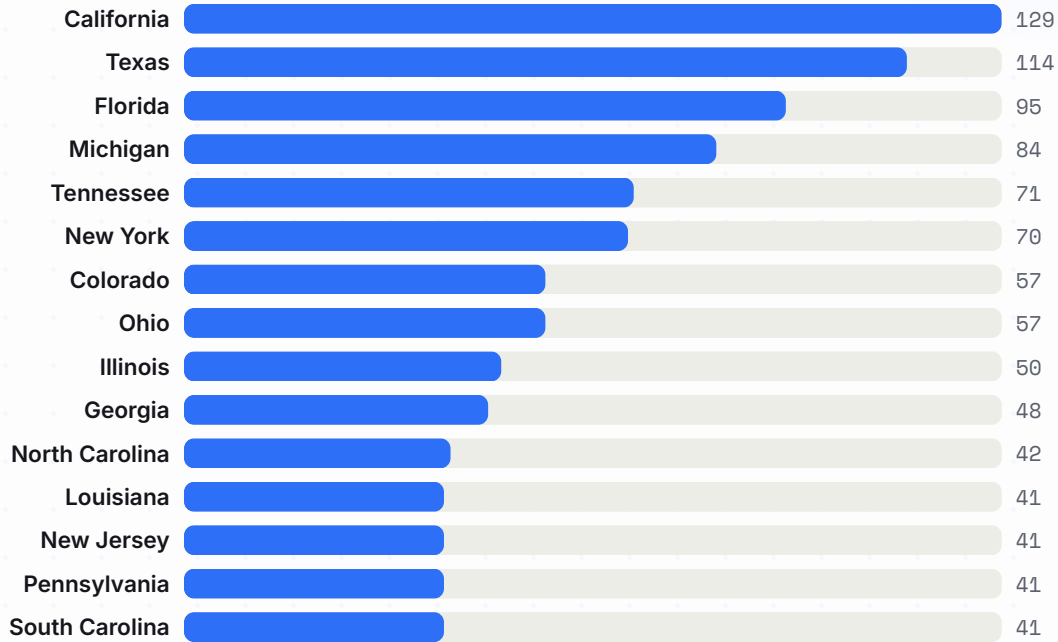
Offices with no incumbent running (164 total). Source: Txtra 2026 database.

2026 is a change election by structure. **164 of the 678 offices are open seats**, half of the 36 governorships among them, and **92% of all these offices feature both a Democrat and a Republican**. Open, contested races draw crowded, expensive fields — and the heaviest texting spend.

Where the races — and the **texting** — concentrate

Precise per-state adoption isn't publicly reported. But the addressable market is: the candidates and offices that make a state a texting market. Texting concentrates where the races are.

2026 statewide + federal candidates, top 15 states



Unique general-election candidates by state. Source: Textra 2026 database.

Volume and competitiveness differ: the races that decide control cluster in a smaller set of battlegrounds — Georgia, Michigan, North Carolina, Pennsylvania, Wisconsin, Arizona — where margins run within a few points and texting spend runs hardest.

2026 candidates and offices, all 50 states

STATE	CAND	OFF	STATE	CAND	OFF
California	129	62	Alabama	31	15
Texas	114	47	Maryland	31	12
Florida	95	33	Indiana	30	12
Michigan	84	17	Kansas	29	10
Tennessee	71	11	Iowa	27	11
New York	70	30	Missouri	27	9
Colorado	57	13	Arkansas	26	12
Ohio	57	21	Connecticut	25	11

STATE	CAND	OFF	STATE	CAND	OFF
Illinois	50	23	Vermont	23	7
Georgia	48	25	New Mexico	22	11
North Carolina	42	15	Oregon	22	9
Louisiana	41	7	Utah	22	4
New Jersey	41	14	Delaware	21	5
Pennsylvania	41	19	Kentucky	21	7
South Carolina	41	15	Washington	20	10
Oklahoma	40	15	New Hampshire	19	4
Arizona	39	15	North Dakota	18	8
Nevada	38	10	South Dakota	17	9
Virginia	38	12	Wyoming	16	7
Massachusetts	35	16	Mississippi	14	5
Minnesota	33	13	Hawaii	12	4
Rhode Island	33	8	Alaska	11	3
Idaho	32	10	Montana	11	3
Nebraska	32	10	Maine	9	4
Wisconsin	32	13	West Virginia	8	3

Candidates (Cand) and distinct offices (Off) for statewide and federal races, by state, 2026. Thousands of state-legislative and local candidates sit beneath this layer. Source: Txtra 2026 database.

Four battlegrounds, up close

The national numbers resolve into a handful of states where the races, the rules, and the turnout math all collide. Four of them, by way of example.

Georgia

48 candidates

Open governor's race; Senate battleground

Federal 8am-9pm; Dec 1 runoff if no majority

Michigan

84 candidates

Open governor + open U.S. Senate seat

9am start, stricter than federal

Pennsylvania

41 candidates

Governor + a competitive U.S. House map

No Sunday-morning solicitation

Arizona

39 candidates

Toss-up governor race (Hobbs v. Biggs)

Mini-TCPA: no unsolicited texts to DNC numbers

Candidate counts from Txtra's 2026 database; contact-window rules per state statute as compiled in 2026 compliance references. Ratings reflect general handicapper consensus.

The through-line: the states that matter most for turnout are often the ones with the trickiest rules. A program texting across Georgia, Michigan, Pennsylvania, and Arizona at once is running four different legal playbooks simultaneously - which is exactly why per-recipient compliance is not a convenience but a requirement.

• PART IV



The rules & the future

The fracturing legal map campaigns must now navigate, the technologies remaking the channel, and what a program should do to win in the environment ahead.

The regulatory map, state by state

The rules are no longer national. A growing bloc of states layers stricter windows, message caps, and penalties on top of the federal 8am–9pm floor.

Most of these are commercial-telemarketing statutes; many carve out political speech, so they do not all bind a political text the way they bind a sales text. But the federal consent requirement for autodialed texts to cells applies regardless, carriers enforce their own rules on all traffic, and exemptions vary and shift. The responsible standard — the one a compliance-first program holds to — is the strictest applicable window, verified with counsel.

STATE	WINDOW	WEEKEND	NOTABLE RULE
Alabama	8am–8pm	No Sun/holidays	Solicitation-call limits
Arizona	8am–9pm	—	No unsolicited texts to DNC numbers; up to \$1,000
Connecticut	9am–8pm	—	Written consent; penalties to \$20,000
Florida	8am–8pm	—	FTSA: written consent, 3 msgs/24h, \$500/text (treble \$1,500)
Kentucky	10am–9pm	—	Later morning start
Louisiana	8am–9pm	No Sunday	Sunday restriction
Maryland	8am–8pm	—	Covers texts; 3 msgs/24h cap
Michigan	9am–9pm	—	Later morning start
Minnesota	9am–9pm	—	Later morning start
Oklahoma	8am–8pm	—	Consent + 3 msgs/24h; \$500/text
Oregon	8am–8pm	—	HB 3865 (2026): 3 contacts/day
Pennsylvania	8am–9pm	No Sun a.m.	Sunday restriction
Rhode Island	8am–6pm	Sat ends 5pm	Tightest daily window
Tennessee	9am–7pm	No Sun/holidays	Covers texts, ringless VM, AI calls (Oct 2026)
Texas	9am–9pm	Noon–9pm Sun	SB 140: covers SMS, SoS registration, \$5,000/violation
Utah	8am–9pm	No Sunday	Sunday restriction
Virginia	8am–9pm	—	STOP/UNSUBSCRIBE honored; opt-out kept 10 years
Washington	8am–8pm	—	8pm cutoff

Sources: state telemarketing and mini-TCPA statutes as compiled in 2026 industry compliance references. Windows shown are the stricter commercial-solicitation rules; political-message exemptions vary by state.

The direction is one-way: toward more regulation. Texas brought SMS under its statute in 2025 with \$5,000-per-message exposure; Virginia's ten-year opt-out retention took effect in 2026; Oregon and Tennessee expanded in 2026; bills are moving in Georgia, Michigan, North Carolina, and South

Carolina. Meanwhile, **2,588 TCPA lawsuits were filed in the first eleven months of 2025 alone.** For a multi-state list, the only workable answer is per-recipient enforcement — each message gated against that voter's own state and local time.

Compliance is the **killer**

Every advantage in this report - the reach, the cost, the turnout lift, the fundraising - evaporates the moment a program cuts a compliance corner. In 2026, non-compliance is not a risk to manage. It is the single fastest way to kill a texting program.

The mechanism is a death spiral, and it runs on three tracks at once. **Carriers filter you.** A program blasting unconsented numbers builds a bad sender reputation, and carriers throttle or block the traffic, so the messages stop arriving at all. **Devices filter you.** Apple marks unknown senders as junk, and with roughly 70% of small-dollar money riding on text, an NRSC memo pegged the exposure at over \$500 million across one party's campaigns. **Courts punish you.** The TCPA carries \$500 to \$1,500 per message, Texas now adds \$5,000 per message under SB 140, and 2,588 TCPA suits were filed in the first eleven months of 2025.

The death spiral. Cut consent, and carriers throttle while devices filter; deliverability collapses; the program stops working; opt-outs and complaints spike; sender reputation craters; a demand letter arrives. Each stage feeds the next, and by the time a campaign notices, the list is dead and the legal bill is due.

The inversion is the whole strategic point of this report. The disciplines that look like friction - consent capture, per-recipient quiet hours, verified sending, honest pacing - are not the cost of doing texting. They are what keeps the channel **working at all**. Compliance is not the brake on a texting program. It is the engine. The campaigns that treat it as the floor keep the reach, the cost advantage, and the turnout lift. The ones that treat it as optional lose all three at once, usually in the final weeks, when it is too late to rebuild.

The fastest way to kill a texting program is to skip the compliance. In 2026 it is the only way.

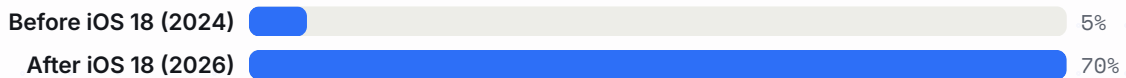
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RCS is **rewiring** the channel

The biggest technical change to political texting in a decade happened quietly in September 2024, when Apple added RCS to the iPhone. It rewired the reach of the channel overnight.

Before iOS 18, RCS - the richer, verified, branded successor to SMS - reached only **4 to 5% of US phones**, because it lived only on Android. After Apple's adoption, US RCS penetration jumped to roughly **70%**, and more than a billion RCS messages now move through US phones every day.

US RCS penetration, before and after iOS 18



Share of US phones reachable via RCS. Sources: Juniper Research; industry RCS analyses, 2026.

For campaigns, the significance is verified sending. On RCS a recipient sees the campaign's name, logo, and a verified checkmark instead of an anonymous ten-digit number, and verified RCS messages post read rates of **73 to 92%** with far higher engagement than plain SMS. As carriers and devices filter harder, being a verified, branded sender is shifting from a nicety to the thing that determines whether a message is delivered or dropped. RCS falls back to SMS wherever it is not yet supported, so the move carries no downside in reach.

AI, **labeled** and accountable

Two shifts are changing what a text is and what it can do.

RCS — the richer, verified, branded successor to SMS — went mainstream as Apple added support on the iPhone, expanding the addressable base overnight. Verified sending, where a voter sees a campaign's name and logo instead of an anonymous ten-digit number, is becoming both a trust signal and a deliverability advantage as carriers filter harder. A message from a known, verified sender is one a filter is far less likely to catch and a voter far more likely to open.

AI moved into the workflow — drafting, summarizing, answering plain-language questions about program data — while regulators moved to keep it visible. State AI-disclosure laws are beginning to reach political messages, and the FCC's ban on AI voice robocalls signaled where texting rules are likely headed. The durable principle is AI that assists and is clearly labeled, never AI that operates in a campaign's name unseen.

The winning message in 2026 arrives as a verified, named sender — not an anonymous number a filter can quietly drop.

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Together these point one way: toward messaging that is richer, branded, verified, and accountable. Campaigns that adopt verified sending early gain both the trust dividend and the deliverability protection just as the filtering threat intensifies.

Device-level **filtering** is the counter-force

The same maturity that made texting reliable is now producing a serious threat to it: the phones themselves are starting to filter.

Apple commands roughly 58% of the US handset market, and its device-level message filtering is a direct hit to programs relying on unknown-sender texts. A leaked July 2025 NRSC memo, first reported by Punchbowl News and obtained by Business Insider, warned that iPhone filtering could cost that committee alone **\$25 million** and drive **more than \$500 million in losses across Republican campaigns**. That figure is the committee's own estimate — self-interested, and disputed by observers who note it assumes heavy reliance on unconsented sends — but the mechanism it describes is real and applies to any sender an unknown number, of either party.

Why verified, consented sending is now existential. Apple marks a sender "known" when the recipient has messaged them first — that is, when there is genuine opt-in. Consent-first programs and verified senders land in the inbox; blast-and-pray programs relying on unconsented sends to unknown numbers are exactly what the filters are built to catch. The threat rewards the disciplined and punishes the rest.

This convergence — carrier enforcement, device filtering, and tightening state law at once — is why 2026 is the first national test of whether a campaign's texting program is built on consent and verification or on volume. The ones built on volume are the ones with \$500 million at risk.

What a **winning program** does now

The environment ahead rewards discipline. Five principles separate the programs that will thrive from the ones about to be filtered, sued, or tuned out.

Build a consented list you own.

The list is the asset. Capture genuine opt-in everywhere — forms, keywords, QR at the door — because consent is what marks you "known" to the filters and defensible to the courts.

Enforce the rules per recipient, automatically.

A national send is fifty legal questions at once. Gate every message against the recipient's own state and local time, honor STOP instantly, keep the consent record. Don't leave it to staff memory.

Send as a verified, branded sender.

Register, verify, and move toward RCS. A named sender earns the open and survives the filter; an anonymous number is what gets dropped.

Lead with value, not just the ask.

The programs that burn out their lists only ever ask for money. Interleave updates, wins, and thanks so the asks keep converting.

Measure real outcomes.

Track delivery, replies, opt-out rate, and dollars — not vanity sends. A list's health is a leading indicator of its fundraising and turnout value.

None of this is exotic. It is what compliance-first, consent-based texting looks like — the discipline that used to be optional and, in 2026, is the price of staying in the inbox at all.

Methodology & sources

Candidate and race data. Counts are from Txtra's 2026 database, compiled from official state candidate filings and standard election references, covering statewide and federal general-election candidates. They exclude write-in candidates and de-duplicate incumbents who were renominated (counted once). "Offices" counts distinct contests; "candidates" counts unique general-election candidates.

Reach. Wireless-only household figures are from the CDC's National Health Interview Survey Early Release program, headline figure through the second half of 2024.

On partisan spending. Estimates of how much each party spends on texting vary by method and source; we report the vendor-market total and note the disagreement rather than a single party ratio. The NRSC's \$500M figure is that committee's own estimate.

Market and adoption. Messaging-market and SMS-marketing figures are from published A2P and SMS-marketing analyses (Dimension Market Research and industry reports, 2025–2026). Fundraising and adoption figures are from ActBlue and WinRed disclosures, M+R Benchmarks 2025, NonProfit PRO benchmarks, eMarketer, and FEC data as compiled in 2026 industry analysis. Political text-volume estimates are from Robokiller and RumbleUp / Campaign Verify.

Regulation. State contact-window and mini-TCPA details are drawn from 2026 industry compliance references summarizing state telemarketing and mini-TCPA statutes. These are commercial-solicitation rules; political-message exemptions vary by state, and nothing here is legal advice.

Figures reflect the 2026 cycle as of publication (September 2026) and are subject to revision as filings, ratings, and rules change. © 2026 Txtra · Prepared by Txtra Research.



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