

## Grassroots-Friendly Pricing

For 501(c)3, 501(c)4, unaffiliated PACs, and small community/activist groups.

- Unlimited users and responses for all campaigns.
- Pricing options based on database size or the size of your organization.

- Multiple plans at each pricing tier to fit your budget.
- Month-by-month contracts
- Optional add-ons like web app white-labeling.

### Record count based Pricing

Maximum Record Count

|                                   | <150K | <500K | Full State* |
|-----------------------------------|-------|-------|-------------|
| <b>Basics</b>                     | \$100 | \$200 | \$500       |
| <b>Complete</b>                   | \$200 | \$400 | \$1000      |
| <b>Movement</b><br>w/ 3 Campaigns | \$300 | \$600 | \$1500      |

\*Certain “Big States” will be priced higher at \$750 for Basics, \$1,500 for Complete, or \$2,250 for Movement. Big States include CA, TX, FL, NY, PA, IL, OH, GA, NC, MI, NJ, and VA.

For organizing within multiple states, the Full State (Or Full State Big State when applicable) price is applied for each state.

### Budget based Pricing

Standard Small Org

|                                      | Base        | Standard | Small Org |
|--------------------------------------|-------------|----------|-----------|
| <b>Basics</b>                        | Base        | \$500    | \$50      |
|                                      | % of Budget | 0.015%   |           |
| <b>Complete</b>                      | Base        | \$750    | \$100     |
|                                      | % of Budget | 0.027%   |           |
| <b>Movement</b><br>Up to 3 Campaigns | Base        | \$1,500  | \$150     |
|                                      | % of Budget | 0.045%   |           |

Monthly base price plus a fraction of a percentage point of your annual revenue/receipts. Contact us for a custom quote.

Qualify for “Small Org” pricing if you meet all of the following:

- 1) No more than one paid staff member.
- 2) Have under \$50k in annual receipts.
- 3) Will use data from an existing Reach data partner or a custom data set of less than 100k records.

### Choosing a Plan

The “Basics”, “Complete”, and “Movement” plans each come with different features and capabilities. Please see the feature comparison table at [www.reach.vote/pricing](http://www.reach.vote/pricing) to determine which plan is right for you. It is possible to switch plans or tiers during your subscription as needed.

### Additional Campaigns

“Movement” plans include up to 3 campaigns. Additional campaigns can be added for **\$50/month** each.

### White Labeling

The web app can be customized with your branding, theming, and domain on any Movement subscription for a one-time setup charge of **\$1,500**.

### Volume Discounts

Organizations who require more than 25 campaigns may be eligible for volume discounts up to **15%**.

### Long-Term Discount

All costs shown are monthly, but if you pay up front, you’ll get a **10%** discount for 12 months and a **5%** discount for 6 months.

