

## Grassroots-Friendly Pricing

- 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 white-labeling.

## Record count based Pricing

Available to all clients. Overage charges are added per percentage point over the previous tier.

		Maximum Record Count						
		150k	500k	1m	3m	5m	10m	15m
<b>Basics</b>	Base	\$75	\$150	\$300	\$550	\$750	\$1,000	\$1,500
	Overage	\$0.65	\$3.00	\$2.50	\$6.00	\$5.00	\$20.00	\$22.50
<b>Complete</b>	Base	\$150	\$300	\$600	\$1,100	\$1,500	\$2,000	\$3,000
	Overage	\$1.30	\$6.00	\$5.00	\$12.00	\$10.00	\$40.00	\$45.00
<b>Movement</b>	Base	\$225	\$450	\$900	\$1,650	\$2,250	\$3,000	\$4,500
	Overage	\$1.95	\$9.00	\$7.50	\$18.00	\$15.00	\$60.00	\$67.50
Included Campaigns		5	5	8	10	12	15	17

Contact us for pricing for data sets larger than 15m records.

## Budget based Pricing

For 501(c)3, 501(c)4, unaffiliated PACs, and small community/activist groups. Monthly base price plus a fraction of a percentage point of your annual revenue/receipts. Contact us for a custom quote.

Qualify for special "Small Org" pricing if you:

- 1) Have no paid staff
- 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.

		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>	Base	\$1,500	\$150
	% of Budget	0.045%	
Included Campaigns		5	3

## 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 multiple campaigns. Additional campaigns can be added for **\$50/month** each.

## White Labeling

Custom branding, theming, and domains are possible 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.

