

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
Basics	\$100	\$200	\$500
Complete	\$200	\$400	\$1000
Movement Up to 3 Campaigns	\$300	\$600	\$1500

For organizing within multiple states, the Full State price is applied for each state. Movement subscriptions for multi-state organizing will include up to 3 campaigns per state.

Budget based Pricing

Standard Small Org

Basics	Base	\$500	\$50
	% of Budget	0.015%	
Complete	Base	\$750	\$100
	% of Budget	0.027%	
Movement 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 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.

