	SMALL NPO* $149/month (Billed Annually)	BASICS $249/month (Billed Annually)	ESSENTIALS $349/month (Billed Annually)	ADVANCED $499/month (Billed Annually)
Text-to-Donate & Mobile Messaging				
• Number of outbound text messages**	2,000	15,000	25,000	50,000
• Accept donations of any amount; not limited by carrier billing caps	x	x	x	x
• Dedicated keyword and 5-digit shortcode	x	x	x	x
• Unlimited inbound messages	x	x	x	x
• Mobile subscriptions to build donor database	x	x	x	x
• Automated gift fulfillment text reminders	x	x	x	x
• Personalized text messaging				x
• Long-form text messages (up to 280 characters)				x
Online Giving & Volunteering				
• Easily customizable online donation forms	x	x	x	x
• Recurring giving donation options	x	x	x	x
• Sign ups & volunteer management		x	x	x
• Petitions, memberships & surveys		x	x	x
• Email Design Studio and Constant Contact API access			x	x
Event Fundraising				
• Comprehensive, branded ticket ordering for e-ticketing & RSVPs	x	x	x	x
• Guest check-in via scannable tickets	x	x	x	x
• Real-time ticket order reporting and guest management	x	x	x	x
• Live animated event thermometer	x	x	x	x
• Mobile pledging with text-to-donate	x	x	x	x
• Mobile app to collect in-person donations (only works with swiper)	x	x	x	x
• Automated text message invites, tickets, reminders & thank yous	x	x	x	x
• Text guests, individuals or segmented lists, before, during and after event	x	x	x	x
• Number of credit card swipers included	0	0	1	3
Reporting & Analytics				
• Account & campaign reports	x	x	x	x
• Form-level data analytics			x	x
• Data insights by marketing channel				x
• Advanced insights into donor activities				x
• Text messaging analytics & conversion rates				x
Customer Support				
• Knowledge Center of training articles, how-to-videos & set up guides	x	x	x	x
• Unlimited access to daily live MobileCause software training	x	x	x	x
• Unlimited access to monthly fundraising strategy trainings	x	x	x	x
• 365/24/7 email support	x	x	x	x
• 365/24/7 phone support		x	x	x
• Dedicated Account Manager		x	x	x
• CRM Integration Specialist				x
Digital Fundraising Services				
• Fundraising best practices, strategy, advice & communication guides			x	x
• Digital Fundraising Strategists create and execute campaigns			1 campaign = up to 8 hours	3 campaigns = up to 24 hours
Peer-to-Peer Campaigns				
• Peer-to-peer & crowdfunding capabilities			x	x
• Custom branding, videos & photos at the campaign level			x	x
• Establish teams with customizable team pages			x	x
• Fundraisers can easily set up and personalize their own fundraising pages			x	x
• Participants get their own keyword to share via their personal channels			x	x
• Co-branding options for corporate sponsors			x	x
Online Giving Fees & Payment Processing				
• Per donation transaction fees	$0	$0	$0	$0
• Credit card processing fees	4.99%	3.79%	3.29%	2.59%
• Funds deposited in 24 hours	x	x	x	x
• Credit, debit, pay with PayPal payment options	x	x	x	x
• Automated expired credit card notification	x	x	x	x
• Enable donors to cover processing fees	x	x	x	x
• Merchant account	x	x	x	x

* SMALL NPO is available to new customers with less than $100,000 in annual revenue. **Additional Messages Available for Purchase.