

	SMALL NPO*	BASICS	ESSENTIALS	ADVANCED
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.