Mobilize Service Descriptions

Last updated: February 26, 2024

Functionality available for all packages

The Company Service for Authorized Users includes the functionality set forth below:

1. Users & Dashboards
    1. User accounts provisioned by Company, with multiple permission levels
    2. Dashboard for creating and managing events, including in-person and virtual events
    3. Self-service settings, including organization logo & branding
2. Events
    1. Branded events feed, including Subscriber events, campaign events, and promoted events
    2. Event signup pages to capture supporter signups/RSVPs
    3. Functionality to cross-promote events from partners on the platform
    4. Option to have Subscriber events cross-promoted by other partners and on Mobilize.Us
    5. Functionality to allow supporters to create and manage events as part of an event campaign ("distributed organizing")
3. Supporter Engagement
    1. Automated email and/or SMS communications to supporters signing up for Subscriber events, including but not limited to:
        1. Shift registration confirmations
        2. Shift reminders
        3. Shift follow-ups for attendance tracking and re-shifting
    2. Functionality for messaging supporters and event attendees
    3. Ability to send an automated weekly digest with recommended upcoming events
4. Data management & reporting
    4. CSV exports of event, signups, and supporters
    5. In-dashboard usage statistics
    6. Public API for Events

Company may, in its sole discretion, provide Subscriber with updates, upgrades, and new releases as and when they are made generally commercially available by Company to all subscribers utilizing the Company Service at the same usage tier as Subscriber.

Where relevant, in the event that Subscriber exceeds its allotment of users, signups or sub-accounts, Subscriber will be responsible for additional fees. Company will include all additional fees on Subscriber's applicable invoice.

Usage allowances and definitions

Where The Company Service includes a monthly allowance of Signups:

1. Signup is defined as a unique Supporter registration for an event or action owned or promoted by a Subscriber dashboard.
2. Events or Actions include: shifted or anytime events, fundraising campaigns, advocacy actions, and groups.
3. Registrations for multiple shifts (times) of the same event will be counted as individual signups.
4. Signups may originate from sources other than a Subscriber signup page, for example Signups may be created or uploaded through the API, by a dashboard user, or through another mechanism or integration.
5. Petition, Interest Form, and Pledge form submissions can only be completed once per Supporter and count as 1/10th of a Signup for the purposes of account allowances and overage billing.

Package Service Descriptions

Mobilize Enterprise

Support: Company will provide the following support to Subscriber

1. Account creation within 1 business day
2. Deployment support, including account provisioning
3. Integration setup (as applicable, per "Functionality" below)
4. Training materials
5. Inbound support through Intercom and support@mobilize.us
6. Support SLA (during business hours 10a-6p ET) under 30 minutes

Success and Professional Services: Company will provide the following support to Subscriber

1. Assigned Client Success Manager
2. Up to Forty (40) hours annually of ongoing strategic consultations

3. Quarterly One (1) hour review of progress against goals with your assigned Client Success Manager
4. Onboarding:
    1. One (1) hour kick-off call within the first 3 business days
    2. Up to Six (6) hours of personalized training with your onboarding manager within the first month and an optional One (1) hour check in each week for the first month of onboarding
    3. Self Service Onboarding resources

Functionality. The Company Service for Authorized Users includes the functionality set forth above as part of the standard package, plus:

- Read and Write API for events, signups, and supporters
- Three (3) integrations into an available platform (e.g. NGP VAN, SalesForce, ActionKit)
- One (1) SQL-based database mirror

Mobilize Pro

Support: Company will provide the following support to Subscriber:
1. Account creation within one (1) business day
2. Deployment support, including account provisioning
3. Integration setup (as applicable, per "Functionality" below)
4. Training materials
5. Inbound support via in-dashboard support channel & support@mobilize.us (1 Business Day response time)
6. Support SLA (during business hours of 10a-6p ET) under two (2) hours

Success and Professional Services: Company will provide Success to Subscriber
1. Assigned Client Success Manager
2. Up to Six (6) hours annually of ongoing strategic consultations
3. Quarterly One (1) hour review of progress against goals with your assigned Client Success Manager
4. Onboarding:
    1. One (1) hour kick off call within the first 3 business days
    2. Two (2) hours of personalized training with your onboarding manager within the first month and an optional half-hour check in each week for the first month of onboarding
    3. Self Service Onboarding resources

Functionality: The Company Service for Authorized Users includes the functionality set forth above as part of the standard package, plus:

- Authenticated Read and Write API for events, signups and supporters
- Two (2) integrations into an available CRM platform
- One (1) SQL-based database mirror

Mobilize Core+ (NGP VAN)

Support: Company will provide the following support to Subscriber:

1. Deployment support, including account provisioning
2. Integration setup (as applicable, per "Functionality" below)
3. Training materials
4. Inbound support via in-dashboard support channel & support@mobilize.us (1 Business Day response time)
5. Account creation within 1 business day
6. Support SLA (during business hours 10a-6p ET) under 2 hours

Professional Services: Company will provide Success to Subscriber

1. Up to Two (2) hours of strategic consultations during the first three months of the contract
2. Onboarding:
    1. One (1) hour kick off call within the first 3 business days
    2. Two (2) hours of personalized training with your onboarding manager within the first month and an optional half-hour check in each week for the first month of onboarding
    3. Self Service Onboarding resources

Functionality: The Company Service for Authorized Users includes the functionality set forth above as part of the standard package.

Mobilize Core

Support: Company will provide the following support to Subscriber:

1. Deployment support, including account provisioning
2. Integration setup (as applicable, per "Functionality" below)
3. Training materials

4. Inbound support via in-dashboard support channel & support@mobilize.us (1 Business Day response time)
5. Account creation within 1 business day
6. Support SLA (during business hours 10a-6p ET) under 2 hours
7. *Self Service Onboarding resources*

Functionality: The Company Service for Authorized Users includes the functionality set forth above as part of the standard package.

Mobilize Basic
Mobilize Startup (NGP VAN)
Mobilize Growth (NGP VAN)

Support: Company will provide the following support to Subscriber:

1. Deployment support, including account provisioning
2. Integration setup (as applicable, per "Functionality" below)
3. Training materials
4. Inbound support via in-dashboard support channel & support@mobilize.us (1 Business Day response time)
5. Account creation within 1 business day
6. Support SLA (during business hours 10a-6p ET) under 2 hours
7. *Self Service Onboarding resources*

Functionality: The Company Service for Authorized Users includes the functionality set forth above as part of the standard package.