

Quick Factsheet	
Platform Name	The Rally Platform by Rally Corp, Inc
Company URL	https://www.rallycorp.com
Company Type & Location	<p>While we have team members working remote from coast to coast, Rally Corp headquarters is located in downtown San Diego, California.</p> <p>Rally Corp, Inc is a Delaware C-Corporation. Our Mailing Address is 237 A St #86188 San Diego, California 92101</p>
Platform Description	<p>Hi, we're Rally Corp. We help nonprofits acquire and retain donors.</p> <p>We wanted to meet people on the channel they prefer and do it in a personal and relational way. Frankly, we were appalled at how impersonal, one-sided, and robotic other text messaging platforms are.</p> <p>Use Text to Donate and conversational text messaging to forge unbreakable relationships with donors and volunteers.</p> <p>Our Why: To help charities cultivate and inspire passionate supporters by leading the market in mobile communications for causes.</p> <p>Rally Corp provides Text to Donate, Two-Way Chat over SMS shortcodes (e.g. 24-365), QR Codes, Ringless Voicemail Drops, mobile communications, voice and calling support, and personalized text messaging campaigns to drive effective donor engagement.</p> <p>We work with every CRM, every app with a Zapier interface, and we have several native integrations coming online (e.g. Classy.org and Salesforce).</p>
Platform Core Features	<ul style="list-style-type: none"> • Easy to remember shortcode 24-365 • Text-2-Donate, Text-2-Communicate, and Text-2-Engage • Direct mobile calling and number forwarding • SMS/Mobile Messaging (Inbound/Outbound Messaging) • Custom prompts and simple SMS Chat Bot • AI/Sentiment Analysis (automatically identify meaning in text) • Unlimited Inbound Messages • Enabled two-way chat over a shortcode • TCPA Compliant • Integrates with over 3,000+ (with more to come) • Use the donation management/payment processor of your choosing • Export all data and contact/donor phone numbers <p>See all 42+ Core Features & Benefits at rallycorp.com/pricing</p>

Platform Pricing & Terms	<p>We offer three plans: Starter, Unlimited, and Enterprise.</p> <table><tr><th>Starter</th><th>Unlimited</th><th>Enterprise</th></tr><tr><td>Ideal for charities needing just Text-2-Donate or simple 24-365 keywords to acquire new donors.</td><td>Better for those wanting to go beyond acquisition to drive donor engagement over time.</td><td>Best for organizations looking for a custom offering built to suit their specific teams and processes.</td></tr><tr><td>Keyword on 24/365</td><td>Everything in Starter +</td><td>All Features +</td></tr><tr><td>QR Codes</td><td>Toll-free number with ∞ keywords</td><td>Strategy & coaching</td></tr><tr><td>1:1 chat & bulk reply</td><td>Calling & forwarding</td><td>Implementation support</td></tr><tr><td>Unlimited Inbound</td><td>Unlimited campaigns</td><td>Managed campaigns (optional)</td></tr><tr><td>Zapier Integrations</td><td>Advanced integrations/API</td><td>Custom API development</td></tr><tr><td>Up to 2,500 Contacts</td><td>Unlimited contacts</td><td>Scalable service options</td></tr><tr><td>1,000 Monthly Credits</td><td>2,000 monthly credits</td><td>Contracts & payment terms</td></tr><tr><td>Annual Agreement \$99/mo + \$99 Activation</td><td>Annual Agreement \$199/mo +\$199 Activation</td><td>Flexible Terms \$499+/mo Requires a proposal</td></tr></table> <p>Are you a small team with fewer than 500 contacts or < \$150k/yr in revenue? You may qualify for the Grow with Rally Plan.</p> <p>Visit rallycorp.com/pricing to see the latest information and updated features, pricing, and plan options.</p>	Starter	Unlimited	Enterprise	Ideal for charities needing just Text-2-Donate or simple 24-365 keywords to acquire new donors.	Better for those wanting to go beyond acquisition to drive donor engagement over time.	Best for organizations looking for a custom offering built to suit their specific teams and processes.	Keyword on 24/365	Everything in Starter +	All Features +	QR Codes	Toll-free number with ∞ keywords	Strategy & coaching	1:1 chat & bulk reply	Calling & forwarding	Implementation support	Unlimited Inbound	Unlimited campaigns	Managed campaigns (optional)	Zapier Integrations	Advanced integrations/API	Custom API development	Up to 2,500 Contacts	Unlimited contacts	Scalable service options	1,000 Monthly Credits	2,000 monthly credits	Contracts & payment terms	Annual Agreement \$99/mo + \$99 Activation	Annual Agreement \$199/mo +\$199 Activation	Flexible Terms \$499+/mo Requires a proposal
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Terms of Service, Privacy Policy, and Acceptable Use Policy	<p>Our terms of service can be found at https://www.rallycorp.com/platform-terms</p> <p>Our Privacy Policy can be found at https://www.rallycorp.com/privacy</p> <p>And our Acceptable Use Policy can be found at https://www.rallycorp.com/acceptable-use</p> <p>Email contact@rallycorp.com or call 858-240-2250 with questions.</p>																														

Platform Operational Features	<ul style="list-style-type: none"> • Text Keyword to Shortcode 24365 • QR Codes • Submit Mobile Number via Online Form (via integration) • Use Out-Of-Platform URLs • Build interactive workflows to collect multiple data sets • Two Way Individual/Bulk SMS Conversations • SMS Campaigns from phone contact Lists (like MailChimp for SMS) • Customized/Personalized Messaging w/merge fields • Long-form text messaging (300 characters per credit) • Rally Platform URL shortener • UTM/Dynamic link tracking • Peer-to-Peer texting • Click-to-Call + Call Forwarding • Dedicated Toll-Free numbers • MMS support (Coming soon) • 10DLC campaigns (Coming soon) • Ringless Voicemail Drops (Coming soon)
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Payment Types	<ul style="list-style-type: none"> • Determined by the chosen donation management system/payment processor. • Rally Corp supports all fundraising platforms with a mobile friendly page (ideal) or any website or giving page available online. • Paypal • Venmo • Stripe • Industry specific platforms like Classy, Mobile Cause, Blackbaud, Funraise, etc...) • As well as text to pledge and text to bid (e.g. prompt for amount of gift and a means to collect it)
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Merchant Account Information and Disbursement Reports	<p>This depends on the platform the Partner is using to fundraise via redirects.</p> <p>Rally Corp does not charge transactions or processing fees on any of the donations you collect. Since we link out or integrate with every fundraising platform, we give you full control to maximize the funds you receive, all while offering a seamless transition between any tool you use. Therefore, a new merchant account is not required to use the Rally Platform.</p>
Release of Funds	<p>This does not pertain to the Rally Corp solution. Funds are available and released in your existing fundraising platform and therefore are not processed or held by us.</p>

Third Party Fundraiser vs Fundraising Platform Compliance	<p>Rally Corp and the Rally Platform is neither a third party fundraiser nor a fundraising platform, therefore CA AB 488 does not apply to us.</p> <p>We are compliant with all applicable laws.</p>
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Data Reporting	<ul style="list-style-type: none"> • All data can be exported or linked to third party tools like Google's Data Studio. • Use an integration with a service like Zapier and data will automatically be posted in apps like Google Sheets. • We can provide carrier based reports, such as deliverability, error codes, and phone number validity (e.g. mobile vs landline). • Link click tracking is also available. • All messages sent to and from the Rally platform as well as all prompt replies can be exported and analyzed. • Data from the Rally Platform can be aggregated across workflows (keywords), campaigns, and even multiple accounts/subaccounts and be exported for analysis. • To simplify financial reporting, all donations are completed by the donor platform of your choosing, therefore data relevant to these transactions will be available within these applications. • Custom report development and strategic analysis available for an additional fee. • Advanced machine learning and deeper message analysis are in development and will be added to the platform at a future date.
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Platform Support	<ul style="list-style-type: none"> • Knowledge Center • Video Tutorials • Chat • Email • Phone • Remote Access <p>We typically respond to all inbound support tickets within one (1) business day and our founding team is available via their personal mobile phones for any critical issues. Our engineering team is actively monitoring our servers and applications to ensure all functions are operational at all times. We deploy a number of active monitoring tools to alert us in the event a failure occurs. Rally Corp provides services for some of the largest national campaigns and we make customer service and the health of our platform a priority. We also provide free webinars and training and we are more than happy to jump on a 1:1 Zoom call or record a specific training video if any of our users needs help setting up a campaign.</p>
Testimonials and Case Studies	Available at rallycorp.com/testimonials