

Reach the people who matter to your campaign with an open rate as high as 98%.



Engage voters, ignite a movement. And win. That's the power of **Reach98**.

WHAT IS REACH98?

Reach98 is a tool designed by A+G Digital to help you connect with voters through texting. We built Reach98 using open source code from MoveOn.org. It's secure, easy-to-use, and affordable. The tool is available for purchase right now at Reach98.com.

HOW DOES IT WORK?

Our tool lets you engage voters through peer-to-peer (P2P) texting. Whether the goal is fundraising or event building, you can personalize and scale thousands of conversations in minutes. Just answer a few questions to get a plan recommendation. After you checkout, we'll be in touch to schedule a 30-minute onboarding call. It's that simple.

WHY P2P TEXTING?

P2P texting allows one person to send individual texts at scale. This is an advantage over broadcast texting which requires obtaining explicit opt-ins. Have a list of numbers you want to hit up? Reach 98% of them via text. Authenticity is important—that's why it's important to have a real person behind each text.

HOW MUCH DOES IT COST?

P2P solutions can be cost prohibitive, but Reach98 was designed to be accessible and easy-to-use. Texting shouldn't break the bank - and it won't with our tool. Get started and see which plan fits your needs. Our plans range from \$0.05 - \$0.07 per outbound text.

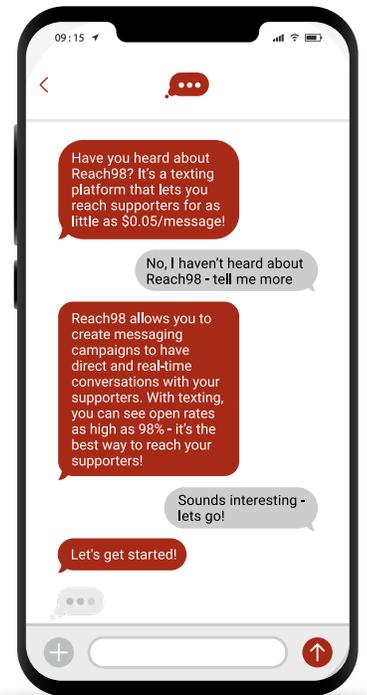
PLAN ADD-ONS

Get off on the right foot by selecting the **Strategy & Scripting** option at checkout. A few days after the onboarding call, we'll deliver a strategy memo with sample scripts and best practices. It also comes with two hours of support which can be used for scripting and deploying.

Want to put your texting on **Autopilot**? We can do that too - just check a box and we'll tack on 15 minutes to our onboarding to discuss your exact needs. It costs \$50/hr for our team to script and deploy your texts from start to finish. We bill for this after the job is done.

DESIGNED BY CAMPAIGN STRATEGISTS WHO GET IT

A+G is an agile digital agency that started with a simple vision: making digital accessible to campaigns at all levels. This tool is an extension of that mission. Every strategist on our team has worked on campaigns at all levels. We do field through the internet and we love our work.



How-to videos



Reach98 Campaign Setup Demo



Reach98 Texter Demo