



The Juggernaut Project's mission is to help Democratic campaigns and progressive non-profits grow their opt-in email lists of potential donors, activists, volunteers and voters who actually want to hear from them.

We have two models for helping our clients grow their email lists:

EMAIL-SOURCED ACQUISITION

We send emails to our in-house lists to generate sign-ups for your email list.

OFFERING	COST PER ACQUISITION
US-Based	\$1.50
10,000+ US-Based	\$1.25
Geo-Targeted*	\$1.75

Contact information provided with each lead includes first name, last name, email address and zip code.

Our minimum agreement for email-sourced acquisition campaigns is 1,000 email opt-ins.

*Geo-targeted campaigns are only available in select cities, states and congressional districts.

FACEBOOK-SOURCED ACQUISITION

We run micro-targeted, optimized digital advertising campaigns to generate sign-ups for your emails list.

OFFERING	COST PER ACQUISITION
Agency Model	15% of ad spend
Dual Opt-In Model	\$100 flat fee

Under the agency model, 85% of your ad budget goes directly toward media buys.

Under the dual opt-in model, the petition landing page specifies that by signing the petition individuals are joining your email list and ours.

Our minimum agreement for Facebook-sourced acquisition campaigns is \$1,500.

Petition and email copywriting, graphic design and landing page set-up and hosting are included free of charge under all of our email acquisition models. You are welcome to provide your own copy, creative and landing page if you prefer.



[BOOK A CALL WITH ONE OF OUR PARTNERS NOW!](#)

or email questions to contact@juggernautproject.com



TESTIMONIALS

"The Juggernaut Project is a fantastic partner in our work. They bring integrity and professionalism to an industry that is often characterized by shady and unethical practices. It's no surprise that the members we've acquired by working with them are some of the most valuable we've ever subscribed to our list."

- Zack Malitz, Founder, Boot TX Republicans PAC

"The Juggernaut Project has been an amazing partner for our base-building and power-building work. They stepped up when we needed them to help boost acquisition efforts and made everything incredibly easy for our team. They think long term, using an analytical and data-driven perspective to build a highly engaged community and a sustainable model with low churn."

- Andre Sternberg, Senior Director of Digital Fundraising and Advertising, Sierra Club

CLIENTS

