

Cadrify pricing summary

For a branch treasurer or a finance committee. Bracketed figures are filled in for your organisation before this document is issued.

Last reviewed 02/09/2026

What Cadrify is

Cadrify is campaign software for British elections. It holds the electoral register, plans and prints door-knocking and leaflet rounds, records what happens at the door, runs polling day and produces the nomination paperwork and election agent spending returns.

What it costs

- Electorate of the areas your organisation claims: [ELECTORATE]
- Monthly plan: [MONTHLY PRICE] a month, paid by card, stop at any time
- Annual plan: [ANNUAL PRICE] a year, twelve months for the price of ten, paid in advance by card or by invoice on 30-day terms
- No VAT is charged. Cadrify Ltd is not registered for VAT

The price follows the electorate of the areas your organisation claims: the wards, constituencies and local authority districts your branches own. Not the number of volunteers, wards or records held.

Electors	Per 1,000, monthly	Per 1,000, paid annually
First 10,000	£4.50	£45
10,001 to 50,000	£3.50	£35
Above 50,000	£3	£30

Minimum £15 a month or £150 a year. Rates are marginal. Worked example: 15,000 electors is £625 a year, or £62.50 a month.

What is included

One plan. Every organisation gets every feature, with no per-seat charge and nothing to add on.

- Unlimited volunteers, branches, workspaces and stored records
- Electoral register import, marked register digitisation, voting history, filters and targeting
- Door-knocking rounds, leaflet rounds, phonebanking, polling day, knocking up and telling
- Activist records, memberships, events, casework, donations, fundraising and branch finance
- Nomination paperwork, election agent spending returns, analytics, audit log, data export and email support

What is charged separately

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Three things cost money every time they run, so they are metered. Each allowance below is included in the price above. Nothing metered runs unless a person starts it, and every meter shows its running total.

- Broadcast email. 25,000 sends a year included, then £2 per 1,000 sends
- Per-address geocoding. 10,000 lookups a year included, then £5 per 1,000 lookups. Postcode-level geocoding is free and is not metered
- AI features. 2,000 units a year included, then charged per unit at the rate shown before the job is run
- Card processing fees on donations and ticket sales are charged by Stripe, not by Cadrify

Trial, cancellation and price changes

- The trial runs for 30 days from the day the organisation is created and covers campaigns of up to 10,000 electors
- Every feature is enabled during the trial. Metered features, such as AI and per-address geocoding, stay metered
- Before the trial ends the organisation is shown its price and asked to confirm it. Cancel before then and nothing is paid
- Cancel at any time from the settings page. There is no notice period and no cancellation fee
- Elector, activist and action records export to CSV at any time during the trial and the term, and for three months after it ends
- Claim more areas at any time and the price rises to match. On a monthly plan the new figure applies from the next payment. On an annual plan the difference is charged for the months left in the term, and the annual discount shrinks as the term runs down
- At renewal the price is recalculated and confirmed in writing at least 30 days before it takes effect. If the claimed areas have shrunk, it falls

The supplier

- Cadrify Ltd, company number 17244539, registered in England and Wales. Registered office 7 Malvern Road, Hornchurch, Essex, RM11 1BG
- ICO registration ZC158949. Data is hosted in Frankfurt, within the European Economic Area
- Procurement and invoices: sales@cadrify.org. Product support: support@cadrify.org

Prices are in pounds sterling and are current at the review date above. Generated from app/domain/docs/content/pricing_summary.py.