LifeLead

Calling & Texting Fair Use Policy

Effective October 16, 2026

LifeLead plans are built so that centers can call and text women freely, without worrying about per-message charges. Phone carriers bill LifeLead for every call minute and text message, so this policy keeps pricing simple and predictable for the vast majority of centers while covering the cost of unusually high volume.

1. What's included

Every Advanced and Premium plan includes up to **$75 per month** of calling and texting usage per account. This covers the large majority of LifeLead centers.

2. What counts as usage

Usage includes outbound and inbound text messages (SMS/MMS), outbound and inbound call minutes, voicemail and call-forwarding minutes, and the per-message carrier fees charged by mobile carriers. Usage is measured by LifeLead's phone and messaging platform.

3. High-Volume Calling add-on

If an account's usage exceeds **$90 per month for two consecutive months**, a flat **High-Volume Calling add-on of $75 per month** will apply. The add-on covers usage up to approximately $175 per month. Accounts that consistently exceed that level will be contacted to agree a custom arrangement.

4. Notice

LifeLead will notify the account's primary or billing contact by email at least **30 days** before the add-on first applies. No action is required from the center; the add-on is charged to the payment method on file (or through the center's billing partner, where applicable).

5. Review and removal

LifeLead reviews usage **quarterly**. If an account's usage stays below $75 per month for two consecutive months, the add-on is removed automatically from the next billing period.

6. Custom agreements

Accounts with a separate written agreement covering usage (for example, usage-based billing or a custom plan) are billed under that agreement instead of this policy.

7. Responsible use

Calling and texting must be used for legitimate communication with clients, supporters, and partners, in line with carrier rules and applicable law (including obtaining consent before texting

and honoring opt-out requests such as "STOP"). LifeLead may pause messaging that appears to be spam, violates carrier requirements, or puts the account's sending reputation at risk, and will contact the center before doing so where possible.

8. Working with you

This policy is our standard, but we understand that every nonprofit is different. Budgets are tight, needs change, and ministry doesn't always fit a formula. If your usage spikes for a specific reason (a campaign, an event, a seasonal surge, or a staffing change) or the add-on creates a budget challenge, just reach out. Because we exist to serve pregnancy centers, we're always willing to look at your situation and work out an arrangement that fits your center.

9. Changes

LifeLead may update this policy with at least 30 days' written notice.

Questions? Contact support@lifelead.app.