



Designed to help good leaders become great candidates, Proximity delivers tech solutions for political campaigns.

Founded October 2022
 Website proximitycampaigns.com
 Headquarters Centerville, UT
 Type SaaS

Key links
[Overview](#) / [Pricing](#) / [Intro Video](#) / [Social](#)

Investment

Series Angel/Pre-seed
 Raise \$1.5M SAFE
 Capital raised Bootstrapped
 Minimum ask \$100k

Early Metrics

Launch date June 2023
 Customers 6 campaigns
 Gross volume \$3,009.38
 Net volume \$1,011.50
 LTV \$4,265.00

Team

Founder & CEO Becki Wright
 VP Product David Brehm
 Advisory Board Robin Ritch
 Advisory Board Wade Eyerly
 Development Team Amazatic
 Fractional COO (Amazatic) Chris Gylseth
 Fractional CTO (Amazatic) Ajit Wadkar

Overview

Proximity is full-stack, native software offering a comprehensive platform to guide candidates through running a successful political campaign. Proximity's security-first campaign management components simplify strenuous strategy and turn tasks into triumphs using directed questions, automated reminders, and guided prompts. Removing barriers to entry for the average candidate, Proximity solves inefficiencies and levels the playing field, giving candidates a fair chance at success.

Highlights

Proximity is candidate focused. Our software takes a different approach than any other political tool. Candidates now have the ability to seamlessly and easily determine the health of their campaign from a single place.

No one needs a pocketknife to do what a butter knife can do, but campaigns are complex. Proximity provides a suite of products that combine to become a comprehensive SaaS platform that candidates use to automate and run their campaign.

Everything from a voter-specific CRM to an events calendaring and task management system, the tactical needs of a campaign are addressed. Candidates are also given a guided user setup and onboarding process that asks questions and gives insight so they can create their own strategy.

Proximity protects sensitive campaign data in separate cloud structures with firewall and data accessibility, advanced permissions and safeguards. Candidates accept contributions that flow directly into their accounts and disclosure reports are automatically generated to make filings compliant.

The day after we launched our beta, not 24 hours later, a candidate came to us for help gathering signatures to qualify on the ballot of Utah's special congressional election. Using Proximity, they mobilized 350 volunteers to gather 9k signatures in just 4 weeks, saving upwards of \$180k if they were to pay a signature gathering firm.

Competition

Solution	NationBuilder	Arena	NGP Van	FundHero	i360	proximity
Proximate Process						📍
CLAIM						📍
Guided Setup		-				📍
Finance	-			-		📍
CRM	-		-	-	-	📍
Events/Calendar	-	-			-	📍
Maps	-		-		-	📍
Tasks		-	-	-		📍
Reports			-	-	-	📍
Entry Level \$	-			-		📍

Market

US Elections Market (24-mo)



Financials

5 Year Growth Projection



For more information, please contact:

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