

Mautic Budget 2026

Executive summary

The Mautic Project is pleased to present its budget for the fiscal year 2026-2027. This budget outlines our financial strategy as we continue to grow as an independent open source marketing automation project.

For the coming fiscal year, Mautic anticipates total income of \$252,535.18 against expenditure of \$250,482.32, resulting in a modest surplus of \$2,052.86. This represents a significant improvement over the previous year, which ended with a deficit.

Key financial priorities for 2026-2027 include:

- Diversifying revenue streams through membership growth, extended long term support offerings, and certification programs
- Maintaining sustainable staffing with the employment of a full-time Project Lead and three contractors
- Investing in community growth through events, ambassador programs, and contributor support

The budget reflects Mautic's commitment to financial stability while continuing to invest in the growth and development of the project, its community, and the open source marketing automation ecosystem.

Income

For the 2026-2027 fiscal year, Mautic projects total income of \$252,535.18, representing a significant increase from the 2024 actual income of \$131,354.07. This growth is built upon strengthening our existing revenue streams and introducing new ones.

Income Source	Amount	% of Total
Membership (all tiers)	\$133,436.18	52.8%
Extended Long Term Support	\$45,000	17.8%
Trials	\$23,199	9.2%
Event Sponsorship	\$21,500	8.5%

Monthly Sponsors	£14,400	5.7%
Event Tickets	\$5,000	2.0%
Other Income	\$10,000	4.0%
Total Income	\$252,535.18	100%

Membership revenue

Membership remains our primary income source, accounting for 52.8% of total projected revenue. We aim to expand our revenue from membership across all tiers:

- Individual Members: \$4,436.18
- Community Tier Members: \$18,000.00
- Bronze Tier Members: \$15,000.00
- Silver Tier Members: \$20,000.00
- Gold Tier Members: \$30,000.00
- Platinum Tier Members: \$16,000.00
- Diamond Tier Members: \$30,000.00

In terms of existing versus new memberships we expect to bring in the following:

- 2 new Community Tier members
- 2 new Bronze Tier members
- 1 new Silver Tier member

We also expect all existing members, both individual and corporate, to renew.

This represents a strategic focus on increasing the number of organizational members who see value in supporting Mautic's development and community, particularly at the mid-level tiers.

New revenue initiatives

Based on our experience in 2024, we're projecting more conservative but attainable figures for event-related income while placing greater emphasis on new revenue streams:

- Extended Long Term Support (\$45,000): Providing extended security support for organizations requiring longer support on older versions
- Trials (\$23,199): Converting Mautic trial users into paying customers - Mautic receives a 40% commission on those managed hosting customers, decaying each year of their hosting contract. This value is a conservative estimate, we hope that with the establishment of an affiliate program we can drive much higher revenue.

- Certification Program (\$3,000): Offering professional certification for Mautic practitioners

These initiatives align with our goal of creating sustainable, recurring revenue that is less dependent on one-time contributions or single sources of funding which are a higher risk to the project.

Expenditure

Mautic's projected expenditure for 2025-2026 is \$250,482.32, carefully balanced against our income projections.

Expenditure Category	Amount	% of Total
Employment (Project Lead)	\$105,625.97	42.2%
Contractors	\$27,600.00	11.0%
Open Collective Host Fees	\$24,835.52	9.9%
Infrastructure	\$5,800.00	2.3%
Events	\$29,000.00	11.6%
Community Support	\$26,889.80	10.7%
Legal & Administrative	\$8,306.68	3.3%
Marketing	\$7,500.00	3.0%
Development Support	\$14,924.35	6.0%
Total Expenditure	\$250,482.32	100%

Staffing and operations

The largest portion of our budget (53.2%) is allocated to staffing and operational contractors:

- Project Lead employment: \$105,625.97
- Contractors for project support: \$27,600.00 - this includes a part-time executive assistant, a full-time marketing and sales assistant and a full-time senior developer.

These investments are critical to maintaining project momentum, ensuring consistent development, and supporting community initiatives.

Community and development investment

A significant portion of our budget (28.3%) is dedicated to supporting the Mautic community and development ecosystem:

- Events: \$29,000 - this includes running our in-person World Conference and representing Mautic at events.
- Ambassador program: \$4,800.
- Supporting dependencies: \$5,000 - this is paid out in November but *only* if Mautic is projected to be in profit at year-end.
- Bounties: \$7,500.00- this includes \$3,000 to establish a security bounty program and \$1,500 for general bounties, with an aim to raise \$3,000 to match-fund the security bounty program.
- Contributor swag: \$750 - thank you gifts sent to contributors.
- Outreachy: \$8,000.00- supporting an Outreachy intern.
- Team development: \$1,920.00 - ensuring that our team are supported in their professional development through courses, learning materials, professional memberships and certifications.

These allocations reflect our commitment to fostering a vibrant, engaged community while supporting the technical foundation of the project.

Infrastructure and administration

The remaining budget covers essential operational expenses:

- Open Collective host fees: \$24,835.52 - this is 10% of our financial income, so it varies depending on our revenue. This figure is based on our projected income.
- Infrastructure: \$5,800 - keeping the lights on (servers, applications used by teams, etc).
- Legal fees: \$5,000.00 - ring-fenced funds to cover any legal expenses.
- Brand & Trademark: \$3,000.00- to register the Mautic trademark in markets where the project is popular.
- Domains: \$701.00- keep the lights on by renewing our domain names.

- Payment processor fees: \$2,485.35 - this is an approximate amount based on average expected fees related to our incoming revenue.
- Administrative costs: \$306.68 - maintaining a virtual office address where we can receive postal mail on behalf of Mautic.

Major financial activities

The 2026-2027 fiscal year will focus on several key financial activities:

1. Membership growth - expanding our membership base, particularly at the organizational level, with improved benefits and engagement strategies.
2. Extended Long Term Support (ELTS)- scaling our Extended Long Term Support program which provides up to two more years of security support for users of older Mautic versions
3. Certification - establishing a certification program to generate revenue while enhancing professional standards in the Mautic ecosystem.
4. Community events - hosting strategic events to drive community engagement, generate sponsorship revenue, and strengthen the Mautic brand.
5. Contributor incentives - Scaling our bounty program and developing a security-focused bounty scheme to address critical needs and attract new contributors.

These activities align with our strategic objectives of financial sustainability, community growth, and technical advancement.

Financial goals and objectives

Based on our financial performance in 2024 and our projections for 2026-2027, we have established the following financial goals:

1. Achieve financial stability: Generate a modest surplus to begin building financial reserves, aiming for a 3-month operational reserve within three years.
2. Diversify revenue streams: Reduce dependence on membership fees from a small number of companies by growing service-based revenue (ELTS, certification, Trials) to at least 25% of total income.
3. Increase recurring revenue: Focus on annual recurring revenue sources to provide stable, predictable funding for core operations.

4. Optimize event economics: Improve the financial performance of Mautic events through streamlined costs and strategic sponsorship approaches.
5. Build financial resilience: Establish clear contingency plans for different financial scenarios, with defined thresholds for spending adjustments.

Risks and contingencies

While we are optimistic about achieving our financial targets, we acknowledge potential risks:

- Membership renewal rates falling below projections
- New revenue initiatives not meeting expected targets
- Unexpected infrastructure or legal costs

To mitigate these risks, we have:

- Conservative revenue projections based on historical performance
- Phased implementation of expenditure that can be adjusted based on actual income
- Regular financial reviews throughout the year to identify and address variances early

Conclusion

The 2026-2027 budget represents a balanced approach to Mautic's financial management, focusing on sustainable growth while maintaining core operations and community support.

With careful execution and regular monitoring, we believe this budget will strengthen Mautic's position as a leading open source marketing automation solution while building financial resilience for the future.

We welcome feedback from the Mautic community and look forward to discussing this budget at the upcoming General Assembly meeting.