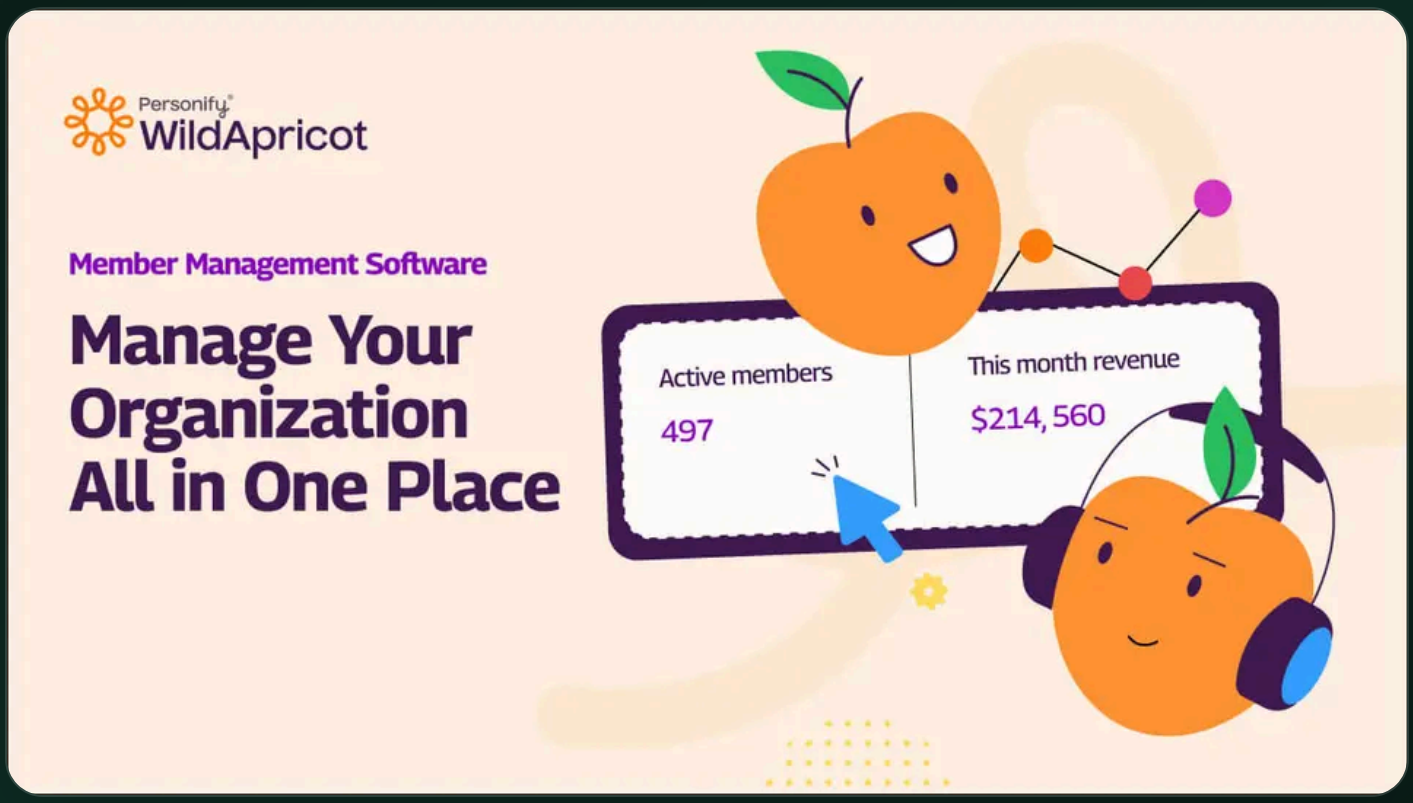
ToolGPA

NOVEMBER 2026

Wild Apricot

The Insider's Guide

Membership management software with built-in event tools



Every plan, grade, refund rule and rival among event ticketing platforms, read from Wild Apricot's own pages.

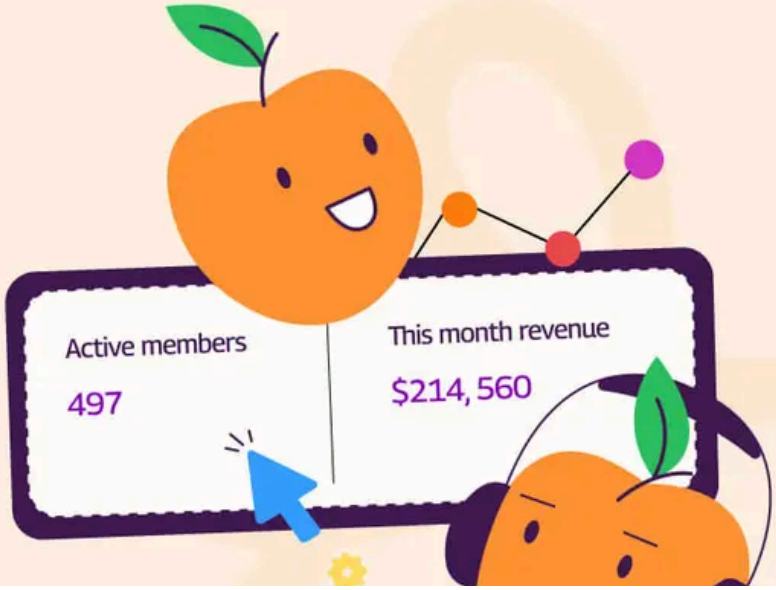
Made by Personify · checked Nov 13, 2026 · toolgpa.com

2.4
GPA

Personify WildApricot

Member Management Software

Manage Your Organization All in One Place



ToolGPA

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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Wild Apricot's own pages, its app-store listings and our grades. Every fact in it is on Wild Apricot's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.4

GPA, above 39 of the 79 other event ticketing platforms we grade

Wild Apricot is membership management software for associations, clubs, chambers and nonprofits, with event registration and ticket payments inside the same system. It also covers a member database, website builder, email, online store and donations. Prices are set by the number of contacts managed.

> "
>
> **You set up a member database, site and forms.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about Wild Apricot**, taken from its own pages and our grades.

1 **Best for events for clubs and associations that also need members**

Wild Apricot is membership software with event registration, a website builder and payments, priced by the number of contacts instead of tickets.

2 **Paid plans start at $56.10 a month**

As its pricing page puts it: $56.10 per month for 100 contacts, billed every 2 years ($66 billed monthly).

3 **You can try it first**

60-day free trial, no credit card required

4 **It runs on Web**

Web.

5 **Event registration**

Event listings with images, custom registration forms, waitlists, guest registration, automated emails and online payment tracking.

6 **Member database**

A cloud contact and membership database with automated renewals, reminders and a members-only portal.

7 **Website builder**

Drag-and-drop pages from templates, with member-only pages and a WordPress plugin for existing sites.

8 **A 2.4 GPA, above 39 of 79**

That is against the other event ticketing platforms we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Wild Apricot you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

Wild Apricot at a glance

PRICING
Free trial, from $56.10 per month for 100 contacts, billed every 2 years ($66 billed monthly)

FREE PLAN
No

FREE TRIAL
60-day free trial, no credit card required

RUNS ON
Web

MADE BY
Personify

CATEGORY
Event Ticketing

OUR GRADE
2.4 GPA, fair

The report card

Best for events for clubs and associations that also need members

Wild Apricot is membership software with event registration, a website builder and payments, priced by the number of contacts instead of tickets. It starts at $56.10 a month for 100 contacts and rises to $130.90 at 500, so a one-off event costs more here than on a ticket-only tool.

TOOLGPA REPORT CARD — **Wild Apricot** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	From $56.10 a month for 100 contacts on a 2-year prepay ($66 monthly), then $130.90 at 500 contacts. That is inside the middle of the category.
Free plan and trial	C	A 60-day trial needs no card and there is no free plan. Unupgraded accounts are deleted after it.
Features	B	Registration, waitlists, member database, website builder, payments, email and mobile check-in all in one. Nothing in the core job is missing.
Ease of use	C	No store rating on record. You set up a member database, site and forms.
Platforms and integrations	B	Web plus admin and member mobile apps, with QuickBooks, Mailchimp, Zapier, Make and WordPress listed.

Grade point average — Fair, out of 4.0 **2.4**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Wild Apricot is for

- ✓ Fits if you run a club or chamber that sells tickets to its members
- ✓ Works for groups that want members, site and events in one system

Who it is not for

- ✗ Pricey if you only sell tickets once or twice a year, as you pay by contacts all year
- ✗ Watch out: processors other than Personify Payments carry an extra fee
- ✗ Watch out: an account that hasn't upgraded after the trial is deleted
- ✗ Tight if your list grows, with $412.25 a month at 5,000 contacts on a 2-year prepay

Good to know

Good for

- ✓ Clubs, chambers and associations that sell event tickets to members
- ✓ Organizations that want membership, website and events in one system

Worth knowing

- ⓘ Priced by contact count, not by tickets sold; the price rises at each contact tier.
- ⓘ Charges the per-contact price whether or not you sell tickets, so it costs more than ticket-only tools for one-off events.
- ⓘ Other payment processors than Personify Payments carry an additional fee.
- ⓘ After the free trial, an account that has not upgraded is deleted.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$56.10

A month to start

Wild Apricot is a paid product with a free trial, starting at $56.10 per month for 100 contacts, billed every 2 years ($66 billed monthly).

> **That is inside the middle of the category.**
>
> From our grade for value for money

100 CONTACTS

$56.10

per month for up to 100 contacts, 2-year prepay ($66 monthly)

One-year prepay is $59.40 a month. Every size has the same features.

250 CONTACTS

$69.70

per month for up to 250 contacts, 2-year prepay ($82 monthly)

One-year prepay is $73.80 a month.

500 CONTACTS

$130.90

per month for up to 500 contacts, 2-year prepay ($154 monthly)

One-year prepay is $138.60 a month.

2,000 CONTACTS

$225.25

per month for up to 2,000 contacts, 2-year prepay ($265 monthly)

One-year prepay is $238.50 a month.

5,000 CONTACTS

$412.25

per month for up to 5,000 contacts, 2-year prepay ($485 monthly)

One-year prepay is $436.50 a month.

15,000 CONTACTS

$496.40

per month for up to 15,000 contacts, 2-year prepay ($584 monthly)

One-year prepay is $525.60 a month; 50,000 contacts is $843.20 on a 2-year prepay.

Trying it first

60-day free trial, no credit card required

Read from wildapricot.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

10% off one year, 15% off two years prepaid

Prepaying one year saves 10% against monthly billing and prepaying two years saves 15%.

Stated on wildapricot.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Membership management software with built-in event tools. Here is what it does, as its own site describes it, and what it covers: public API, forms, online store, ticketing.

> **Registration, waitlists, member database, website builder, payments, email and mobile check-in all in one.**
>
> From our grade for features

Event registration

Event listings with images, custom registration forms, waitlists, guest registration, automated emails and online payment tracking.

Member database

A cloud contact and membership database with automated renewals, reminders and a members-only portal.

Website builder

Drag-and-drop pages from templates, with member-only pages and a WordPress plugin for existing sites.

Payments and donations

Online payments with recurring dues and donations, through Personify Payments or other processors for an extra fee.

Email and communications

Scheduled emails, templates and sequences triggered by member actions, with tracking.

Admin and member apps

Mobile apps let admins check in attendees and take payments and let members view tickets and update profiles.

Where it runs

Web

What it works with

QuickBooks
Mailchimp
Zapier
Make
WordPress
Google Calendar
Outlook Calendar

Wild Apricot is made by Personify.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

39/79

Other event ticketing platforms it is graded above

Wild Apricot's GPA of 2.4 is higher than 39 of the 79 other event ticketing platforms we grade, and level with 9.

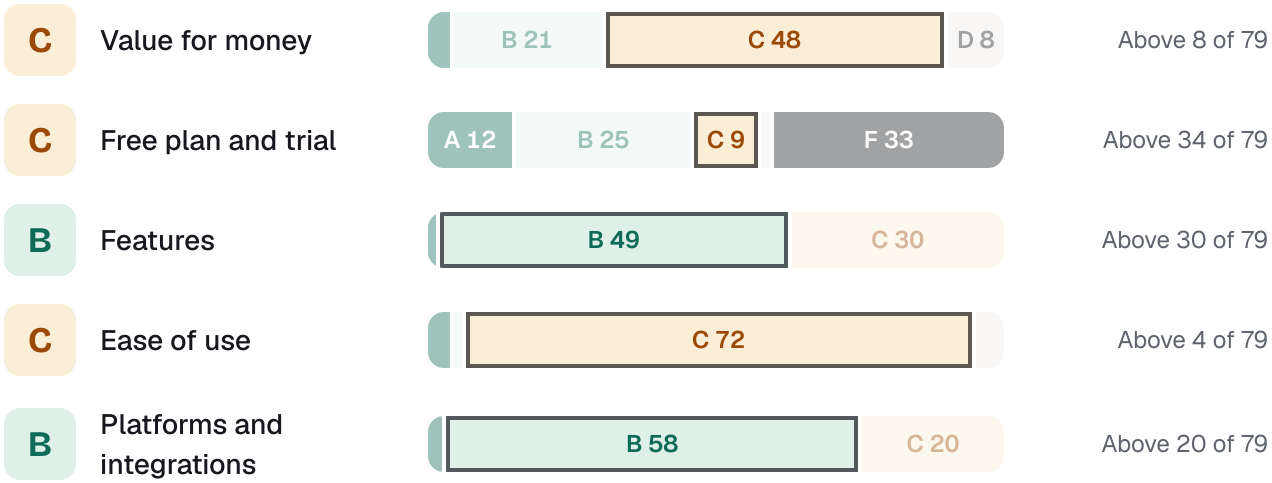
It stands best on features (B, above 30 of 79) and worst on ease of use (C, above 4).

Its paid plans start at $56.10 a month, against a middle price of $50 for the category: 12 of the 22 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 3 tools score higher and cost less.

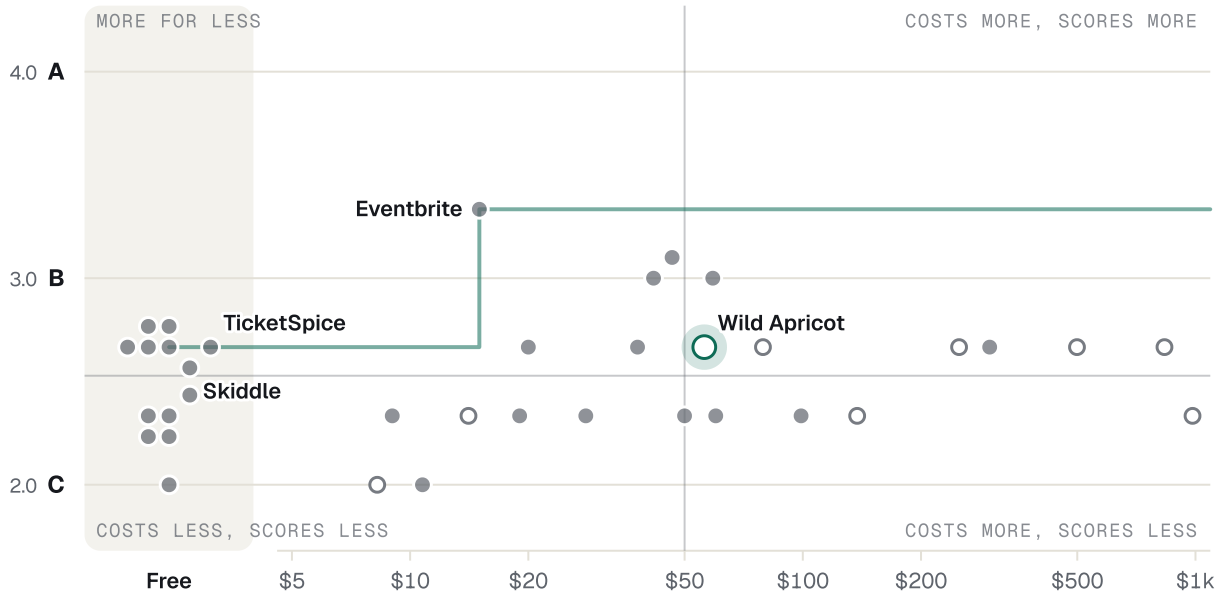
Each grade against the category

Every bar is all 80 event ticketing platforms we grade, cut by the letter each got. Wild Apricot's own letter is outlined.



Price against what you get

Each dot is one of 36 event ticketing platforms. Further left costs less; higher up scores better on features, ease of use and platforms. Wild Apricot is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Wild Apricot you would be making checkout, card payments and sales tax handled for you. That is not a weekend's work, with an AI app builder or without one.

It costs $673.20 a year.

What you could make

- Forms: an app builder makes this well.

What you could not

- Checkout, card payments and sales tax handled for you.

- Selling tickets and checking them at the door.
- It plugs into other products, QuickBooks, Mailchimp and Zapier among them, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Wild Apricot's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Glue Up, Eventzilla, Ticket Tailor and RegFox

The 4 tools Wild Apricot is most often weighed against, with where each one differs from it.

1.8 GPA

Glue Up

From $3,000/yr

Membership and event platform for associations and chambers.

- Only Glue Up lists iOS and Android apps.
- Wild Apricot also covers online store.
- Glue Up also covers surveys, reports and email campaigns.

Wild Apricot and Glue Up compared in full

2.6 GPA

Eventzilla

Free plan

Registration and ticketing for conferences, training and fundraisers.

- Eventzilla has a free plan. Wild Apricot does not, though it has a free trial.
- Wild Apricot also covers forms and online store.
- Eventzilla also covers reports and email campaigns.

Wild Apricot and Eventzilla compared in full

3.0
GPA

Ticket Tailor

Free

Event ticketing for a flat fee per ticket, with prepaid credits.

- Ticket Tailor has a free plan. Wild Apricot does not, though it has a free trial.
- Only Ticket Tailor lists iOS and Android apps.
- Wild Apricot also covers forms and online store.

Wild Apricot and Ticket Tailor compared in full

2.4
GPA

RegFox

Free plan · from $0/mo

Event registration with per-registrant fees and no subscription.

- RegFox has a free plan. Wild Apricot does not, though it has a free trial.
- Wild Apricot also covers online store.
- RegFox also covers reports, email campaigns and sMS marketing.

Wild Apricot and RegFox compared in full

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Wild Apricot free?

No, Wild Apricot is a paid product, but you can try it first. 60-day free trial, no credit card required.

How much does Wild Apricot cost?

Wild Apricot lists 6 plans. 100 contacts: $56.10 per month for up to 100 contacts, 2-year prepay ($66 monthly).

What platforms does Wild Apricot work on?

Wild Apricot is available on Web.

Does Wild Apricot offer any discounts?

Wild Apricot publicly lists the following: 10% off one year, 15% off two years prepaid.

Does Wild Apricot have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Wild Apricot is listed for Web.

Does Wild Apricot have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Wild Apricot is listed for Web.

Is Wild Apricot open source?

Wild Apricot is not described as open source on its own site, as read on Nov 13, 2026.

Does Wild Apricot have an API?

Yes. Wild Apricot offers a public API, according to its own site.

What does Wild Apricot integrate with?

Wild Apricot's listing names QuickBooks, Mailchimp, Zapier, Make, WordPress, Google Calendar and Outlook Calendar.

Who makes Wild Apricot?

Wild Apricot is made by Personify.

What are the alternatives to Wild Apricot?

The closest alternatives to Wild Apricot in our directory are Glue Up, Eventzilla, Ticket Tailor and RegFox.

How does Wild Apricot compare with other event ticketing platforms?

Wild Apricot's GPA of 2.4 is higher than 39 of the 79 other event ticketing platforms we grade, and level with 9.

Is Wild Apricot good value for money?

ToolGPA grades Wild Apricot C for value for money. Its paid plans start at $56.10 a month, against a middle price of $50 for the category: 12 of the 22 others that charge start lower.

Could I make my own version of Wild Apricot?

To replace Wild Apricot you would be making checkout, card payments and sales tax handled for you.

Where this guide comes from

The prices, plans, platforms and features were read from Wild Apricot's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Wild Apricot's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Personify. Prices change, so check wildapricot.com before you buy.

wildapricot.com/pricing
wildapricot.com/features/integrations

wildapricot.com

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Wild Apricot, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/wild-apricot

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Wild Apricot: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/wild-apricot
```

Know someone choosing between event ticketing platforms?

Send them this guide:
toolgpa.com/tools/wild-apricot/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded event ticketing platforms after Wild Apricot, each with an Insider's Guide of its own.

Event Ticketing Insider's Guide

Every one of the 81 event ticketing platforms we grade, compared

Luma Insider's Guide

Event pages and calendars for community events, free or paid

3.2 GPA

Zeffy Insider's Guide

Free event ticketing and fundraising for nonprofits

3.2 GPA

Billetto Insider's Guide

European ticketing marketplace with ads you pay for per sale

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Wild Apricot's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Wild Apricot is a trademark of its owner, and this guide is not made, paid for or approved by Personify. Prices and plans change: check wildapricot.com before you buy.