



Next Generation P2P Mobile Strategy

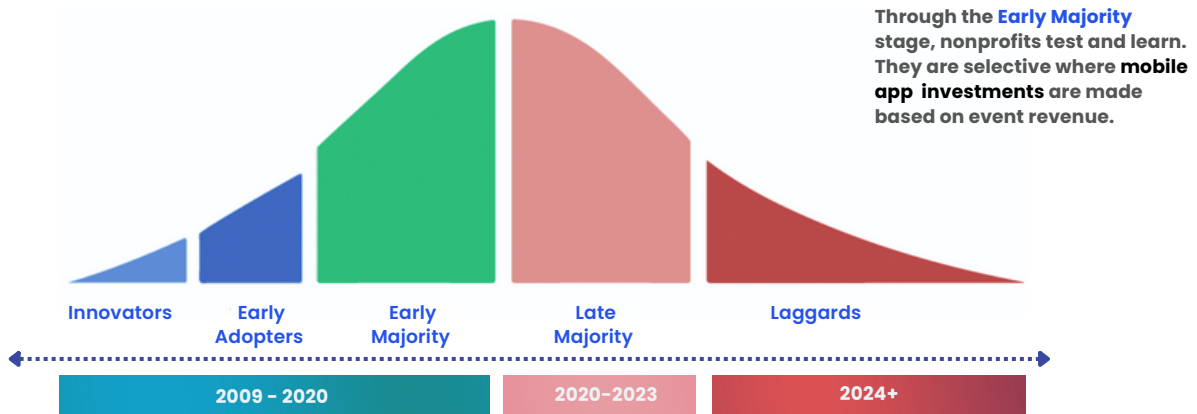
Nonprofits have been leveraging mobile apps to support their P2P events since 2009. Through the early adopter stage, nonprofits were evaluating which P2P event program to invest in a mobile app. Factors in making that decision included their signature events, those with the highest revenue potential, and the participant base.

At Nuclavis, we've reimagined the P2P mobile app experience and made it easier than ever to have a mobile app for your **Entire P2P Portfolio** leading to increased participant engagement and stronger fundraising results. Is Nuclavis right for your organization? Let's find out!

P2P MOBILE ADOPTION CURVE

In 2023, the P2P Mobile app adoption curve is in the late majority stage and transitioning into the laggards. With mobile apps being ubiquitous, with over 75% of traffic on event websites coming from mobile devices, our mobile strategy must be reevaluated.

We no longer have the luxury of making a mobile app available for only a segment of our participant base. We need to meet participants where they are and have a consistent experience across our entire P2P portfolio, whether a small event, event pilot, or established signature event. Even the smaller events now require a mobile app to maximize participant engagement because today's participants expect an app experience available at the convenience of their fingertips.



EVERYONE DESERVES MOBILE

AND EXPECTS

Your brand needs to be where people spend their time:

- The average individual spends over 3 hours on their smartphone per day
- Individuals check their smartphone an average of 58 times each day
- 1 in 5 smartphone users spend 4.5 hours a day on their phone

We know that increased participant engagement = increased fundraising. By prioritizing your mobile strategy and optimizing your visibility, Nuclavis can help your organization meet and exceed your fundraising goals.

P2P PORTFOLIO APP

During the early adoption curve, technology solutions targeted a single event program. If a nonprofit had 5 event programs in its P2P portfolio, it would need 5 mobile apps to set up, manage, maintain, and for users to adopt.

In today's world, where mobile is ubiquitous, we need a consistent experience for all participants. A single destination to communicate with our fundraisers and the ability to cross-promote event fundraising opportunities. A way for participants to engage with nonprofit's brand in an evergreen destination making it easy for them to engage with and stay involved.

A nonprofit's brand is critical to its relationship with its participants and fundraising success. It's more important now than ever to ensure that we make it as easy for them to engage with us, re-register and fundraise, allowing them to do it on their terms, in their way and meeting them where they are, which is mobile.

Nuclavis allows nonprofits to have a single **P2P Portfolio** app allowing users to toggle between event programs they're registered for. Making it easy for organizations to market a single fundraising mobile app but still having unique configurations per event program, including logo, branding, colors, content, features, and configuration.

MARKETING BENEFITS



Optimized User Experience

Participants get the experience they expect in an app. Making it easy to fundraise regardless of what event they choose to participate in and have a single destination for all fundraising activities.



Easily Accessible

Making it easy for organizations to market a single fundraising mobile app that maintains unique configurations per event program, including logo, colors, content and features.



Cross-Promoting Events

Making it easy for participants to learn about other event fundraising opportunities to support the organization they are passionate about.

At Nuclavis, we value ease of use and engaging event experiences to optimize participant fundraising. By re-imagining the P2P mobile app experience our goal is to provide your organization with one thing – fundraising made easy.

Learn more on how Nuclavis can help your organization maximize its' fundraising goals this year at www.nuclavis.com.



▶ **VISIT WEBSITE**
www.nuclavis.com



2900 W. Anderson Lane,
C-200 #218
Austin, TX 78757



Info@nuclavis.com



512-540-8280