

P2P Impact Case Study

Our mission is to optimize participant engagement and increase fundraising results.

Overview

The Alzheimer's Association Walk to End Alzheimer's is the world's largest fundraiser for Alzheimer's care, support and research. Boasting over 600 Walk events and hundreds of thousands of participants, Walk to End Alzheimer's is one of the top-performing P2P fundraising programs in the United States.

With 71% of Walk to End Alzheimer's website traffic coming from mobile devices of late, the Association has been laser-focused on a winning mobile-first strategy.

While Walk to End Alzheimer's has had a mobile app available for participants for several years, in 2023, they were ready for an upgrade. "We wanted a mobile app experience that exceeded our participants' expectations, and a technology partner willing to innovate with us to develop something unique," said Eric Oyler, Director of Digital Fundraising at the Alzheimer's Association. "We found both with Nuclavis."

The Alzheimer's Association partnered with Nuclavis to reimagine a custom Walk to End Alzheimer's mobile app that would allow participants to maximize their fundraising efforts while fostering a stronger connection to the Association's mission.



About Walk to End Alzheimer's

- More than 600 community events taking place across America
- World's largest fundraiser for Alzheimer's care, support and research



When selecting a partner for our mobile app, the Alzheimer's Association was focused on innovation and ensuring our Walk to End Alzheimer's participants had a seamless and unique mobile experience. Nuclavis offered cutting-edge technology with white glove customer service.

The speed of app development was impressive, and our feedback and ideas were met with enthusiasm and incorporated into the product. We greatly appreciate our partnership with Nuclavis and are very happy with the finished product.

Eric Oyler

Director, Digital Fundraising
Alzheimer's Association



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Solutions

A fully-customized app for Walk to End Alzheimer's events held across the country with on-brand, participant-centric functionality.

- ▶ Using native app technology, the new app has significantly reduced load times, resulting in increased user engagement, reduced bounce rates, and longer average time spent in-app.
- ▶ Easy-to-use tools have streamlined the process of asking for donations through QR codes, SMS and e-mail messaging, and social media integrations.
- ▶ An augmented reality experience allows users to participate in the event's iconic "Promise Garden Ceremony" by writing a personal dedication and virtually planting a flower in a digital Promise Garden.
- ▶ Mobile Check Deposit allows participants and event managers to deposit checks toward their goal and receive fundraising credit right away.



Results

The Alzheimer's Association Walk to End Alzheimer's iOS mobile app went live in May 2023. Since then:

- **19%** Increase in fundraising through the app vs. the same period in 2022
- **+145%** Higher average raised by fundraisers with the mobile app
- **7** Average number of times users return to the app
- **12%** App users dedicating a flower in the Virtual Promise Garden
- **23%** App users making a self-donation through the mobile app



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