

Mobile App Case Study

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



Overview

In the March of 2024, Roswell Park Alliance Foundation held its 4th annual stationary cycling and fundraising event, IceCycle to End Cancer. After seeing exciting results with their Nuclavis-powered mobile app, MyIceCycle, in 2023, the IceCycle team was ready to go “all in” on mobile in 2024.

The Challenge

While their app adoption rate in 2023 was a healthy 40% of participants, the IceCycle team wanted even more participants to use the app. “When we saw that fundraisers using the MyIceCycle app raised \$174 more, on average, than other fundraisers in 2023, we knew we needed to grow app adoption as much as possible in 2024” said Karen Cincotti.

The Solution

In 2024, the IceCycle team promoted the MyIceCycle app as a key part of the participant experience that would help participants achieve their \$200 fundraising minimum in no time. They promoted the app through:

Registration Confirmation Emails. As soon as a participant registered, they received an email confirmation inviting them to get the app, along with links to the App Store and Google Play store.

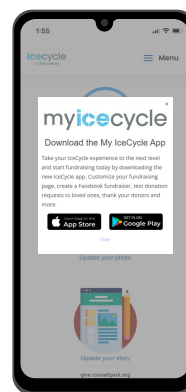
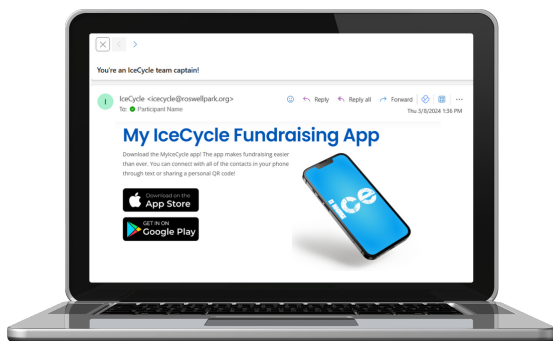
The Participant Center. A lightbox promoting the app popped up when participants logged in, and calls to action we conditionalized for app users to share their fundraising link in the app.

About IceCycle

- Stationary Cycling Event in Buffalo, NY, taking place in winter on the ice
- 4th annual event in March 2024
- Over 1,300 participants and \$685,000 raised
- \$200 participant fundraising minimum
- P2P Platform: Blackbaud Luminare Online

“The My IceCycle app made fundraising really convenient. A few clicks and I sent messages to my friends and easily checked progress on my phone. No remembering passwords, no fuss... it was all there in the app.”

—Cindy
My IceCycle Participant



▶ **VISIT WEBSITE**
www.nuclavis.com



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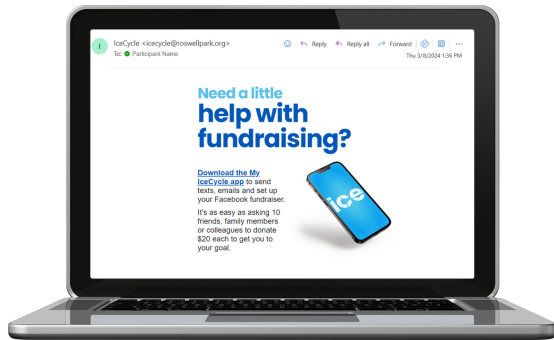


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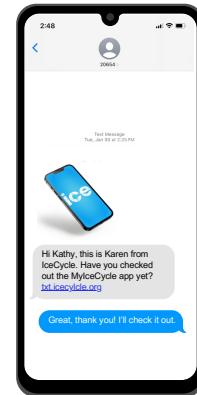


512-540-8280

Coaching Messages. Throughout the campaign, they coached participants to use the different features of the app, like connecting to Facebook and sending donation asks via text message.



Text Messaging. The IceCycle team sent text messages inviting participants to download the app.



Push Notifications & Disruption Screens. Once fundraisers installed the app, the IceCycle team used mobile app push notifications and disruption screens to coach participants and drive engagement. During a 5-day fundraising match challenge, they sent daily push notifications to encourage participants to secure donations and receive a fundraising match at the end of the week.

Results

Participants responded enthusiastically to these promotions, with an impressive 59% of participants going on to install the MyIceCycle app. QR codes were the top driver of app-sourced donations, followed closely by text messaging and the in-app donation button. By offering these additional, modernized fundraising tools to their fundraisers, IceCycle tripled revenue through the app, and grew overall online fundraising by 23% year-over-year.

Using these tried and true best practices for mobile app adoption and engagement, the IceCycle program saw incredible results:

59%	MOBILE ADOPTION RATE, UP FROM 40% IN 2023
212%	INCREASE IN REVENUE FROM THE MOBILE APP
+48%	HIGHER AVG. FUNDRAISING FOR MOBILE FUNDRAISERS
23%	INCREASE IN OVERALL ONLINE REVENUE VS. 2023



We are thrilled with our success using the Nuclavis app. It was easy to set-up, easy to use and the fundraising impact is clear. We'll continue using the app in future programs and know it will be an asset to our participant experience and the Roswell Community."

KAREN CINCOTTI,
Assistant Director, Web IT Operations

