

Mobile App Case Study

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



Overview

The Multiple Myeloma Research Foundation's (MMRF) Team for Cures Walk/Run program represents a powerful movement dedicated to accelerating a cure for each and every multiple myeloma patient. With fourteen in-person events and one National Virtual campaign, the Walk/Run program unites thousands of participants nationwide who are committed to making a difference in the fight against this disease.

The Challenge

After weathering the pandemic and rebranding their Walk/Run program, the MMRF was ready to supercharge their Team for Cures fundraising in 2023.

About the MMRF Team for Cures Walk/Run program:

- The Walk/Run program is a powerful movement dedicated to raising awareness and critical funds for myeloma research.
- Fourteen events take place across America + one National Virtual Walk/Run event.
- Unites thousands of participants nationwide to improve and extend the lives of myeloma patients.



Using Classy's fundraising event platform to power their online registration and fundraising, the MMRF was already seeing 46% of participants going on to fundraise for the campaign.

"We knew our participants could raise even more if they could take their fundraising tools with them wherever they go," said Marianne Andrews, Senior Director, Events & Partnerships at the MMRF, "so we worked with Nuclavis to build the MMRF Team for Cures fundraising app."

The MMRF partnered with Nuclavis to develop a state-of-the-art, branded mobile app that empowers Walk/Run fundraisers to maximize their fundraising efforts and stay connected on-the-go.



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The Solution

In the app, every fundraiser can send their fundraising link to friends and family via email or text message, post on social media, or share a QR code, all linking back to their Classy fundraising page.

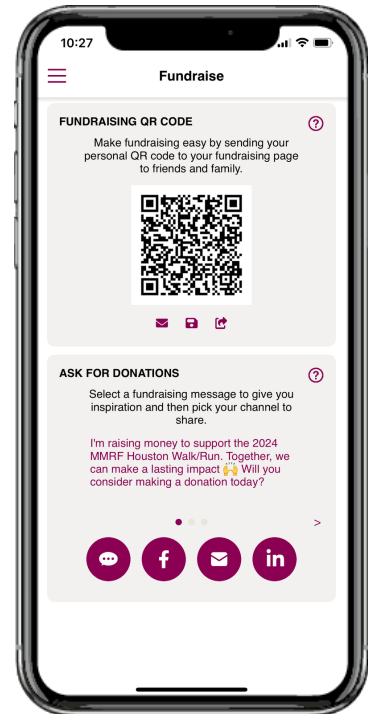
As donations come in, fundraisers can use the app to see who donated and send a pre-written thank you note, text, or social post.

The mobile app acts as an extension of the Classy platform, using APIs to pull in participants' fundraising information so they can check their fundraising totals, manage their fundraising pages, and receive notifications when new donations come in.

Results

After only nine months, the MMRF team saw an increase in participant engagement and dollars raised. In fact, **fundraisers who used the app raised 4 times more than fundraisers who didn't use the app.**

With such fantastic initial success, the MMRF is focused on continuing to grow app adoption across Walk/Run participants and expand app usage to other Team for Cures events, including endurance and DIY campaigns.



Fundraisers using the app raised

4X

more than those not using the app



"Working with Nuclavis to offer a mobile app to our MMRF Team for Cures participants helped us extend Classy's fundraising tools and offer new ways to fundraise. We are thrilled with our initial results and can't wait to grow app adoption this year and beyond."

Marianne Andrews
Senior Director,
Events and Partnerships



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