

## Mobile App Case Study

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



### Overview

In June of 2024, Roswell Park Comprehensive Cancer Center held its 29th annual cycling and fundraising event, Ride for Roswell. After seeing exciting results with their Nuclavis-powered mobile app for their winter stationary cycling event, IceCycle, earlier in the year, they were excited to level up their mobile fundraising tools for their flagship event as well.

### The Challenge

While Ride for Roswell had a different mobile app in the past, it lacked the tools riders needed to drive more fundraising. "Our participants were asking for easier, more modern ways to fundraise," said Karen Cincotti, Assistant Director Web Operations. "Our old app only allowed participants to share their link through email and social sharing. We knew if we could empower them with tools like SMS, QR codes, and mobile check deposit, they would raise even more."

### The Solution

The team at Roswell Park decided to launch their second Nuclavis-powered mobile app, MyRFR, in January 2024. With this app, participants could use the native features of their device to send mobile messages and text appeals to the contacts in their phone. They could also share their fundraising link on social media, or in person via QR code. Potential donors could use their own mobile device to scan the QR code and quickly donate to the participant's fundraising page.

In addition to the tools driving online fundraising, the Ride for Roswell team also enabled mobile check deposit in the app so participants could deposit any offline check donations they received. This allowed participants to see

### About Ride for Roswell

- Summer Road Cycling Event in Buffalo, NY
- Over 8,300 participants and more than \$5.9M raised in 2024
- Mission: Raise funds for Roswell Park, celebrate cancer survivors, pay tribute to those we've lost, and find cures for cancer.



*"The MyRFR app made it easy for fundraisers to raise more with mobile tools like QR codes and texting, and simplified staff-oriented tasks with features like mobile check deposit."*

**KAREN CINCOTTI**  
Assistant Director, Web & Operations  
Roswell Park Alliance Foundation



their fundraising total go up right away, and removed the need for mailing in or dropping off checks in person.

Finally, the Ride for Roswell team worked with Nuclavis to add a check-in barcode to MyRFR app that integrated with Grassroot Unwired's 4EventDay solution. When checking in for the Ride, participants could open their app and share their bar code so event staff could pull up their information and check them in within seconds.

## Results

The results speak for themselves: mobile app adoption among Ride for Roswell participants grew more than 20% year-over-year, and fundraising sourced from the app grew more than 26%. On average, fundraisers who used the app raised more than twice as much as fundraisers that did not use the app.

Participants also eagerly adopted the new self-service features available in the app: 802 checks donations were deposited by participants using the mobile app, and 754 individuals used the mobile check-in barcode on event day.

"We were so happy that our app could make event experience easier for our fundraisers and help them reach their fundraising goals," said Cincotti.

