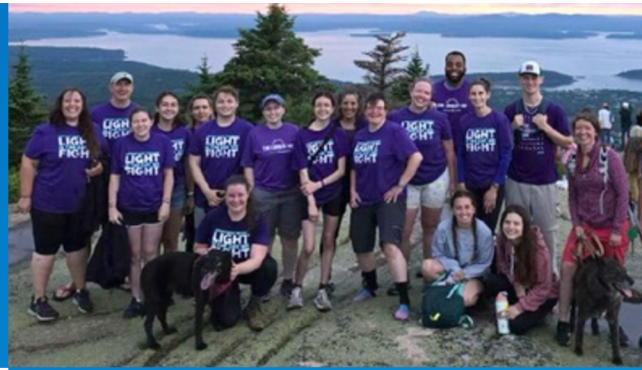


Mobile App Case Study:

QR Codes + DIY Fundraising



Overview

The Longest Day is the Alzheimer's Association's annual do-it-yourself fundraising campaign, culminating on the summer solstice each year. This campaign invites participants around the world to do any activity they enjoy and turn it into a fundraiser for the Alzheimer's Association.

The Challenge

Fundraisers for The Longest Day often coordinate large fundraising events in their local communities and need an easy way to collect credit card donations from others attending their events. The Alzheimer's Association had tried offering SMS short codes to fundraisers with large events in the past, but the process was cumbersome and required staff time and resources to set up.

The Solution

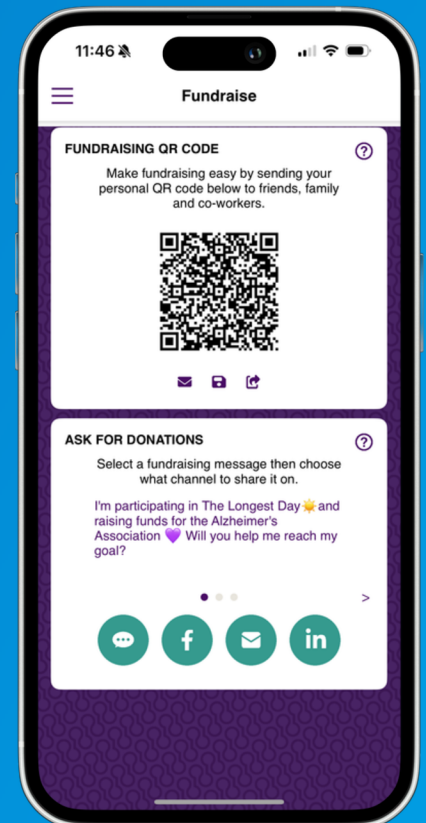
With the debut of their Nuclavis-powered **ALZ Fundraising** mobile app in 2024, The Longest Day was able to provide all participants with a **personal fundraising QR code**.

When a participant shared their QR code, donors could use their own mobile device to scan the code and open the participant's webpage on The Longest Day website, and quickly donate using a credit card or mobile wallet.

The Alzheimer's Association also leveraged Nuclavis' **embeddable social components** to make participants' personal QR codes available in the online Participant Center in Blackbaud TeamRaiser.

About The Longest Day

- Annual "Do-It-Yourself" fundraising program benefitting the Alzheimer's Association
- Year-round campaign culminates on the Summer Solstice each year
- More than 12,000 participants and \$12.5M raised in 2024



In addition to sharing their QR code through the app, fundraisers could also visit their Participant Center to save their QR code and create posters, fliers, and digital displays to share at their event.

Results

QR codes were used heavily by those coordinating in-person fundraising events like silent auctions, poker runs, picnics, holiday parties, dancing events, pickleball tournaments and more.

Nearly 750 fundraising teams and events used the QR codes to accept donations, **raising an average of \$508 each through QR codes alone**. Overall, The Longest Day raised more than \$378,000 through QR codes, representing 7% of their total online revenue in 2024.

“We were so glad to finally find an easy solution that helped our fundraisers take donations at their community events,” said Lacey Todd, National Director of The Longest Day. “One fundraiser hosted a silent auction and raised over \$40,000 through QR code donations! Offering this option to our fundraisers has been a game-changer for The Longest Day.”



\$378K RAISED USING QR CODES

7% OF ALL ONLINE DONATIONS CAME FROM QR CODES

\$508 AVG. RAISED PER TEAM/ EVENT THROUGH QR CODES

\$77 AVG. AMOUNT DONATED VIA QR CODE



“Nuclavis QR codes made it easy for The Longest Day fundraisers to collect credit card donations at their community events.”

LACEY TODD
Director, The Longest Day
Alzheimer’s Association



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