



# 2024 Nuclavis Mobile Benchmark Report

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# State of Mobile Fundraising

The modern fundraising landscape is evolving at an unprecedented pace, and mobile technology is at the heart of this transformation. As of 2024:

- 91% of Americans own a smartphone.<sup>1</sup>
- The average American now spends over 5 hours per day on their mobile device, with Millennials and Gen Z averaging over 6 hours daily.<sup>2</sup>
- 88% of mobile time is spent in apps rather than browsers.<sup>3</sup>

For nonprofits with peer-to-peer fundraising programs, these stats aren't just numbers—they represent a massive opportunity.

The way people communicate, interact, and make payments has shifted largely to mobile. Fundraisers now rely on text messaging, social media, and QR codes to engage donors, making it essential for organizations to provide seamless, app-based experiences.

Mobile technology removes friction, enabling fundraisers to reach a wider audience with minimal effort. But a mobile-first approach isn't just convenient—it's critical for maximizing participation, engagement, and ultimately, fundraising success.

<sup>1</sup> <https://www.pewresearch.org/internet/fact-sheet/mobile/>

<sup>2</sup> <https://www.harmonyhit.com/phone-screen-time-statistics/>

<sup>3</sup> <https://www.emarketer.com/content/the-majority-of-americans-mobile-time-spent-takes-place-in-apps>

# About Nuclavis Mobile Apps

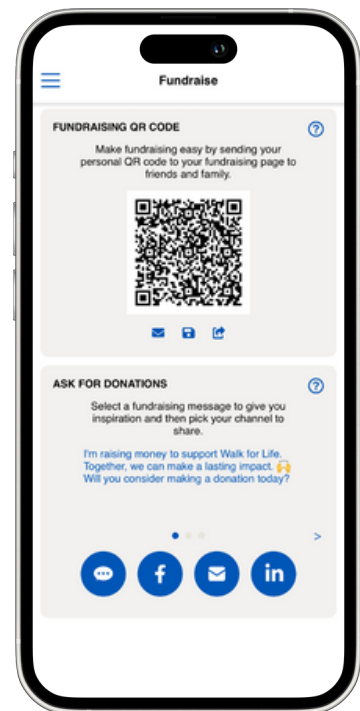
At Nuclavis, we witness the power of mobile technology in fundraising every day. Nonprofits that embrace mobile aren't just keeping up—they're transforming the way people raise awareness and funds for their missions.

That's why leading organizations have turned to our [P2P fundraising mobile app solution](#) to elevate 40 of the nation's top peer-to-peer programs across seven online fundraising platforms.

And the results? Game-changing.  
In just the last two years:

- Nearly **500,000 fundraisers** have used Nuclavis-powered mobile apps across **22,375 events and campaigns**.
- P2P fundraising appeals sent through Nuclavis apps have generated over **\$26.4 million in online donations**.
- Another **\$27.5 million** has been donated and processed through Nuclavis mobile check deposits.

The demand for mobile fundraising tools is bigger than ever. If you haven't made the leap yet, now is the time to take your P2P strategy to the next level with mobile technology.



# About this Study

We've created this report to provide insight into current P2P fundraising trends and help nonprofit organizations assess their P2P mobile fundraising performance.

For the purposes of our study, we analyzed P2P programs that have completed at least one full event cycle with a Nuclavis mobile app as of the end of 2024. The resulting dataset reflects **twelve P2P programs across seven nonprofit organizations**.

Five of the twelve programs are Walk/Run programs that we felt could be grouped into a subcategory with similar characteristics. Two are School/Youth programs with similar properties. The remaining programs are comprised of one Do-It-Yourself (DIY) fundraising program, two outdoor cycling programs, one stationary cycling event, and one endurance program. The programs range in size from single events raising \$500,000 in participant fundraising to nationwide event programs raising over \$100M.

All together, these programs boasted 406,452 app users raising \$22,019,058 in online donations sourced from Nuclavis-powered mobile fundraising tools.



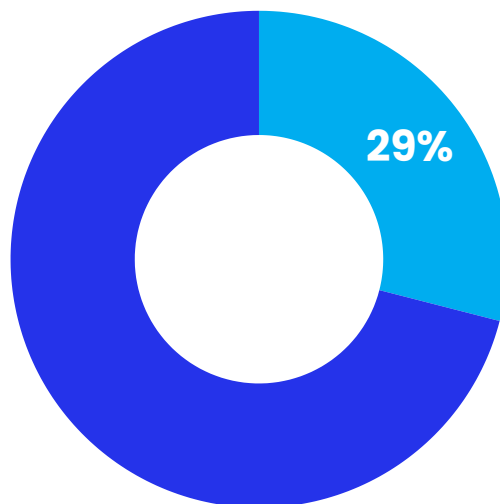
# Results

## Mobile App Adoption

Mobile app adoption refers to the percentage of a P2P program’s registered participants that logs in to and uses a program’s mobile app. Adoption rates often vary by program type and depend heavily on how well the app is promoted to participants.

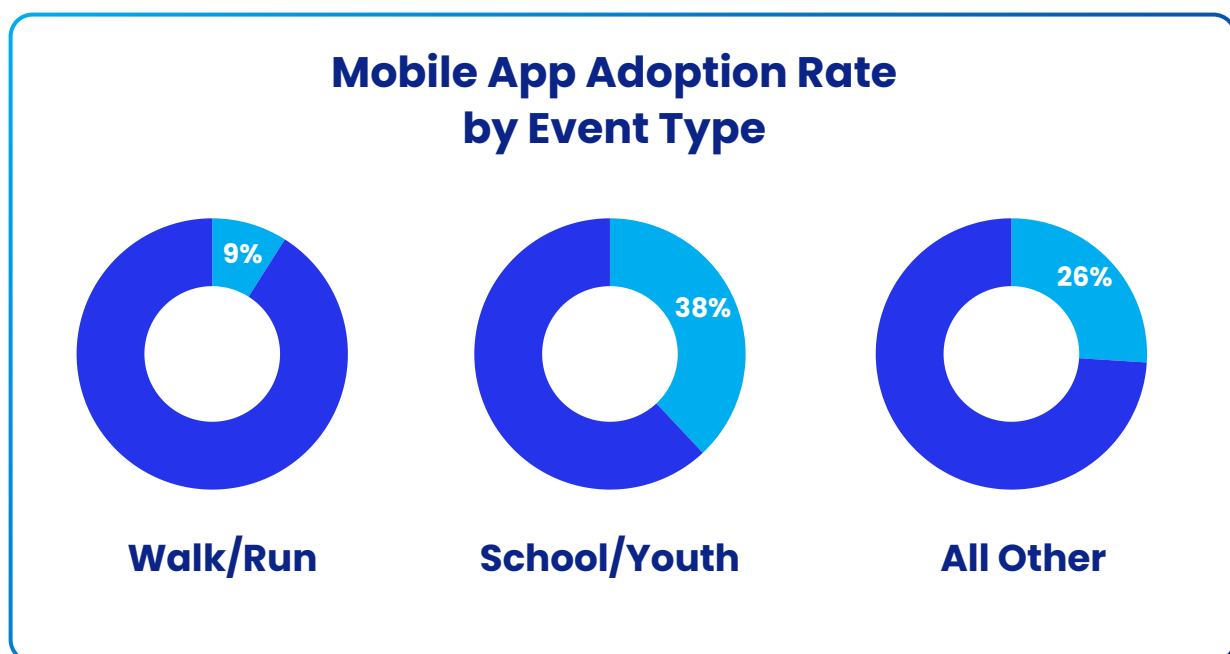
On average, **Nuclavis clients saw 29% of participants adopt the mobile app**, with some enjoying adoption rates as high as 59% and others as low as 7%.

### Average Mobile App Adoption Rate



As a subset, the **Walk/Run programs saw lower adoption rates, averaging 9%**. Walk/Run programs, in general, see lower online fundraising activation than other program types due to the inclusive, community-driven nature of these events. With fewer participants fundraising, they may feel the mobile app is not critical to support their participation.

At the other end of the spectrum, **programs where fundraising is a central or required part of participation experienced higher mobile adoption rates.**



#### 💡 Pro-Tip: Increasing Adoption

"Our IceCycle event has a younger audience and we know they prefer to communicate on mobile. We promote the mobile app to our participants as soon as they register, and tell them all the ways it can help with fundraising. We include links to get the app on our website, in our coaching emails, and via text messages with our fundraisers. Last year, 59% of our participants were app users, and for our March 2025 event, we have over 85% of participants using the app!"

**Mackenzie Giancarlo**  
Roswell Park Alliance Foundation

## Impact of Mobile Apps on Fundraising

Why is app adoption so important? According to our data, **Fundraisers<sup>4</sup> who adopted their program’s mobile app were significantly more effective.** 76% of app users raise funds, compared to overall online fundraising activation at 53%.

Furthermore, **fundraisers using an app raised 119% more online revenue** than fundraisers not using an app. Whether the app is adopted by a program’s most motivated and engaged fundraisers, or the tools available in the mobile app help fundraisers raise more (or both!), offering mobile fundraising tools can help participants reach more donors through more channels, and make them more effective fundraisers.

	Walk/Run	School/ Youth	Other	All
Avg. Raised/ Fundraiser with app	\$505	\$128	\$1,401	<b>\$815</b>
Avg. Raised/ Fundraiser without app	\$183	\$67	\$685	<b>\$373</b>
% More with App	176%	90%	105%	<b>119%</b>

Across all programs, **fundraising appeals sent from Nuclavis-powered apps sourced 12% of all online donation revenue.** Some programs saw as much as 19% of their online revenue sourced from app requests, others as small as 5%.

<sup>4</sup> For the purposes of this study, a “fundraiser” is defined as a participant with \$1 or more in personal fundraising, including self-donations.

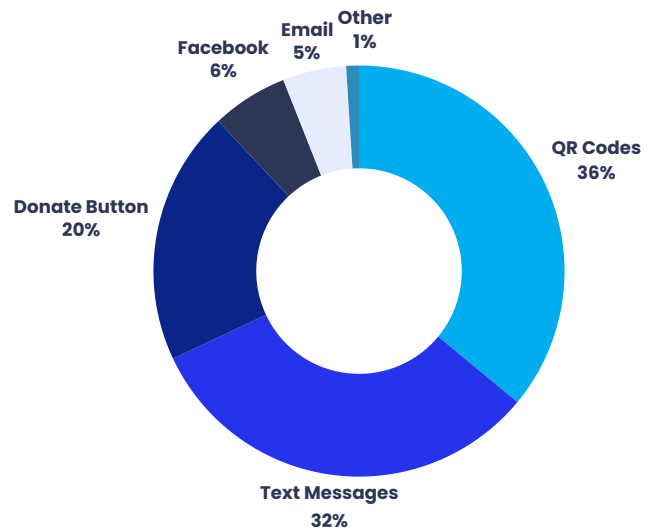
## Nuclavis-Sourced Revenue by Channel

Looking across all online donations sourced from Nuclavis features, **QR Codes and Text Messages were the leading sources of revenue** at 36% and 32%, respectively.

The in-app donate button drove another 20% of Nuclavis-sourced donations. Email appeals and social media posts represented just 12% of Nuclavis-sourced revenue combined.

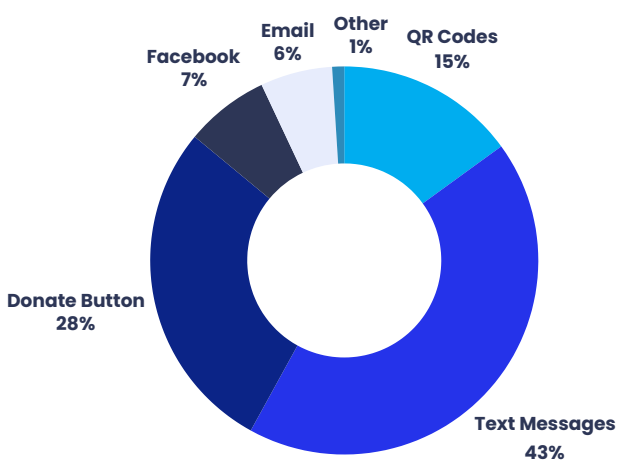
Drilling further into these channels, we learned that **71% of Nuclavis revenue was sourced from mobile apps, while another 29% was raised by clients using Nuclavis' Social Components** (features of the app embedded in a client's online fundraising center).

### All Nuclavis Revenue by Channel

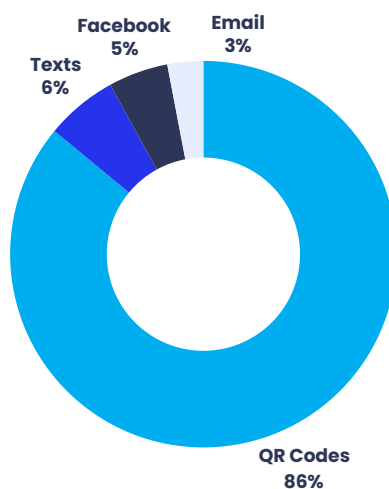


When looking at mobile apps alone, text messages were the top revenue driver. QR codes, however, were the dominant source in clients' online fundraising centers, where users could easily print out their QR code and post it in their community or at an in-person event.

### Mobile app Revenue by Channel



### Social Component Revenue by Channel





## 💡 PRO-TIP: Promote Mobile App Features

"We made sure to let our participants know that the mobile app was an essential part of their Walk for Hope experience. The ability to send a text message and share a QR code was extremely popular with our fundraisers, so we're teasing those features in our coaching emails and text messages for our next event cycle."

**Robyn Mendez**  
City of Hope

### Average Gift Amount by Channel

Overall, donations requested through Nuclavis features averaged \$78. When we broke down average gift amount by channel, we found that **the channel a participant used to send donation requests impacted the amount given by the donor.**



The variance in donation amount per channel highlights a few truths we've come to collectively understand as P2P practitioners: **the amount a P2P donor is willing to give is often tied to how personal the appeal is and the the personal relationship between the donor and the fundraiser.**

Put another way, sending a 1:1 message to your close friends and family members will almost always yield higher donation amounts than hanging a flier or sharing a link on social media (though these methods do help cast a wider net for potential donors and often result in donations the fundraiser wasn't expecting). And, as any good P2P fundraiser knows, sharing your personal reason for supporting a cause – regardless of channel – will motivate more people to give.

## The Nuclavis Advantage

With a few different app vendors serving the P2P fundraising space, you may wonder if all P2P mobile apps produce the same results. Our study revealed that **the app you choose makes a big difference**. In the years before they moved to Nuclavis, 11 of the 12 programs we studied used another mobile app.

Organizations that switched to Nuclavis from another P2P mobile app saw:

- **72% growth** in app-sourced revenue within one year.
- **93% growth** after two years, as adoption and familiarity grew.

Different apps offer different features, but it's clear from our findings that those using Nuclavis-powered apps are experiencing **sustained growth in revenue sourced from their mobile app**.

### 💡 PRO-TIP: The Right App Makes a Difference

*"After two years of using a Nuclavis mobile app to support the Alzheimer's Association Walk to End Alzheimer's, our mobile app and QR code revenue is up 94% compared to where we were with our old app. The Nuclavis app makes it easy for participants to reach out to the contacts in their phone, through the channels they prefer to use natively on their device."*

**Eric Oyler**  
Alzheimer's Association

# Conclusion

As mobile channels continue to dominate digital behavior, nonprofits must embrace a mobile-first approach to P2P fundraising. Providing participants with intuitive, app-based tools ensures they can reach more donors through their preferred channels, maximizing fundraising impact.

Looking ahead, **the future of P2P fundraising will be mobile-first**, with advancements in AI, mobile messaging, automation, and payment technology enhancing both the giving and fundraising experiences.

Nonprofits that equip fundraisers with user-friendly, mobile-first tools will achieve greater fundraising success, stronger relationships with P2P fundraisers, and sustained growth in an increasingly tumultuous giving landscape.

## Key Takeaways

- Mobile apps are no longer optional but *essential* for P2P fundraising success.
- Fundraisers equipped with a mobile fundraising app raise exponentially more than other fundraisers.
- Text messages and QR codes are the top performing mobile fundraising channels.
- Organizations that actively promote their mobile apps see higher adoption and fundraising success.
- The right mobile app can significantly enhance fundraiser engagement and drive sustained revenue growth.

## Case Study:

# Walk to End Alzheimer's Virtual Promise Garden

## Boosting Engagement with Custom Mission Moments

Many Nuclavis clients enhance their mobile app experience by incorporating custom features that engage participants beyond fundraising. These custom mission moments not only make an organization's app unique but also encourage users to return more often and spend more time in the app.

One standout example is the Alzheimer's Association Walk to End Alzheimer's and its in-app **Virtual Promise Garden**.

### A Powerful Tradition

If you've attended a Walk to End Alzheimer's event in-person, you've likely experienced the powerful Promise Garden Ceremony.

During this moving tradition, each participant receives a pinwheel flower in a color representing their connection to Alzheimer's disease.

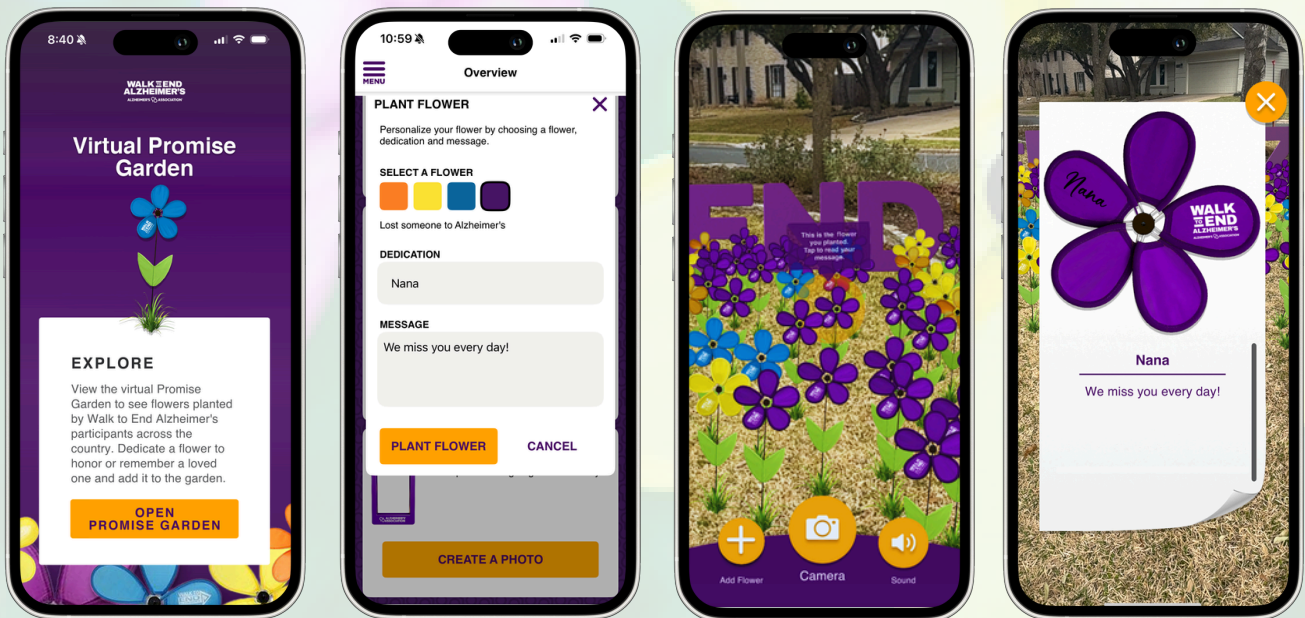


Walkers personalize their flowers with messages about why they walk, then raise them together during the opening ceremony, creating a garden that symbolizes their shared commitment to ending the disease.

Wanting to extend this meaningful experience into the digital space, the Alzheimer's Association partnered with Nuclavis to develop an in-app version that fosters connection and inspiration among Walk participants nationwide.

## Introducing the Virtual Promise Garden

With help from **Nuclavis** and **Rock Paper Reality**, the in-app Virtual Promise Garden was created. App users can visit the Virtual Promise Garden and create a flower by selecting the color that reflects their connection to the cause and adding a written dedication. Then they can then “plant” their flower among thousands of others in an augmented reality experience, viewing the flowers all around them using their smartphone camera and reading others’ messages and dedications.



This immersive experience helps participants feel connected to the mission—whether they’re walking in person or engaging remotely.

## Results That Speak for Themselves

In 2024, app users planted over 5,700 flowers and viewed the Virtual Promise Garden nearly 15,000 times. **But this experience was more than just a cool way to engage with mission; it also inspired higher fundraising totals.** Walk to End Alzheimer’s fundraisers that used the app raised an average of \$696 (3x more than other fundraisers); but those who planted a virtual promise garden flower raised an average of **\$802!**

These impressive results highlight how mission-driven mobile app experiences can enhance engagement, deepen mission connection, and drive fundraising success.



## About the Author

Noel Beebe brings over 20 years of digital peer-to-peer fundraising experience to the Nuclavis team. She began her career at Convio, Inc., where she helped world-class organizations raise millions of dollars through Convio's online fundraising tools. She oversaw the Constituent Events Digital Fundraising team at the Alzheimer's Association from 2012 to 2021. She has also worked as a consultant to organizations seeking to grow their traditional, DIY, and livestream peer-to-peer fundraising programs.

## About Nuclavis

Founded in 2022, Nuclavis is a mobile technology and services company serving nonprofit organizations of all sizes. We develop digital strategies, mobile apps, and custom software solutions to support peer-to-peer (P2P) fundraising programs and grow their impact. Learn more: <https://nuclavis.com/>.