

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.



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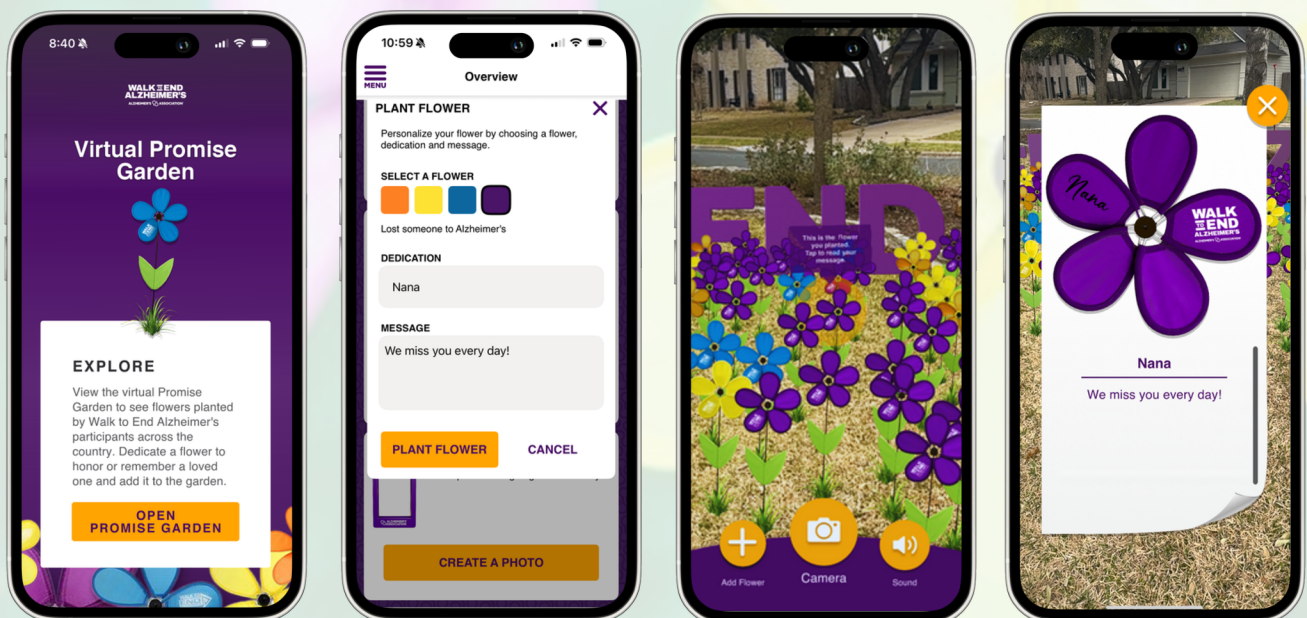
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Introducing the Virtual Promise Garden

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.