

Mobile App Case Study

Our mission is to optimize participant engagement and increase fundraising results through innovation, mobile technology and white-glove customer service.



Overview

In March of 2025, Roswell Park Comprehensive Cancer Center hosted its 5th annual *IceCycle to End Cancer*, a unique stationary cycling and fundraising event held outdoors on the ice in Buffalo, NY. Entering their third year using a Nuclavis-powered mobile app, and having seen strong results in 2023 and 2024, the IceCycle team doubled down on a mobile-first fundraising strategy to drive even greater success in 2025.

The Challenge

While an impressive 59% of participants used the My IceCycle app in 2024, the IceCycle team aimed to boost that number even higher in 2025. The reason was clear: in 2024, **participants who used the app raised, on average, \$209 more than those who didn't.**

"We knew that increasing app usage would be key to unlocking more fundraising potential," said Mackenzie Giancarlo, Assistant Director of Event Fundraising at Roswell Park.

The Solution

To encourage broader adoption, the team positioned the My IceCycle app as an essential part of the IceCycle experience — an easy, effective tool to help participants reach their \$200 minimum quickly. Promotion included:

Registration Confirmation Emails. As soon as a participant registered, they received an email confirmation encouraging them to get the app.

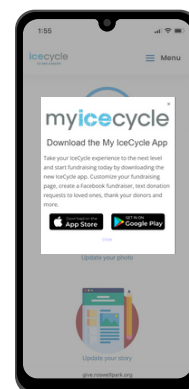
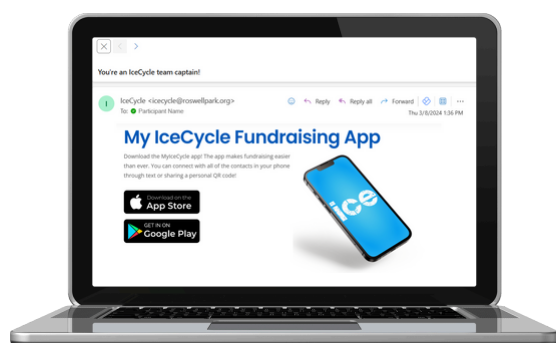
Participant Center Lightbox. They created a pop up promoting the app when participants accessed the their Participant Center via mobile browser.

About IceCycle

- Stationary cycling event in Buffalo, NY, taking place in winter on the ice
- 5th annual event held in March 2025
- Over 1,400 participants and \$735,000 raised
- \$200 participant fundraising minimum

"The My IceCycle app made fundraising really convenient. A few clicks and I sent messages to my friends and easily checked progress on my phone. No remembering passwords, no fuss... it was all there in the app."

—Cindy
IceCycle Participant

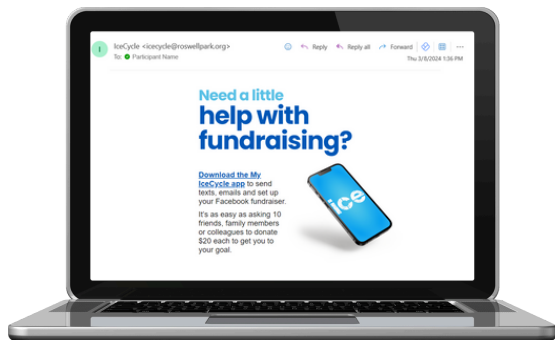


▶ **VISIT WEBSITE**
www.nuclavis.com

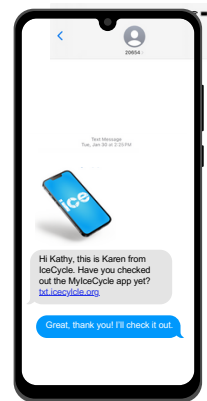
2900 W. Anderson Lane,
C-200 #218
Austin, TX 78757

✉ Info@nuclavis.com
☎ 512-540-8280

Coaching Emails. Regular updates encouraged participants to use specific app features, such as sharing their personal fundraising QR code or sending donation asks via text message.



Text Message Outreach. The IceCycle team sent periodic text messages to participants to drive quick, direct downloads.



Matching Gift Challenge. With the help of a corporate sponsor, the IceCycle team issued a 5-day fundraising match challenge promoted exclusively in the app. They encouraged participants to recruit donations over the course of the challenge and help secure matched funds that would be reflected in their fundraising totals.

Results

Participants responded enthusiastically—**90% of participants adopted the app in 2025**. Top-performing fundraising features included personal fundraising QR codes, text message appeals, and the in-app “Donate” button. With mobile-first tools tailored to millennial and Gen Z users, IceCycle saw remarkable growth: **app-driven revenue grew 46%** year-over-year, and total online fundraising increased by 15% year-over-year.

Through strategic app promotion and support, IceCycle achieved outstanding outcomes:

90% **MOBILE APP ADOPTION**
(UP FROM 59% IN 2024)

46% **INCREASE IN REVENUE**
FROM THE MOBILE APP

+61% **HIGHER AVG. FUNDRAISING**
FOR MOBILE FUNDRAISERS

15% **INCREASE IN OVERALL**
ONLINE REVENUE VS. 2024



*“We have used the Nuclavis app for a few years now and love everything about it. **Fundraising is so easy for our participants.** They can share a personalized QR code to ask for donations, send out emails or texts to thank their donors and easily deposit checks directly through the app. The staff at Nuclavis is incredibly helpful and supportive. We are very glad to have them as a partner!”*

Mackenzie Giancarlo

Assistant Director, Event Fundraising
Roswell Park Alliance Foundation



► **VISIT WEBSITE**
www.nuclavis.com



2900 W. Anderson Lane,
C-200 #218
Austin, TX 78757



Info@nuclavis.com



512-540-8280