

## Mobile App Case Study

*Our mission is to reach participants where they are, exceed their expectations, and help them reach their goals with ease.*



## Overview

The Ability Experience is the philanthropic initiative of the Pi Kappa Phi fraternity. Their mission is to instill in members a passion for lifelong service and philanthropy through a variety of service projects and fundraising events that aim to empower people living with disabilities.

The Ability Experience offers a variety of peer-to-peer fundraising programs for members to choose from, including university-based events, cycling and running events, and more. These campaigns have helped Pi Kappa Phi's 180 chapters raise over \$20 million in support of The Ability Experience's programs.

## The Challenge

As a fraternity-focused organization, The Ability Experience needed a modern approach to engage its Gen Z members and help them raise funds. "Our members are often learning how to fundraise for the first time," said Basil Lyberg, President and Executive Director of The Ability Experience. "We wanted to make it as easy and natural as possible for them."

**Traditional desktop fundraising tools weren't meeting students where they were — on their phones.** The team sought a mobile-first solution to boost engagement, simplify fundraising, and increase results.

## About The Ability Experience

- Philanthropic initiative of the Pi Kappa Phi fraternity
- Engages college students via university events, walk/runs, and endurance cycling events
- Online Fundraising Platform:

**gofundmePRO**



▶ **VISIT WEBSITE**  
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## The Solution

In January 2025, The Ability Experience partnered with Nuclavis to launch a dedicated fundraising mobile app. Tightly integrated with GoFundMe Pro's online peer-to-peer fundraising platform, the app empowers fundraisers to share their personal fundraising pages through QR codes, social media, and text messaging. Fundraisers can also check their progress-to-goal, thank their donors, and even deposit check donations directly through the app.

## The Results

Pi Kappa Phi members embraced the app with zeal! 45% of registered fundraisers installed the app, leveraging their personal and team QR codes, text messaging, and the in-app "Donate" button to drive donations.

Within their first semester using the app, they **raised over \$213,000** in donations sourced from the app, representing 20% of all online donations. And **fundraisers using the mobile app raised 58% more funds**, on average, than their counterparts that did not use the app.

Nuclavis helped The Ability Experience modernize its approach to P2P fundraising with a Gen Z-friendly mobile app that allowed them to engage friends and family members through the channels they use every day. The results speak for themselves: strong adoption, higher engagement, and significantly more funds raised — all by putting the power of fundraising in the one place sure to engage Gen Z: their phones.

**\$213K** IN ONLINE DONATIONS  
RAISED USING THE APP

**20%** OF ALL ONLINE DONATIONS  
SOURCED FROM THE APP

**\$1,154** AVERAGE RAISED PER  
FUNDRAISER WITH APP

**58%** HIGHER AVG. RAISED PER  
FUNDRAISER USING APP



*"The Ability Experience mobile app has been a game-changer for our fundraisers! We're thrilled with the immediate results we've seen since launching our app and have been impressed with the industry knowledge and level of service we've received from the Nuclavis team."*

**BASIL LYBERG**

President & Executive Director  
The Ability Experience



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