

## 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

The Walk for Hope is an annual fundraising event dedicated to fueling City of Hope's mission of making hope a reality for those impacted by cancer, diabetes, and other life-threatening illnesses. Over its 27-year history, the Walk for Hope has raised over \$50 million, funding vital research, advocacy efforts, and dignity-giving care for all City of Hope patients.

### The Challenge

2024 was a pivotal year for the Walk for Hope. Not only was the event back in person for the first time since 2019, the team at City of Hope also embarked on creating a new walk day experience and expanding from a single event to 5 in-person events across the U.S. — plus a virtual option!

"With so much changing, we knew we needed to be very intentional about keeping fundraising top-of-mind for our participants," said Robyn Mendez, City of Hope's Associate Vice President of National Signature Events. "We needed to ensure they had the best tools possible to ask others for donations — and that meant mobile was a MUST!"

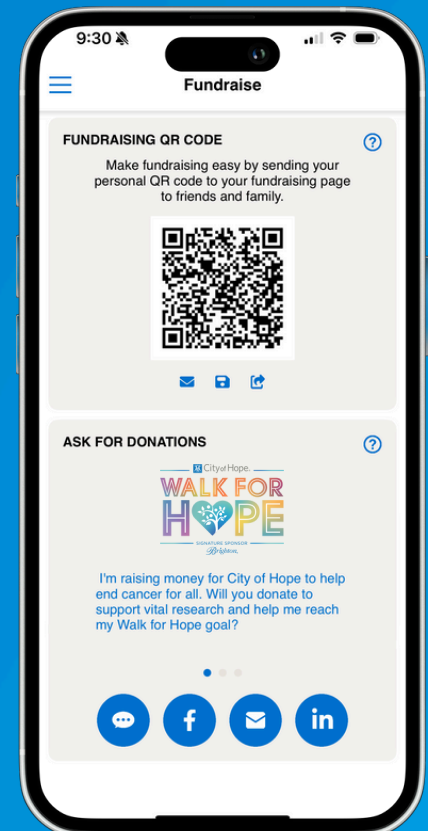
### The Solution

City of Hope launched the **Walk for Hope mobile app**, powered by Nuclavis, to extend the fundraising capabilities of their GoFundMePRO-powered website and create a mobile-first experience for fundraisers.

### About the Walk for Hope

- Fall walk events at their hospital campuses in 5 cities + 1 virtual event
- Over 10,000 participants and \$2.5 million raised in 2024
- Online Fundraising Platform:

**gofundmePRO™**



► **VISIT WEBSITE**  
www.nuclavis.com

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

Info@nuclavis.com  
512-540-8280

“People spend a lot of time on their phones these days,” said Mendez. “We wanted to make it as easy as possible for participants to ask for donations through the channels they already to use to talk with friends and family — **text messaging and social media.**”

With the Walk for Hope app, **participants could invite others to donate or join their team via text message, social media, mobile email, and personal QR codes.** Mobile notifications let fundraisers know immediately when new donations came in, so they could thank donors right away. And participants could manage their fundraising pages and check their progress from anywhere, using their mobile device.

## Results

From the time the mobile app launched in May through the end of 2024, 1,669 Walk for Hope participants adopted the app, representing 23% of those who registered online prior to Walk day. **App users raised over \$246,000 through the mobile app alone.**

Plus, the tools in the mobile app helped increase fundraising totals. **Fundraisers using the app raised an average of \$641; more than double the \$262 average raised by fundraisers that didn’t use the app.**

“We were very happy with our mobile app results this year,” Mendez reported. “We are already thinking about how to get the app into the hands of even more fundraisers in 2025!”

**\$246K** IN ONLINE DONATIONS  
RAISED USING THE APP

**16%** OF ALL ONLINE DONATIONS  
SOURCED FROM THE APP

**\$641** AVERAGE RAISED PER  
FUNDRAISER WITH APP

**145%** HIGHER AVG. RAISED PER  
FUNDRAISER USING APP



*“The Walk for Hope mobile app made it easy for our participants to fundraise! Adding mobile-first tools like fundraising QR codes and text messages helped super-charge our participants’ fundraising efforts.”*

**ROBYN MENDEZ**  
Associate Vice President,  
National Signature Events  
City of Hope

