

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 **Expect Miracles Foundation's Distance Challenge** is a one-of-a-kind campaign that mobilizes the financial services community to "go the distance" in the fight against cancer.

Participants register and log miles or kilometers using a fitness tracker as they walk, run, bike, or do anything that gets them moving as far as they can during a single week in May. By encouraging physical activity and peer-to-peer fundraising, the initiative generates critical support for cutting-edge cancer research and financial assistance programs.

In its sixth year, the 2025 Distance Challenge united over 2,100 participants across the globe through movement and mission. Through a strategic partnership with Nuclavis and Funraisin, Expect Miracles Foundation (EMF) delivered an inspiring digital-first campaign that empowered supporters to make every mile count.

Mobile-First Strategy that Delivered

With an audience of busy professionals constantly on the go, the Distance Challenge leaned into a digital strategy that prioritized ease, engagement, and action.

Participants registered on EMF's **Funraisin**-powered website and were encouraged to use the fully-integrated **Expect Miracles Foundation mobile app**, powered by Nuclavis, to log their miles or kilometers, ask for donations, and share their progress—right from their phones.

About the EMF Distance Challenge:

- Virtual Distance Challenge engaging professionals in the finance industry
- Over 2,100 participants and \$1.3M raised in 2025
- Online Fundraising Platform:



► VISIT WEBSITE
www.nuclavis.com



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Through the app, fundraisers were equipped with powerful fundraising and engagement tools, including:

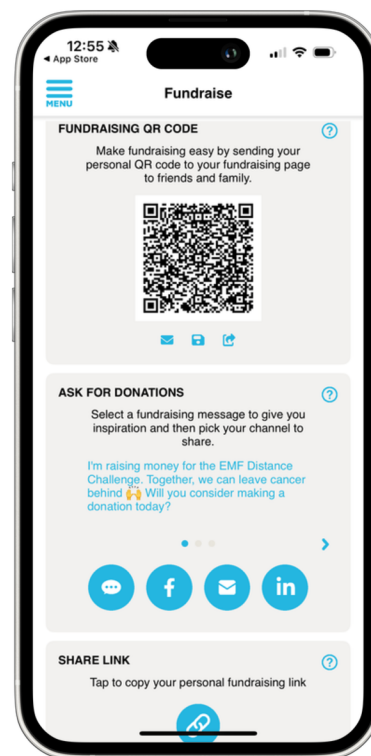
- **QR Codes** for quick donor access
- **Social media sharing** to expand reach
- **Text message appeals** to drive immediate action

Plus, the **integrated Nuclavis + Funraisin experience** allowed each mile or kilometer logged through the app to sync instantly with participants' Funraisin pages—ensuring every step counted both on the ground and online.

Results that Inspire

Through coaching messages and personal outreach encouraging participants to use the mobile app, EMF achieved an impressive **43% mobile adoption rate**.

The impact was undeniable: **Fundraisers who used the mobile app raised an average of \$1,017 – nearly double the average of those who didn't use the app!** Donations sourced from mobile app appeals made up **16% of the campaign's total online donations**.



"Nuclavis took our fundraising experience to the next level with mobile-first tools that helped our participants surpass their goals! The two-way integration with Funraisin made it easy for participants to move from desktop to mobile and see all of their fundraising and activity data wherever they were."



MAGGIE DOMBROSKI
Director of Development
Expect Miracles Foundation

Conclusion

The 2025 Distance Challenge demonstrates how technology, community, and purpose can unite to drive measurable impact. With Funraisin providing the modern online fundraising platform and Nuclavis powering the innovative mobile experience, Expect Miracles Foundation delivered an unforgettable campaign that raised over \$1.3 million—and proved that when people put the mission into motion, anything is possible.



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