

## Mobile Messaging Case Study

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



## Overview

The National Alliance on Mental Illness (NAMI) has long been a leader in peer-to-peer fundraising, with NAMIWalks serving as one of the nation's largest mental health awareness and fundraising events. In Spring 2025, NAMI partnered with Nuclavis to use **Mobile Messaging** to strengthen their recruitment efforts and provide personalized coaching support at scale to their fundraisers through broadcast SMS and MMS text outreach.

**By delivering timely, action-oriented messages, NAMI was able to re-engage past participants, drive mobile app downloads, and increase fundraising success across events nationwide.**

## The Strategy

NAMI implemented a two-pronged mobile messaging strategy. First, a **recruitment campaign** comprised of two targeted messages sent to past participants not yet returned for a 2025 event invited supporters to return to their local NAMIWalks event this year.

Second, six **coaching messages** were sent to registered participants, encouraging fundraising activation and promoting the Fundraise4NAMI mobile app as their go-to fundraising tool. Coaching messages were scheduled to go out periodically in the 8 weeks leading up to event day, and **utilized Nuclavis Mobile Messaging filters to target the right call-to-action to the right audience**, such as app users vs. non-app users and fundraisers vs. \$0 participants.



Message	Audience	Send Date	Message Content
Recruitment 1	Lapsed Participants	2/7/25	Join us again
Recruitment 2	Lapsed Participants	21 days out	There's still time
Coaching 1	Registered	45 days out	We have a NEW app!
Coaching 2	Registered, no app	30 days out	Get the app
Coaching 3a	Registered, \$0	14 days out	Start Fundraising
Coaching 3b	Registered, \$1+	14 days out	Keep it up!
Coaching 4	Registered, no app	7 days out	Get the app for check in
Coaching 5	Registered, with app	3 days out	Mobile Check In is open
Coaching 6	Registered	Walk day	Thank you!
Triggered 1	Goal Met	When Goal is Met	You've met your goal!



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## Results

The results were clear: Nuclavis Mobile Messaging helped NAMI Walks retain past participants and drive fundraising results for registered fundraisers.

### Recruitment & Registration

**1,972 lapsed participants that received a recruitment message went on to register (a 23% total conversion rate).** 92 clicked directly from a message and completed registration right away, while 1,880 additional lapsed participants who received recruitment messages went on to register later.

### Mobile App Adoption

**18% of registered participants who received messages went on to use the Fundraise4NAMI mobile app**, while only 8% of all other participants adopted the mobile app.

### Fundraiser Activation

**40% of message recipients went on to raise funds**, compared with 31% fundraising activation among those who did not receive mobile messages.

### Fundraising Impact

On average, **mobile message recipients raised \$148**, compared to just \$62 for non-recipients. That's a **138% fundraising lift** powered by Nuclavis Mobile Messaging!

## Conclusion

NAMI's success with Nuclavis Mobile Messaging demonstrates the power of integrated text communications in peer-to-peer fundraising. **By combining recruitment, coaching, and app engagement, NAMI not only increased participation but also significantly boosted fundraising outcomes.**

Nuclavis Mobile Messaging proved to be more than a communication tool—it became a fundraising multiplier, helping NAMI fundraisers more than twice as much as fundraisers not receiving mobile messages.



*With Nuclavis Mobile Messaging, we watched our fundraisers gain confidence and momentum through timely, personalized messages tailored to each stage of their fundraising journey. This approach built trust, boosted engagement, and inspired action from start to finish. The results were remarkable: NAMIWalks participants who received these coaching texts raised 138% more on average than those who didn't.*

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