

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 Parkinson's Foundation's Moving Day events unite thousands of participants each year to raise awareness and funds for Parkinson's care, research, and education. Participants walk, rally, and celebrate movement—showing that every step brings us closer to a world without Parkinson's.

The Challenge

The Parkinson's Foundation sought to update its mobile-first fundraising tools to make it easier for Moving Day participants to connect, share, and raise funds on the go. Although the Foundation had a fundraising mobile app previously, innovation had stalled, leaving fundraisers with a limited and outdated experience.

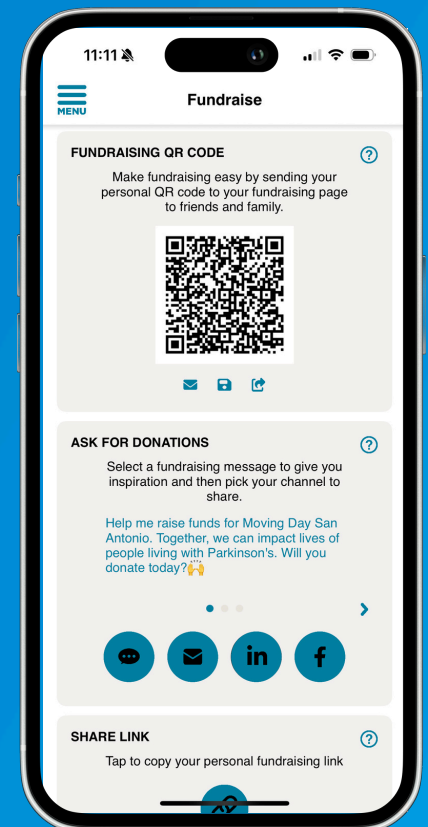
The Solution: A Modernized Mobile-First Approach

To empower participants with best-in-class mobile fundraising tools, the Foundation partnered with **Nuclavis** to launch the **Fundraise for Parkinson's** mobile app for Spring 2025 events.

Working alongside their digital agency, **Doing Good Digital**, the team also enhanced the Blackbaud TeamRaiser Participant Center with content and embedded mobile-first features from the app.

About Moving Day:

- Nationwide walk program supporting Parkinson's care, research, and education.
- Over 16,000 participants and \$5.8M raised across more than 50 events in 2025.
- Online Fundraising Platform: Blackbaud TeamRaiser



Mobile App

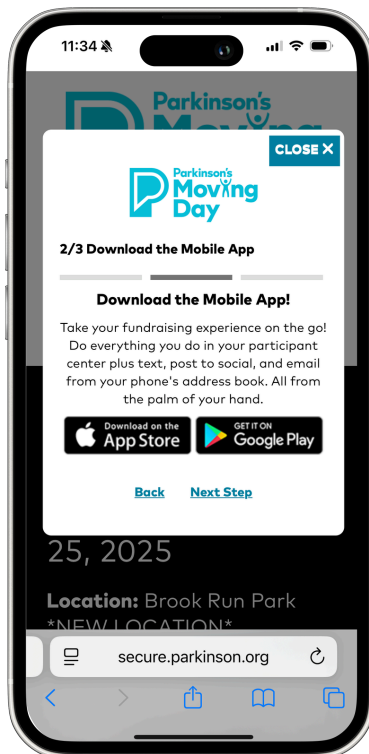
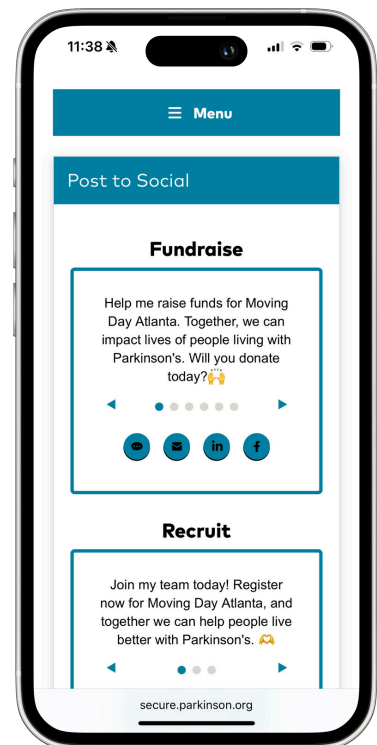
With their new mobile app, Moving Day fundraisers could reach more potential donors using the preferred channels on their phone: text messaging, mobile email, social media, and personal and team QR codes. They could also deposit check donations to the Foundation immediately through the app and receive fundraising credit right away.

Social Components

Nuclavis' Social Components were seamlessly integrated into the Participant Center by Doing Good Digital, providing online fundraisers with the same mobile-first tools available in the app — including QR codes and pre-written messages for text, email, and social media.

Promotion & Coaching

To ensure that Moving Day fundraisers knew about and could easily access these mobile-first features, Doing Good Digital assisted the Foundation with implementing promotional content. In addition to coaching messages, a lightbox feature was added to the online Participant Center, prompting users to get the app.



Results that Inspire

With their new mobile app and updated Participant Center, the Parkinson's Foundation equipped Moving Day fundraisers with the tools they needed to achieve success. For spring 2025 Moving Day campaigns:

12%

mobile app adoption, compared with the 8% adoption benchmark for other Walk events.

\$201K

raised through the mobile app in 2025, a **26% increase** over their previous app vendor.

\$1,128

avg. raised by fundraisers using the app; **253% more** than fundraisers without the app.

\$35K

raised through the online Social Components for fall 2025 events.



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