

## CASE STUDY

# Mobile App + Mobile Messaging

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



## Overview

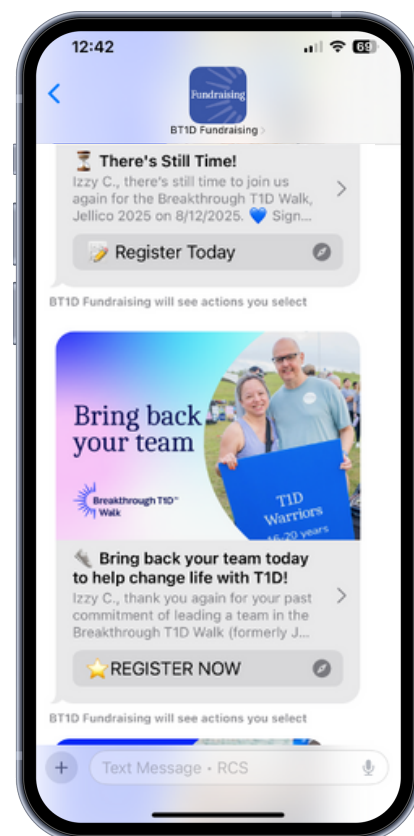
The Breakthrough T1D Walk (formerly JDRF One Walk) is a nationwide movement dedicated to raising type 1 diabetes (T1D) awareness and funding research. With over 100 events across the United States, it is the world's largest event program supporting the T1D community.

## The Challenge

Like many peer-to-peer programs, Breakthrough T1D Walk has historically relied on broadcast email to recruit, retain, and coach participants.

But with email open rates declining across the nonprofit sector and beyond, the team needed **a new way to reach their audience, re-engage lapsed walkers, and give fundraisers simple, effective coaching tips and tools to help them succeed**—without adding more work for fundraising staff.

Their goal: meet participants where they already spend their time—**on their phones**.



## The Solution: A Mobile-First Approach

Breakthrough T1D partnered with Nuclavis to launch a two-part, mobile-first strategy using **Nuclavis Mobile Messaging** and a newly developed **Breakthrough T1D Fundraising mobile app**.

## Mobile Messaging

Leveraging Nuclavis' deep integration with **Blackbaud TeamRaiser®**, the team built a highly segmented and personalized text message journey that guided participants from registration to fundraising success.



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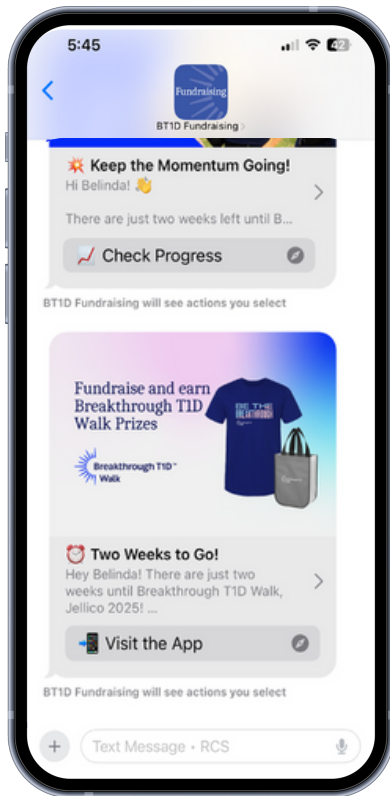
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Messages were automated to send on **specific dates** or **triggered by participant behavior**, including:

- Registering for an Event
- Reaching a Fundraising Milestone
- Days Relative to Event Day

**Advanced targeting and suppression logic** helped send the right message to the right audience:

- Team Captains vs. Members & Individuals
- Participation Type (Adults vs. Children)
- \$0 Participants vs. Active Fundraisers
- Mobile App Users vs. Non-Users
- Met Goal vs. Not Yet Met Goal

Additionally, messages included **personalized details** pulled from walkers' TeamRaiser record such as their name, fundraising total, goal amount, and their event's name and date.

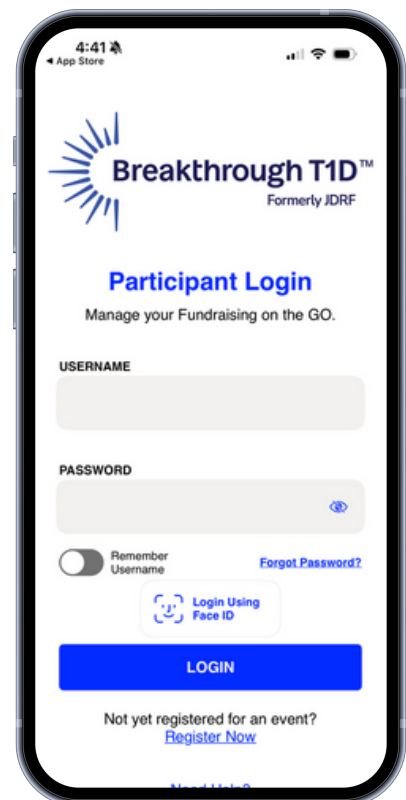
Each text included a single, clear call-to-action, like **Get the Fundraising App**, **Log In to Fundraise**, or **Get Event Day Details** to move participants forward.

To maximize deliverability and engagement, messages were sent as fully branded **RCS (Rich Communication Service) Messages**, with smart fallback to MMS for devices without RCS enabled.

Mobile Messaging became a core communication channel, enabling Breakthrough T1D to re-recruit lapsed participants and encourage fundraising without adding another to-do for busy fundraising field staff.

## Fundraising Mobile App

With coaching now delivered directly to participants' phones, Breakthrough T1D focused on removing friction and delivering a truly mobile-first fundraising experience through the **Breakthrough T1D Fundraising mobile app**, powered by Nuclavis.



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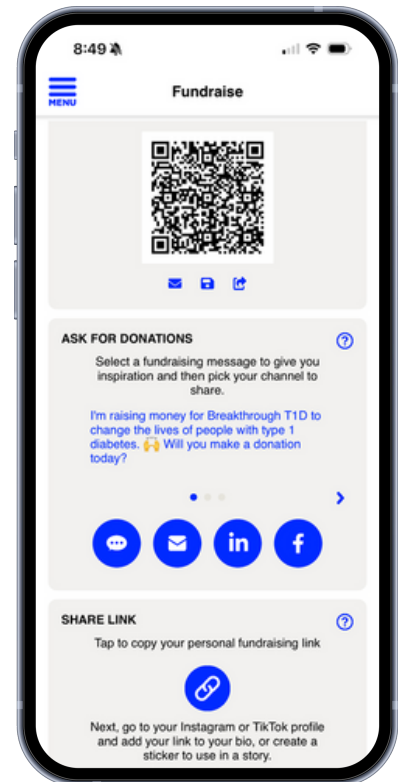
Using the app, participants can:

- Share fundraising links via **text** and **social media**
- Print or post their fundraising **QR Code**
- Track their progress and **thank donors** in real time
- Receive **donation notifications** as new gifts come in
- **Deposit check donations** and receive fundraising credit right away

Together, mobile messaging and fundraising app usage created a seamless experience that met fundraisers where they already were—on their mobile devices.

## The Results

The Mobile Messaging journey helped drive lapsed participants to register, and coached registered walkers to take fundraising action.



**7,425** lapsed participants registered after receiving a text, a **7% conversion rate**.

**49% of participants texted went on to raise funds**, vs. 39% for those not receiving texts.

Fundraisers receiving coaching texts raised an avg. of **\$554 – \$141 more** than those not receiving texts.

**14% of coaching text recipients became app users**, compared to just 6% for those not receiving texts.

The best outcomes came from those who both received texts **and** used the fundraising app:

**80% went on to raise funds!!! 🏆**

They raised an average of **\$1,138; 3.5x more** than fundraisers that did not receive texts or use the app. 📢

The data tells a clear story: **mobile engagement drives action**. Mobile messaging increased participant retention and motivated fundraisers to take action. Fundraising app usage dramatically amplified results by making it easier to raise funds on their phone. By pairing timely coaching with intuitive mobile tools, Breakthrough T1D removed friction, built confidence, and empowered more supporters to succeed.



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