

## Mobile App Case Study

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



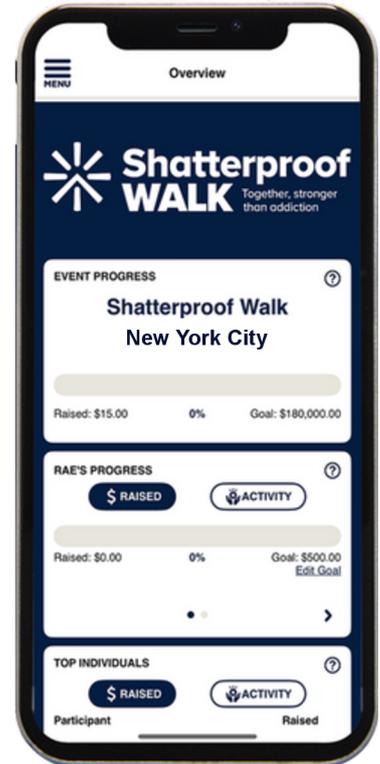
### Overview

The **Shatterproof Walk to End Addiction Stigma** is a series of six community walk events, along with a Walk Your Way virtual option, that brings people together to end the stigma of addiction and support those impacted by substance use disorder. Through these events, participants honor loved ones, raise critical funds, and build powerful community connections in support of Shatterproof’s mission.

### The Challenge

Prior to 2025, Shatterproof supported Walk participants using their peer-to-peer platform’s umbrella mobile app. While the app provided basic functionality, the team faced three major challenges:

- They **could not accurately measure** how much fundraising revenue was sourced from the mobile app.
- **App adoption was low**, and Shatterproof suspected they could drive higher usage—and better fundraising results—with a fully branded experience.
- They struggled with the **processing of offline check donations**, which resulted in delays getting funds to the bank and appearing on participants’ fundraising pages.



Shatterproof wanted a mobile solution that felt like a **true extension of their brand**, **empowered fundraisers with modern mobile technology**, and **delivered clear, actionable performance data**.

### The Solution: A Nuclavis Mobile App

In 2025, **Shatterproof partnered with Nuclavis to launch the Shatterproof Fundraising mobile app**, a full branded application designed specifically for peer-to-peer fundraising success.



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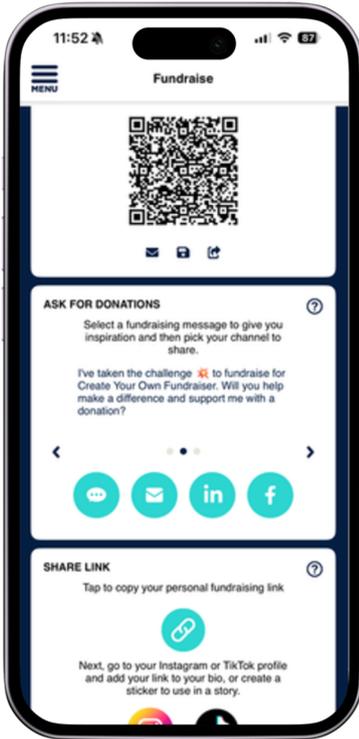
2900 W. Anderson Lane,  
 C-200 #218  
 Austin, TX 78757



Info@nuclavis.com



512-540-8280



The Nuclavis-powered app gives fundraisers simple, intuitive tools to:

- Share their fundraising page on **social media**
- Send **text appeals** to the contacts in their phone
- Use their **fundraising QR code** to facilitate in-person gifts
- **Thank donors** as soon as new donations come in
- **Deposit check donations** from their phone and receive fundraising credit right away.

Just as important, the Nuclavis platform provides Shatterproof with **transparent reporting** on app adoption and app-sourced revenue—eliminating the measurement blind spots they experienced previously. Not only can they measure how much revenue the app is driving, they know exactly **which features** participants are using and how much they are raising.

## The Results

After one year with their Nuclavis-powered, Shatterproof-branded app, the impact was clear:

### App Adoption More Than Doubled

**14% of Walk participants** adopted the Shatterproof-branded app in 2025, vs. only 6% adoption the prior year with the platform-branded app.

### Higher Fundraising Performance

Fundraisers using the Shatterproof Fundraising app raised an average of \$495, **76% more** than fundraisers who did not use the app.

### Same Fundraisers, Better Results

Among those who used both apps across years, **fundraisers raised \$58 more**, on average, with the Nuclavis-powered app than with the platform-branded app.

### New Visibility into Mobile Revenue

The Nuclavis-powered app sourced **\$38,778 in donations**, with social sharing and text appeals emerging as their top mobile fundraising channels.

Shatterproof's success underscores the power of a branded, mobile-first fundraising experience. A Shatterproof-branded app feels **official, trusted, and deeply aligned with the organization's mission**—helping drive stronger participant adoption. At the same time, mobile-first tools like text messaging and social sharing make it **easy for fundraisers to take action** in the channels where they already communicate every day. Finally, clear and transparent reporting gives Shatterproof the visibility they need to **measure impact, optimize strategy, and continually improve results.**



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