

Mobile Fundraising Case Study

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



Overview

Make-A-Wish America is known for creating life-changing wishes for children with critical illnesses. Through its **Wish Your Way** program, supporters across the country host their own creative fundraisers – from lemonade stands and golf tournaments to company outings and school events – to help make those wishes possible.

In 2025, Make-A-Wish America partnered with Nuclavis to simplify giving and empower fundraisers with faster, mobile-first fundraising tools. The result: more than \$1 million raised through Nuclavis tools in a single year through one key feature: **Nuclavis QR Codes**.

The Challenge

Wish Your Way fundraising campaigns can happen anywhere – in neighborhoods, schools, offices, community centers, and local events. That flexibility makes the program powerful, but it also creates a challenge: **How do you make donating quick and easy in any environment?**

Traditional fundraising methods can create friction:

- Cash handling and check donations
- Typing donation URLs manually
- Limited access to desktop donation forms
- Lost momentum during in-person events

Make-A-Wish America needed a modern solution that matched how people give today: instantly, securely, and from their phones.

The Solution

In 2025, Make-A-Wish America launched the Nuclavis-powered **Make-A-Wish Fundraising mobile app**, along with embeddable, mobile-first web features called **Nuclavis Social Components**. These social components were integrated directly into the Wish Your Way TeamRaiser Participant Center, allowing every fundraiser to access Nuclavis' mobile-first sharing tools and QR codes whether they used the mobile app or not.



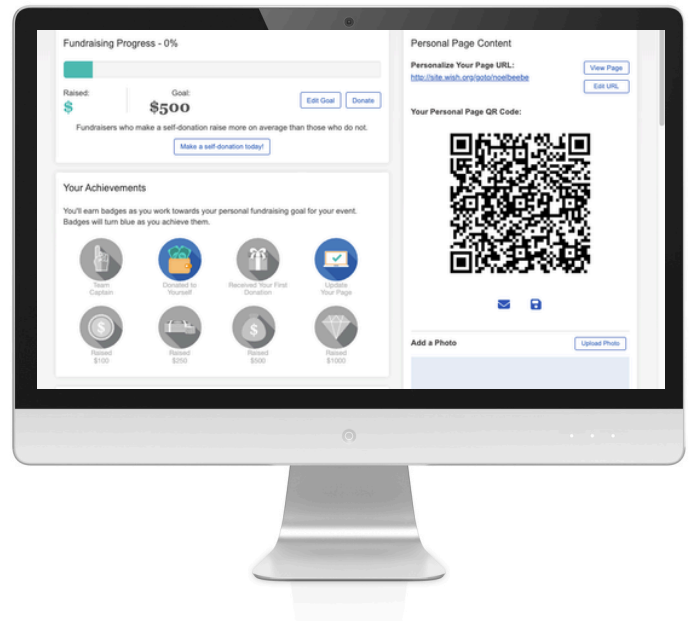
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www.nuclavis.com

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

✉ Info@nuclavis.com
☎ 512-540-8280

Nuclavis QR codes (on both web and mobile) turn fundraisers' personal fundraising link into a unique, channel-smart QR code that can be saved on a user's mobile device, shared digitally along with a personal page link, or printed out for in-person fundraising opportunities.

With a quick scan, supporters can donate instantly from their own devices, reducing friction and increasing conversions at live events and on-the-go.



The Results

Wish Your Way DIY fundraisers embraced the QR Codes immediately. Across the country, fundraisers used Nuclavis QR Codes at lemonade stands, golf tournaments, charity fitness classes, silent auctions, corporate fundraising events, school fundraisers, community gatherings, and more.



"We were amazed at how quickly our fundraisers gravitated to the QR codes. From kids to college students to corporate fundraisers, the QR codes made it easy for supporters to donate quickly and securely from their own phones."

MAGGIE GIBBONS

Director, Peer-to-Peer Fundraising
Make-A-Wish America

The QR Codes turned everyday moments into immediate giving opportunities, resulting in:

- **14,953 Donations** from Nuclavis QR codes
- **\$1,039,298 Raised** via Nuclavis QR codes
- Representing **14% of all online donations** to Wish Your Way fundraisers in 2025.

By integrating Nuclavis QR Codes into the Wish Your Way fundraising experience, Make-A-Wish America transformed in-person and community fundraising into seamless mobile giving opportunities.

For nonprofits looking to modernize their DIY fundraising campaigns, the Make-A-Wish America story proves that removing friction through mobile-first tools can unlock extraordinary generosity.



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