

EMF YEAR TWO RESULTS CASE STUDY

Momentum That Lasts: How EMF Continued Growing Mobile Fundraising in Year Two



The Opportunity

Launching a new fundraising program is an exciting milestone. Launching a mobile app is no different.

The real opportunity comes after launch. Success grows when organizations continue improving the experience for participants and make it easier for people to stay engaged.

After a strong first year with the Nuclavis mobile app, Expect Miracles Foundation (EMF) wanted to keep that momentum going. The goal was simple. Increase app adoption, make fundraising easier, and help participants raise even more for the mission.



The Approach

Nuclavis partnered with EMF to find simple ways to improve the participant experience.

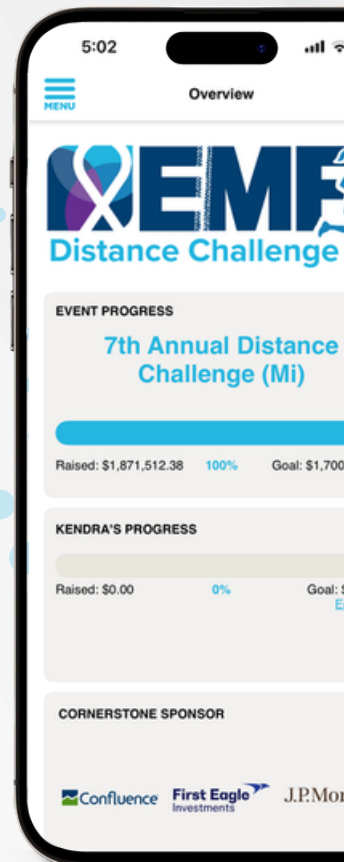
One important change was how participants were invited to download the mobile app.

Instead of relying only on email, EMF sent a text message with a dynamic download link. Participants could open the message, tap the link, and install the app in just a few seconds. Because 98% of text messages are opened, more participants saw the message and took action.

EMF also continued to improve the fundraising experience by:

- Refining participant onboarding
- Making mobile fundraising tools easier to use
- Expanding the use of QR codes and social sharing
- Reviewing participant feedback and fundraising results to guide future improvements

These updates helped remove barriers and made it easier for participants to fundraise from anywhere.



The Results

The improvements led to another year of strong growth.

Metric	Year One	Year Two	Growth
Mobile App Users	941	1,185	26%
Online Donations	\$810,670	\$1,065,791	31%
Nuclavis Generated Donations	\$130,259	\$169,246	30%



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More participants used the app, and those participants continued to raise more money.

Participants who used the mobile app raised an average of **\$1,126**, while participants who did not use the app raised an average of **\$729**. That means mobile app users raised **54% more** than non-app users.

The Nuclavis platform also helped generate:

- **\$169,246** in online donations
- **1,712** individual gifts
- Nearly **16%** of EMF's total online fundraising revenue

Participants used QR codes, social sharing, SMS, LinkedIn, and direct donation links to connect with supporters and make giving simple.



“

What started as a technology partnership has really evolved into a collaborative relationship. The Nuclavis team understands our goals, responds quickly to feedback, and is always looking for ways to help us improve. Having a partner that continues to innovate alongside us has allowed us to focus more on engaging our supporters and advancing our mission, knowing the platform is evolving to meet our needs.



Maggie Dombroski

A Partnership That Continues to Deliver Results

EMF's second year shows what can happen when organizations continue investing in the participant experience.

By making small improvements each year and looking for new ways to engage participants, EMF increased app adoption, raised more online donations, and helped participants become more successful fundraisers.

Nuclavis continues to work with EMF to improve the mobile fundraising experience, support new ideas, and help the organization build on its success year after year.



Year Two Highlights

- Mobile app adoption increased **26%**
- Online donations increased **31%**
- Nuclavis generated donations increased **30%**
- Mobile app users raised **54% more** than non-app users
- **1,712** donations were made through the Nuclavis platform
- Nearly **\$170,000** was raised through Nuclavis-enabled fundraising



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