



How One Nonprofit Increased Mobile App Adoption to 90% and Completed a \$25,000 Match in Just 90 Minutes

90%

Mobile App Adoption across user base

61%

App Users **Raised 61% more** than non-app users

25%

Mobile Donations accounted for **25% of all online donations**



What was the Goal?

- Increase mobile app adoption before event day to improve participant engagement, fundraising performance, and the overall event experience.

What was the Target?

- Setting up a **match-challenge** that was only presented to app users via email and text teasers
- Sharing details on ways to **improve fundraising** that could only be done via the mobile app, and tying it to incentive levels
- Offering a **“special” gift** to those who download the app. Many clients have used “vintage” swag.
- Adding an **event-check-in flow**
- Creating a **texting campaign** that included mobile links

What was the Result?

- 90% mobile app adoption (**benchmark: 29%**)
- \$25,000 match completed in just **90 minutes**
- Mobile generated 25% of all online donations (**benchmark: 12%**)
- Participants using the app raised **61% more**
- QR Codes, SMS, and Social Sharing became **top-performing** donation channels
- Check-in lines were **dramatically reduced**, improving the participant experience

When the mobile app became essential—not optional—participants engaged earlier, fundraised more effectively, and created a smoother event-day experience.