

11 DAY POWER PLAY CASE STUDY:

The 11 Day Power Play Mobile App Users Raise 62% More Than Their Peers



Overview

In 2026, The 11 Day Power Play used Nuclavis mobile-first fundraising tools to help participants raise, share, and engage supporters from the device already in hand. The campaign generated **\$153,233 in participant fundraising through the app** while reaching **29.53% mobile adoption** among primary registrations.

The results also showed stronger efficiency year over year: Nuclavis-sourced donations increased **46%** versus the prior year, and mobile fundraisers raised **62% more on average** than non-app users.



The Challenge

- Empower participants with tools that match how supporters engage today.
- Make fundraising easy across mobile devices, QR codes, text messages, and social sharing.
- Help participants convert community energy into online donations while keeping experience simple.
- Measure whether mobile-first engagement translated into stronger fundraising results.

The Solution

- A Nuclavis-powered branded mobile fundraising app for participant outreach.
- Social proof, motivation and competition with gamified leaderboards.
- QR codes, SMS, email, Facebook, LinkedIn, and social-share links.
- Mobile Check Deposit to support offline gift capture alongside online fundraising.



Real-World Impact

The mobile app helped turn participant outreach into measurable revenue: app-attributed fundraising represented **11.29% of total online donations**. The strongest mobile app revenue features were self-donations, social-share links, QR codes, and SMS, giving participants multiple paths to reach supporters quickly.



Results

11.29%

of online donations

660

participants with app

\$1.14M

higher app-user fundraising

30%

Mobile App Adoption

Metric	2026 Result	Year-over-year context
Participant fundraising through app	\$153,233	\$105,240 last year; up 46%
Total online donations	\$1,356,722	\$1,361,343 last year; flat
Mobile share of total online donations	11.29%	8% last year



What Drove the Impact

High-value mobile fundraisers

App users raised \$769 on average compared with \$475 for non-app users, a \$294 gap and 62% fundraising advantage.

More productive Nuclavis-sourced fundraising

Nuclavis-sourced donations rose 46% year over year, indicating stronger revenue per participating app cohort.

Multiple mobile giving paths

The mobile app generated \$146,636 across features, led by self-donations, social-share links, QR codes, and SMS.

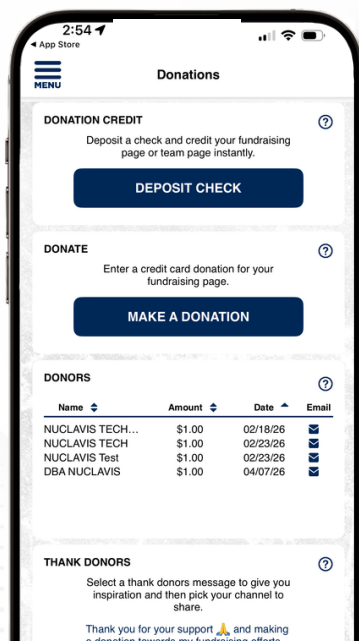
Engagement beyond donating

The 11 Days in May Challenge logged 71,841 activity points in 2026, giving participants another reason to open the app and participate.



Top Mobile Fundraising Channels

Channel	Raised	# Gifts	Avg. Gift
Self Donate	\$49,094	326	\$151
Social Share Link	\$33,969	511	\$66
QR Code	\$26,551	413	\$64
SMS	\$25,481	354	\$72



Why It Worked

The 11 Day Power Play campaign combined community, competition, activity, and fundraising into a mobile experience participants could use throughout the campaign. By simplifying how participants asked, shared, scanned, and deposited gifts, Nuclavis helped strengthen participant performance and turn mobile engagement into measurable revenue.



Conclusion

The 2026 results show that mobile-first fundraising is a powerful lever for The 11 Day Power Play. With \$153,233 sourced through Nuclavis, 11.29% of online donations coming through mobile, and app users raising 62% more than non-app users, the campaign has a clear foundation for continued mobile adoption and revenue growth.

“The Nuclavis app brought community, competition, and making a difference together in one place.”

— Nate Lawson