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CASE STUDY

The Mobile Fundraising Advantage

How the Alzheimer's Association's Do What You Love to End ALZ program used mobile engagement to strengthen participant adoption, fundraising performance and check-deposit activity.



133%
Higher avg. raised by app users

$2.36M
Mobile check deposits

21.4%
Participant app adoption

6.4%
Share of online donations from app

Performance through June 30, 2026

EXECUTIVE SUMMARY

Mobile is not simply another fundraising channel.

For the Alzheimer's Association's Do What You Love to End ALZ program, the 2026 performance data shows a broader role for mobile: it serves as a participant activation layer that makes fundraising actions easier, keeps key tools close at hand, and gives supporters multiple ways to convert their personal networks into donations.

Through June 30, 2026, mobile app adoption reached 21.41% of all registrations. Those app users accounted for 6.39% of total online donations, plus $2,355,813 in mobile check deposits. Most importantly, among fundraisers who raised at least $1, participants using the app raised 133% more on average than those who did not use the app.

21.41%
App adoption rate

6.39%
Share of online donations from app

133%
Higher avg. raised with app

+20%
App user growth (YoY)

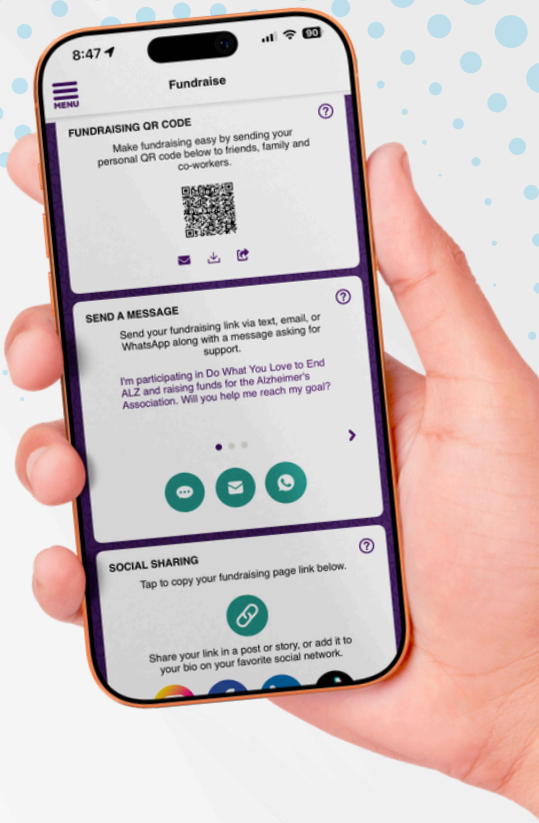
The data also points to momentum year over year. App users increased 20%, total online donations increased 12%, app-sourced donations increased 4%, and mobile check deposits increased 21% compared with the same point in 2025.

This white paper examines what those results mean, where mobile is creating measurable value, and the practical lessons nonprofit fundraising teams can apply to participant-led campaigns.

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THE FUNDRAISING CHALLENGE

Reduce friction between participant intent and fundraising action



Peer-to-peer and DIY fundraising programs depend on participants taking repeated actions: asking friends and family, sharing campaign links, accepting offline gifts, following progress, and staying engaged over time. Each extra step between motivation and action can reduce participation.

Do What You Love to End ALZ mobile experience creates a centralized participant touchpoint. The performance review tracks fundraising generated through mobile actions such as the in-app donate button, SMS, QR codes, social sharing, Facebook, email and LinkedIn, while also measuring mobile check deposit activity.

The strategic question

Can a mobile-first participant experience do more than shift donations from one channel to another? The 2026 results suggest the answer is yes: app adoption is associated with materially stronger fundraising performance, while mobile check deposit expands the value proposition beyond online giving alone.

What the program measured

Measure	Why it matters
App adoption	Shows how many registered participants are activating the mobile experience.
App-sourced donations	Measures online revenue generated through mobile fundraising actions.
Donation channel mix	Reveals which participant tools are producing gifts and average gift value.
Average raised, app vs. non-app	Tests whether app use is associated with stronger participant performance.
Mobile check deposit	Captures offline check revenue processed through a mobile workflow.
Year-over-year change	Shows whether adoption and revenue-related behaviors are gaining momentum.

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21.41%
DWYL app adoptation

16%
2025 DIY benchmark

+5.4 pts
Above benchmark

+20%
App users YoY

ADOPTION & ENGAGEMENT

App adoption exceeded the stated DIY benchmark

The 2026 review reports a 21.41% app adoption rate across all registrations. The deck lists a 2025 DIY adoption benchmark of 16%, placing Do What You Love to End ALZ roughly 5.4 percentage points above that reference point.

Adoption also is not a one-time launch event. Usage climbed steadily across the season, with the strongest month-over-month gains coming in the spring push toward campaign close and carrying through to a 20% year-over-year increase in app users at the June measurement point. This reinforces the operational value of sustained promotion, participant education and timely mobile calls to action throughout a campaign lifecycle.

FUNDRAISING PERFORMANCE

App users raised substantially more on average

The strongest performance signal in the review is the difference between mobile and non-mobile fundraisers. Among participants who raised at least $1, those using the app raised 133% more on average than those who did not use the app — meaning app fundraisers' average was more than double that of non-app fundraisers.

133%
Higher avg. raised with app

2.3x
Avg. raised, app vs. non-app

6.39%
Share of online donations from app

+4%
App user growth (YoY)

This comparison should be interpreted as an association rather than proof that the app alone caused the difference. More engaged fundraisers may also be more likely to download and use the app. Even with that caveat, the size of the gap makes app adoption an important performance indicator and a compelling target for participant activation strategies.

A meaningful share of online giving originated through mobile actions

App-sourced donations represented 6.39% of Do What You Love to End ALZ's total online donations through June 30, 2026. The review lists a 2025 DIY benchmark of 5% for this measure — putting their mobile share of online giving above that benchmark by roughly one and a half percentage points.



6.39%
Share of online donations from app



5%
2025 DIY benchmark



+1.4 pts
Above benchmark

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CHANNEL PERFORMANCE

Participants used mobile in different ways — and each channel played a different role

The in-app Donate Button drove the largest share of app-sourced donations — just over half the total — from about a quarter of all gifts, reflecting an average gift roughly double the program-wide average. QR Codes produced the highest share of gift volume (nearly 29% of all gifts) but a below-average gift size, while Social Share Links contributed a similar share of donations from a comparable share of gifts. SMS delivered a smaller share of gifts at close to the program's average gift size, sitting between the high-volume, lower-value channels and the Donate Button.

Channel	Share of App-Sourced Donations	Share of Gifts
Donate Button	51.9%	26.5%
SMS	14.5%	14.6%
QR Code	14.9%	28.5%
Social Share Link	15.3%	26.2%
Facebook	1.6%	3.0%
Email	0.7%	1.0%
LinkedIn	0.1%	0.1%
Other	1.1%	<0.1%
Grand Total	100%	100%



The channel mix illustrates why a mobile fundraising strategy benefits from choice. High-volume, lower-average-gift tools such as QR codes and social sharing can expand reach, while the Donate Button captures larger gifts. SMS sits between the two, combining meaningful volume with a higher average gift than QR and social sharing.

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MOBILE CHECK DEPOSIT

Mobile value extended well beyond online donations



One of the most significant findings is the scale of mobile check deposit. Participants processed $2,355,813 through mobile check deposit by June 30, 2026, compared with $1,940,208 at the same point in 2025 — a 21% year-over-year increase.

$2.36M
2026 Check deposits

$1.94M
2025 Check deposits

+21%
Year-over-year

$1.43M
June 2026 alone

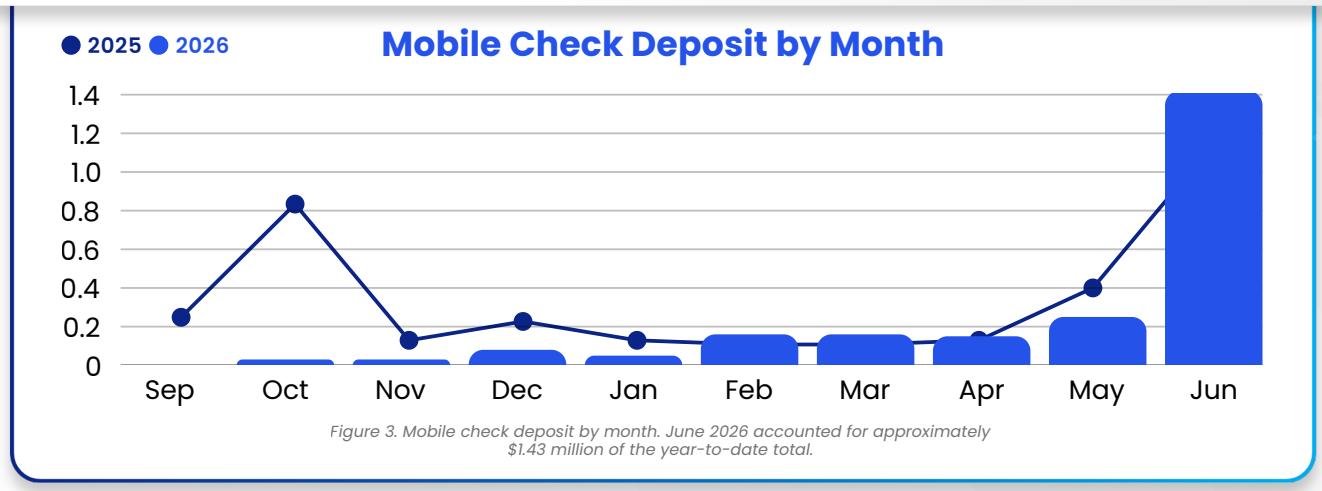


Figure 3. Mobile check deposit by month. June 2026 accounted for approximately $1.43 million of the year-to-date total.

This growth highlights the importance of creating a seamless fundraising experience that extends beyond digital donations. Recognizing that participant fundraising is not exclusively digital, ALZ has embraced mobile check deposit as a way to simplify the collection and processing of offline gifts, ensuring donations are captured efficiently and reflected in participants' fundraising efforts.

Taking this innovation a step further, ALZ also enabled Nuclavis' Admin Check Deposit functionality, empowering staff to deposit checks on behalf of participants and donors. This capability delivers value beyond the supporter experience by significantly reducing the administrative time and effort traditionally associated with processing checks. Rather than relying on time-consuming manual workflows, staff can process donations more efficiently, freeing up valuable time to focus on supporting participants, strengthening donor relationships, and advancing the organization's mission.

The result is a win for everyone: participants and donors benefit from a more convenient giving experience, while ALZ staff gain operational efficiencies that save valuable time and resources. For organizations managing significant check volume, this demonstrates how mobile technology can serve not only as a fundraising and engagement channel but also as a powerful operational tool that supports scalability and organizational efficiency.

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YEAR-OVER-YEAR MOMENTUM

Growth was visible across adoption, online revenue and check deposit

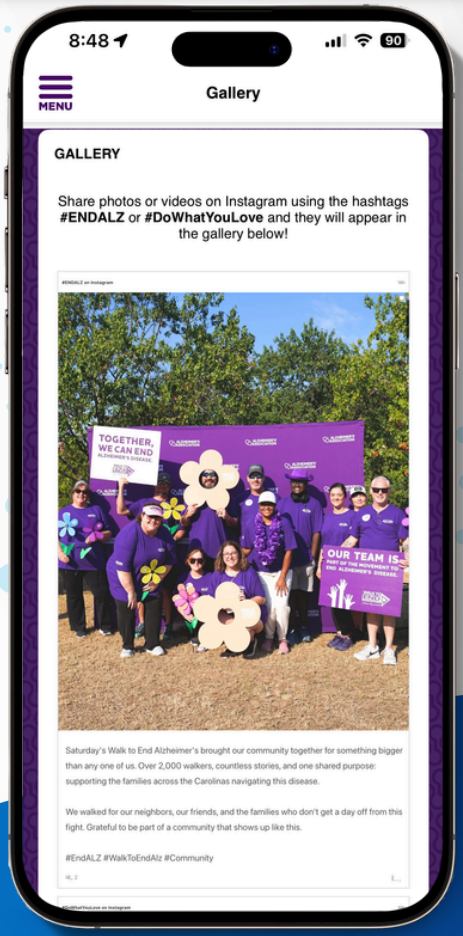
The year-over-year picture is nuanced. App users grew faster than app-sourced donation dollars, and app donations represented 6% of total online donations versus 7% in 2025. At the same time, total online donations grew 12% and mobile check deposit grew 21%. That combination suggests mobile performance should be evaluated as a portfolio of participant behaviors — adoption, digital solicitation, sharing and offline gift processing — rather than through app-attributed online revenue alone.

Metric	Change (YoY)
App Users	+20%
Total Online Donations	+12%
Nuclavis App Donations	+4%
App Share of Online Donations	-1 pt (6% vs. 7%)
Mobile Check Deposit	+21%

Mobile check deposit dollar figures are detailed in the Mobile Check Deposit section above; all other measures here are shown as year-over-year change rather than underlying totals.

What stands out

- Adoption is expanding: app users increased 20% year over year.
- Overall digital fundraising is stronger: total online donations increased 12%.
- App-attributed donations still grew, increasing 4% year over year, even as their share of total online donations declined.
- Mobile check deposit was the fastest-growing major mobile revenue measure in the review, up 21%.



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LESSONS FOR NONPROFIT FUNDRAISING LEADERS

Four implications from the Do What you Love to End ALZ performance data

1 Treat app adoption as a fundraising KPI, not a vanity metric.

The 133% difference in average amount raised makes adoption strategically relevant. Organizations should measure registration-to-app conversion and build app promotion into onboarding, coaching and campaign communications.

2 Design for multiple fundraising behaviors.

Participants do not all fundraise the same way. Donate buttons, SMS, QR codes and social sharing produced distinct combinations of gift volume and average gift size. A strong mobile experience gives participants several low-friction ways to ask.

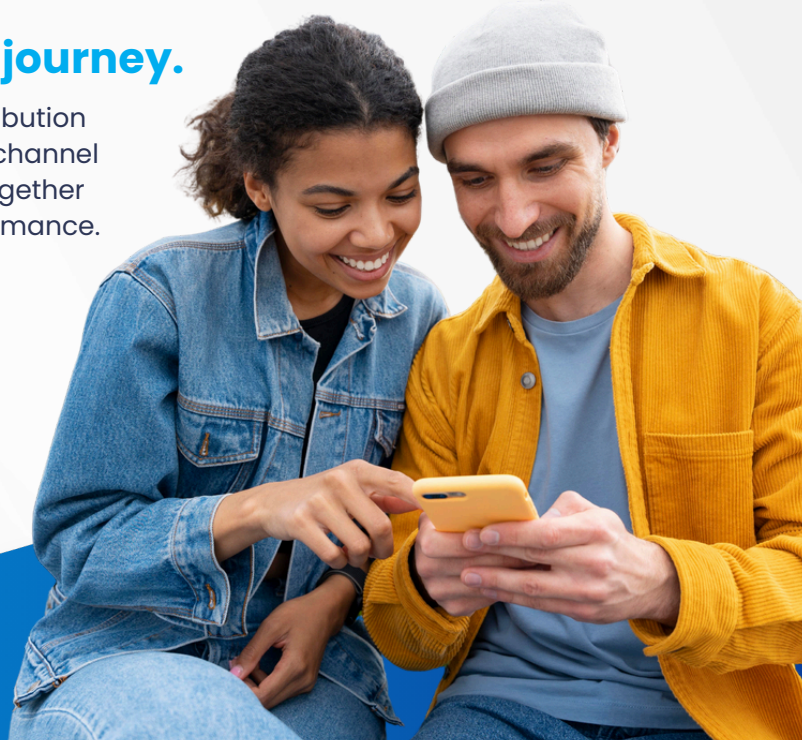
3 Include offline revenue when evaluating mobile ROI.

With $2.36 million in mobile check deposits, the largest mobile-linked dollar measure in the review came from check processing rather than app-attributed online donations. ROI frameworks that ignore operational workflows can materially understate mobile value.

4 Evaluate the full participant journey.

The data supports looking beyond a single attribution percentage. Adoption, fundraiser productivity, channel utilization, online revenue and check deposit together provide a more complete view of mobile performance.

The broader takeaway is straightforward: mobile is most valuable when it becomes part of how participants fundraise, not simply another destination where they can view their campaign.



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OPPORTUNITY ROADMAP

Where to focus next

Based on the performance patterns in the review, the next phase of optimization should focus on converting more registrants into active app users and then guiding those users toward the fundraising actions most likely to generate value.

Priority	Recommended focus	Primary measure
Increase adoption	Promote app download immediately after registration and reinforce it through participant communications.	Registration-to-app conversion
Accelerate first action	Prompt new app users to complete a fundraising action quickly: share, text, display a QR code or request a donation.	Time to first fundraising action
Optimize channel mix	Use channel-level gift volume and average gift data to tailor participant coaching.	Revenue and gifts by source
Expand check-deposit usage	Identify segments or events with meaningful offline giving and make mobile deposit part of standard participant guidance.	Check-deposit dollars and usage
Measure fundraiser lift	Continue comparing fundraising outcomes for app and non-app participants while controlling for participant type where possible.	Average/median raised by cohort

Future analysis could become even more actionable with cohort-level data such as median amount raised, fundraising frequency, time from registration to first gift, retention of app users, participant type, event or activity category, and the sequence of mobile actions taken before a donation.

CONCLUSION

Mobile can be a force multiplier for participant-led fundraising

The Alzheimer's Association Do What You Love to End ALZ results demonstrate a compelling pattern: participants using the mobile app were more deeply connected to fundraising activity and raised substantially more on average. At the same time, mobile check deposit processed more than $2.35 million, illustrating that the value of mobile extends beyond directly attributed online donations.

For nonprofit leaders, the case is not simply to launch an app. It is to intentionally embed mobile into the participant journey — from activation and solicitation to sharing, donation collection and offline gift processing — and then measure the combined impact.

133%
Higher avg. raised

+20%
App users YoY

+21%
Check deposits YoY

21.41%
Participant adoption

About this analysis

This white paper is based exclusively on the Nuclavis Alzheimer's Association Mobile App Performance Review as of June 30, 2026. Dollar values and user counts reflect the figures presented in that review. Comparisons between app and non-app fundraisers are observational and should not be interpreted as proof of causation.

Source: Nuclavis, Alzheimer's Association Mobile App Performance Review, June 30, 2026.

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Helping nonprofit organizations turn mobile engagement into measurable participant action.