IT'S A

PEER TO PEER

EST. WORLD 2016

VIRTUAL CONFERENCE

Today's MC

Mark Becker
Founding Partner
Cathexis Partners

Conference Hosts

Exclusive Media Partner

Today's Schedule

- **10:00 – 11:00am** How to Optimize the Peer-to-Peer Fundraising Lifecycle

- **11:30am – 12:30pm** Defining Your Peer-to-Peer Mobile Strategy

- **1:00 – 2:00pm** Community & Identity: The Path to Sustainable Revenue, Illuminated by the Pediatric Brain Tumor Foundation

- **2:30 – 3:30pm** Using Broadcast Test Messaging to Boost Event Recruitment & Fundraising

- **4:00 – 5:00pm** Enhancing Peer-to-Peer Experiences to Generate Funds and Build Community: A Real-World Story from AIDS Healthcare Foundation

Defining Your Peer-to-Peer Strategy
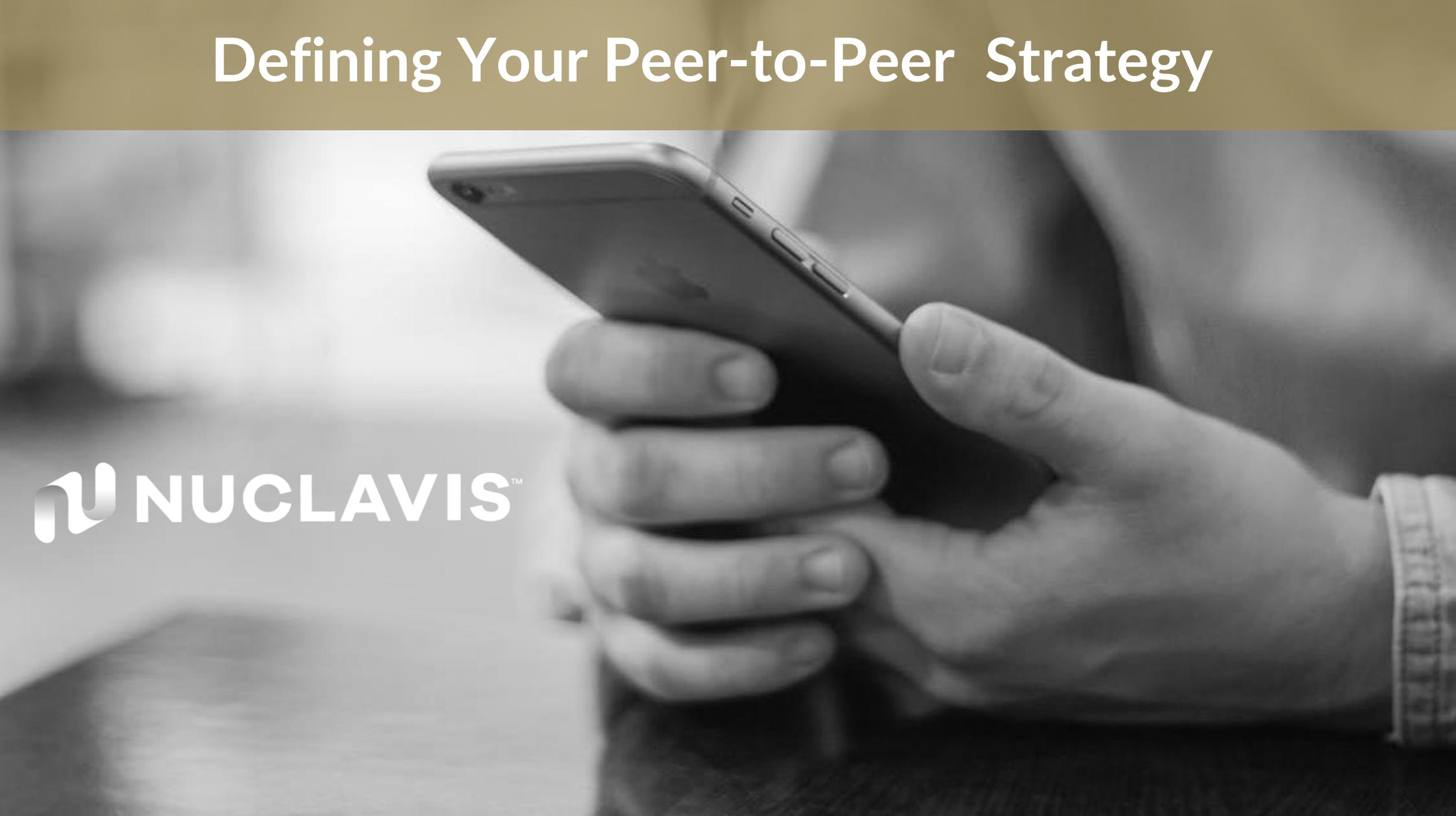
NUCLAVIS™

Speakers

Eric Oyler
Director, Digital
Fundraising
Alzheimer's Association

Karen Cincotti
Assistant Director IT
Web Operations
Roswell Park Alliance

Kathy Kempff
CEO and Founder
Nuclavis

NUCLAVIS

- Mobile Apps & services to **unlock your Peer-to-Peer potential**.

- Mobile solutions for enterprise and small organizations bringing **Mobile for Everyone**.

- With our **white-glove service** built into our mobile solutions, we have you covered.

- **It just works, trusted** by 2 of the top 3 P2P programs in the US.

It's a Peer-to-Peer World

How effective is your mobile-first strategy?

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It's a Peer-to-Peer World

#P2PWORLD

Why Prioritize Mobile?

Mobile is King

Mobile has evolved into the most significant platform to reach your audience.

88%

Avg. time spent in-app
vs. browser on mobile
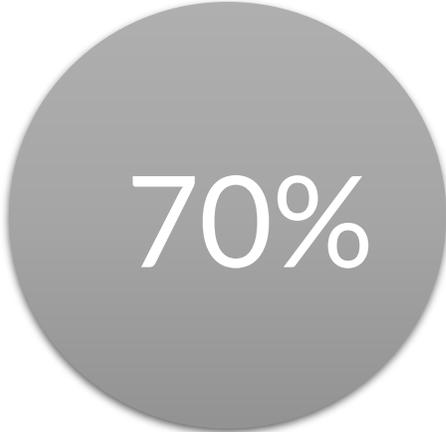
70%

Web traffic coming
from mobile devices

**3:15**

Daily average time spent
on mobile device

Mobile-First Strategy

- Assume your supporters are going to engage with you primarily on mobile

- Encompasses not only web, but also messaging, payments, and engagement

- Meets users' expectations of what an optimal mobile experience should be with the latest devices, trends, and technologies
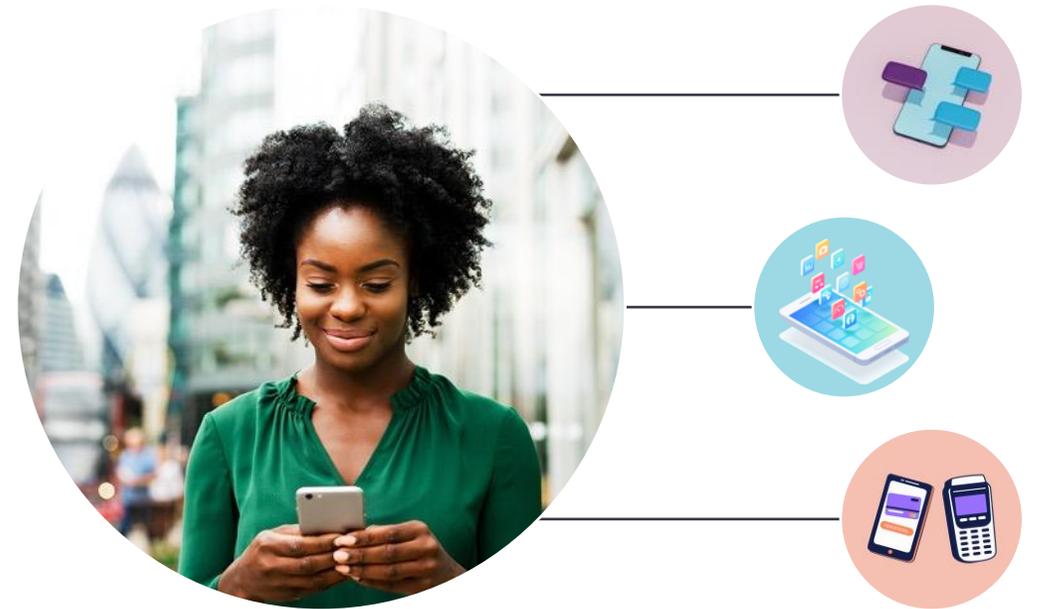
Meet users where they are.

Mobile-First Fundamentals

Mobile-First Design UX — 1

2 — **Mobile Apps**

Mobile Responsive Website & Email — 3

4 — Text Messaging

Mobile Payments — 5
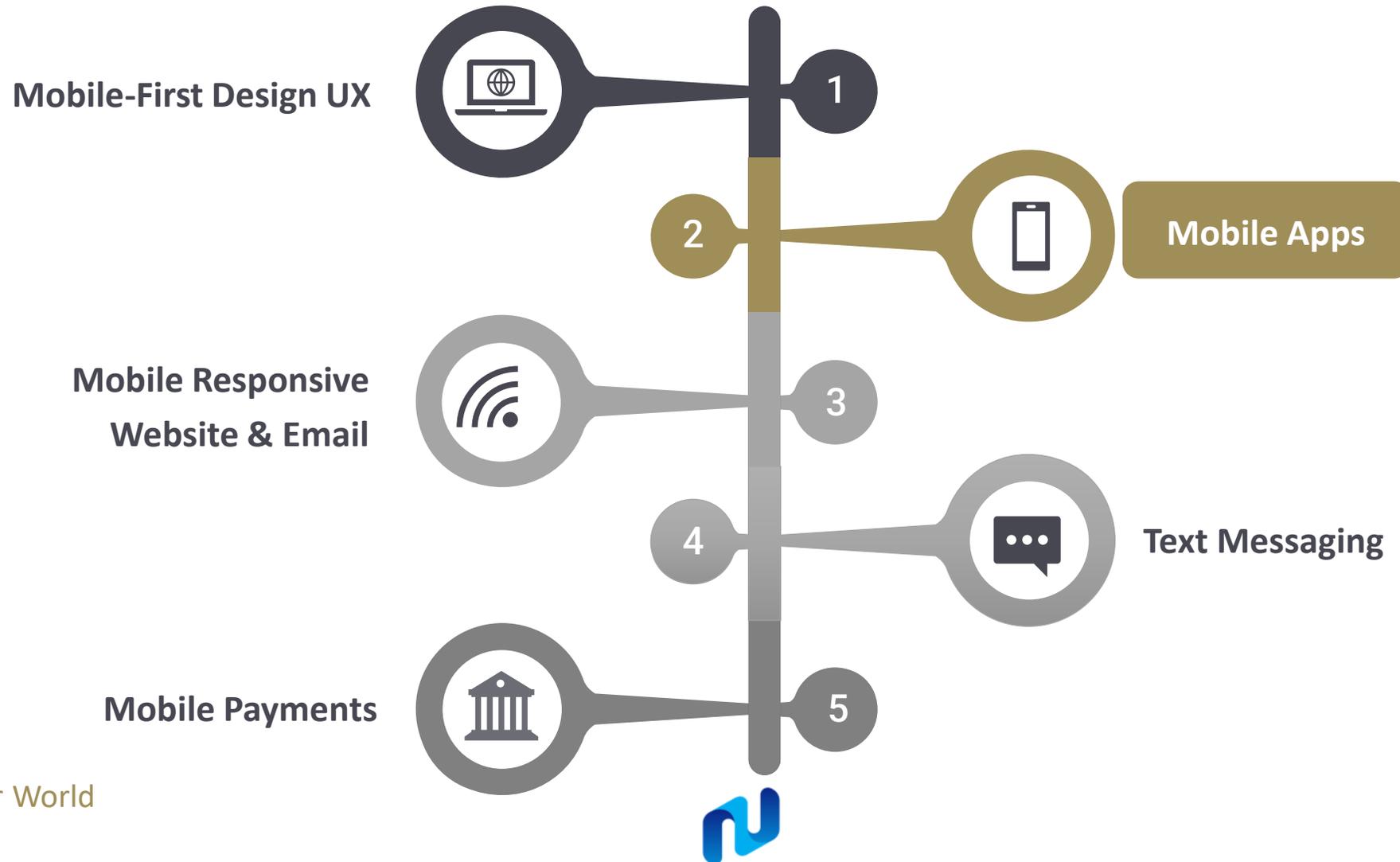
Keys to Unlock Your Mobile Potential

🔑 Frictionless User Experience

🔑 Increase Participant Engagement

🔑 Optimize Efficiencies

Maximize Fundraising

ALZHEIMER'S ASSOCIATION®

Mobile First Strategy

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Why Mobile is at the Forefront

- Mobile traffic has continued to grow over the last decade.

- Our Walk website traffic is **71% mobile** with 68% phone and 3% tablet.

- We knew we had to design for an optimized mobile experience to meet participants where they were, which is mobile.

71%
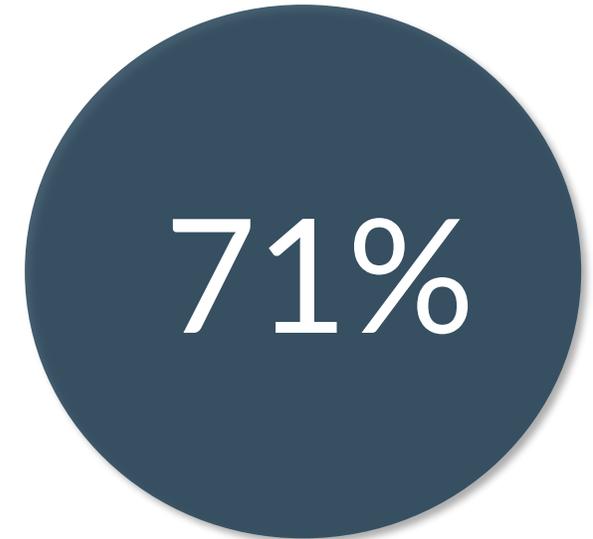
Our Mobile Tech Stack

- We love to **innovate** and be early adopters of new technology

- We don't let legacy technology hold us back

- We want to stand out, so we look for platforms that allow us to create **optimal user experiences**

- We think in terms of meeting our **users' expectations** rather than platform limitations

- We are **constantly evaluating** our technology solutions to assess, are the making an impact, are the still relevant and is there something better we should consider
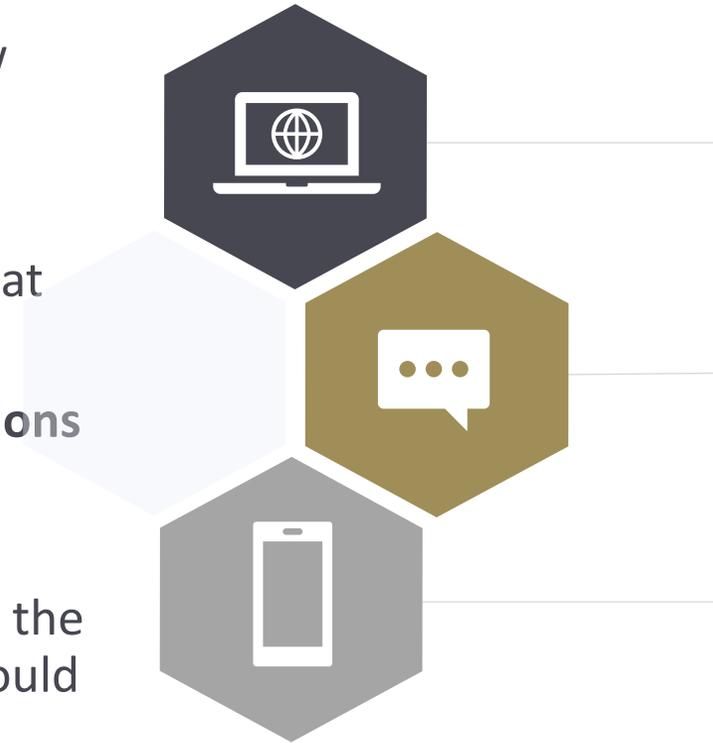
Luminate Online
 Website & Email

Hustle
 Text messaging

Nuclavis
 P2P Mobile App

Our Mobile Approach

2012	2015	2018	2019	2020	2021	2023
Moved to Luminate & launched mobile app	Began optimizing web & email for mobile viewing	Added mobile check deposit to app	Adopted Hustle for P2P Text Messaging	Integrated Mobile Payment Options	Developed in-app virtual Walk experience	Adopted Nuclavis mobile app

Added Spanish version of mobile app

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#P2PWORLD
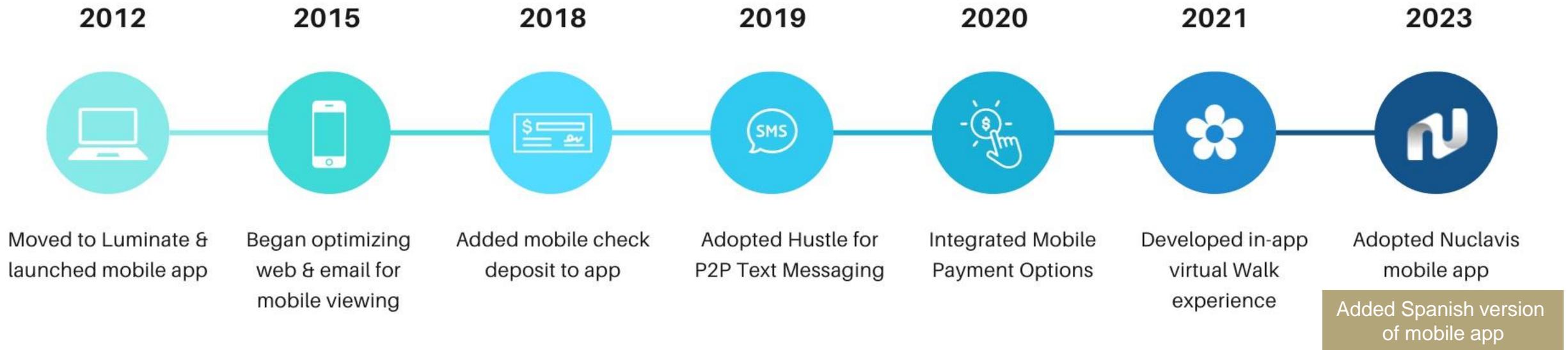
Instant Gratification

- Users expect instant gratification, which for a mobile experience means loading instantly as well as a frictionless and flawless process.

- According to Google research, 53% mobile users will abandon the experience if the site/app takes more than 3 seconds to load.

- Consider mobile connectivity when doing performance testing.

  - **TIP:** Not all mobile users are on WIFI.
    3G connection should be considered when testing.

53%

Less is More

- Keep it simple.
- Take a data-driven, intentional approach to content, CTA's, location and priority.
- Focus on impact features; don't overwhelm users with options. If it's not going to move the needle or is an edge case, remove it.
- Consider your younger tech-savvy users AND your non-tech users as well.
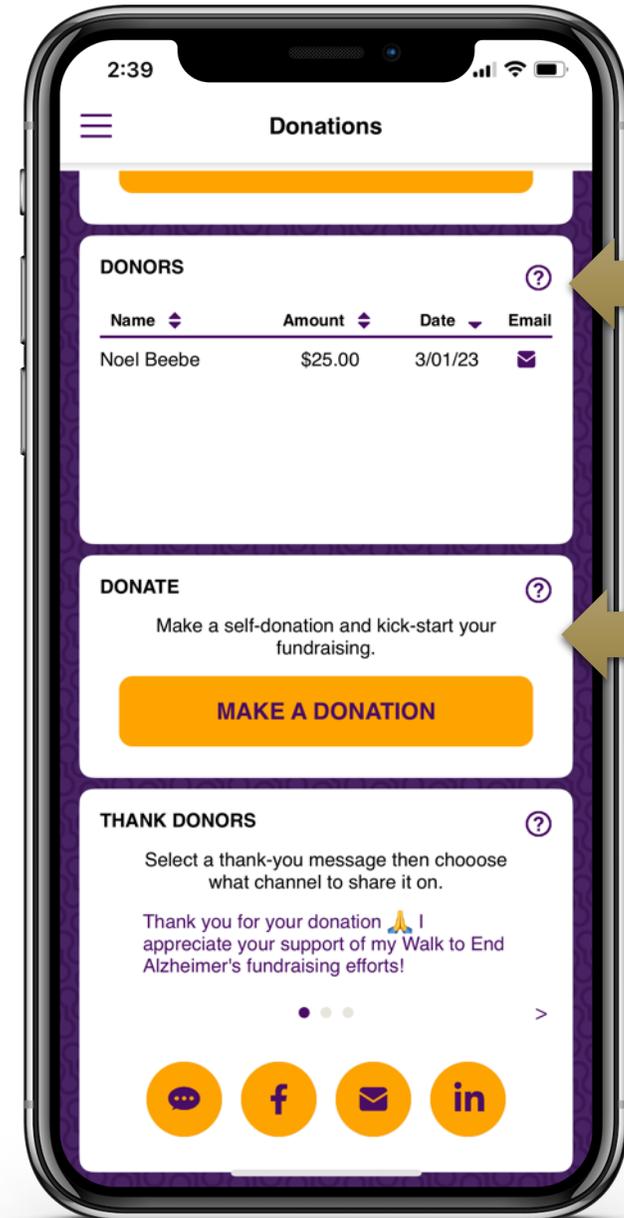
Context-sensitive help to reduce explanatory text onscreen

Clear CTA for #1 best-practice for a successful fundraiser

Less is More

Keep it simple with up to 3 CTA's that are proven successful fundraising strategies.

Example of participant registration confirmation email:

1. Self Donation

2. Spread the Word

3. Get the Mobile App

WALK TO END ALZHEIMER'S
ALZHEIMER'S ASSOCIATION

Dear Development,

Thank you for joining the fight against Alzheimer's by registering for the Alzheimer's Association Walk to End Alzheimer's® – Austin, TX! We're so glad you're here! Your Walk fundraising efforts mean people living with Alzheimer's and their families will get the support they need to navigate the disease and the challenges it brings. Plus, you'll support groundbreaking research toward methods of treatment, prevention and, ultimately, a cure.

It's time to get a jump on your fundraising efforts and invite friends and family to make a donation. Here's how to get started:

Lead by Example.
Participants who make a self-donation to kick off their Walk fundraising raise 6X more dollars than those who don't. That's 6X the power in the fight to end Alzheimer's! Visit your **Participant Center** to make a donation now.

Spread the Word
From your **Participant Center**, create a Walk Facebook Fundraiser, schedule tweets and send email messages to encourage others to donate or join your team.

Get the Mobile App
Install the **Walk mobile app** so you can fundraise on-the-go, manage your Facebook Fundraiser, send text messages to friends and family and more.

Mobile Optimized Messaging

- **Push Notifications**
  - Get the message to users at the right time, based on event date, fundraising milestone, or role.

- **Text Messaging**
  - Use SMS to recruit and engage participants and meet them where they are if they choose to engage via mobile.

- **Social Sharing Channels**
  - Evaluate and assess the channels to include and exclude to give users what they want. Remember, less is more – reduce noise by excluding low-performing channels.
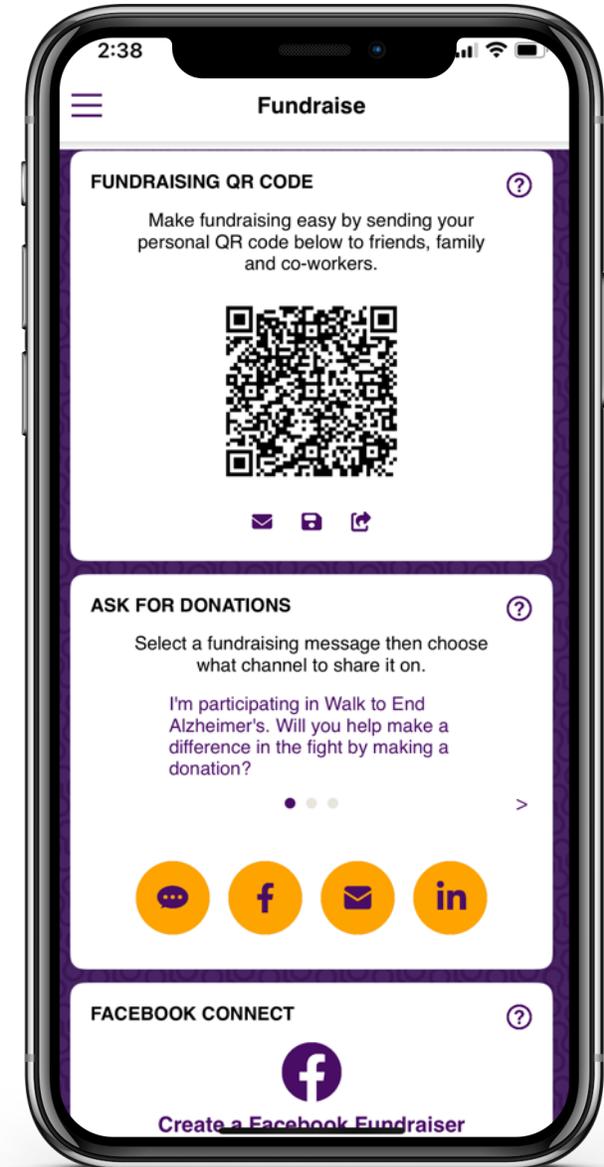
Measuring Impact

- **Usage**

    - Adoption: 15,000 users installed the app in the last 120 days

    - Mobile app bounce rate 20%, average target is between 30-50%

- **Fundraising Results**

    - 23% of users made a self-donation through the mobile app

    - 26% of mobile donations were from the mobile app QR Code

    - 20% of mobile donations were from the mobile app SMS channel

Clear CTA for #1 best-practice for a successful fundraiser

First feature on Fundraise mobile app screen

First social channel displayed for sharing messages
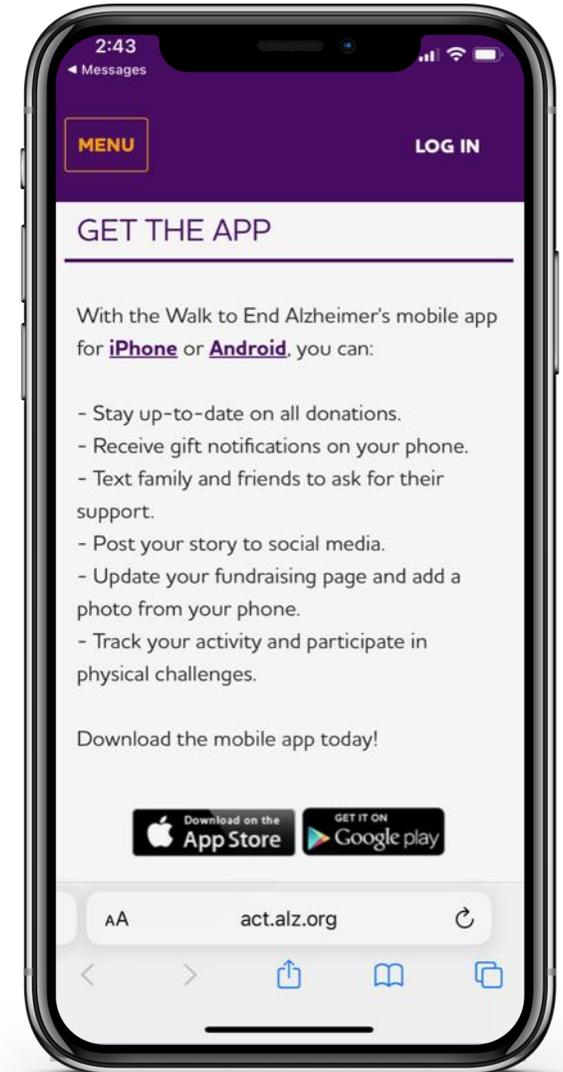
Driving Adoption

- Intentional promotion to increase awareness, educate participants
  - Registration Confirmation Emails
  - Coaching Emails
  - Participant Center
  - Text Messages

- Multi-channel marketing, including Facebook Ads, email, text messages, push notifications, phone calls

  Myth: If you build it, they will come.

Promise Garden: Engaging Experiences

Measuring Impact

- **Mobile App**

  - Average mobile engagement/user 11:55 mins versus 4:18 mins in 2021

  - 7 average sessions per user

  - 12% of mobile users dedicated a flower in our Virtual Promise Garden

- **Fundraising Results**

  - +145% Higher average raised by fundraisers with the mobile app

  - 19% year-over-year increase in mobile fundraising revenue

Mobile users raise more

Increased engagement will lead to an increase in fundraising

Mobile Check Deposit

- Participants expect to deposit checks like a banking app

- Participants and event staff can deposit check donations in-app and credit their fundraising total in real-time

- Major game-changer in terms of processing time, customer service, and checks getting "lost in the mail"
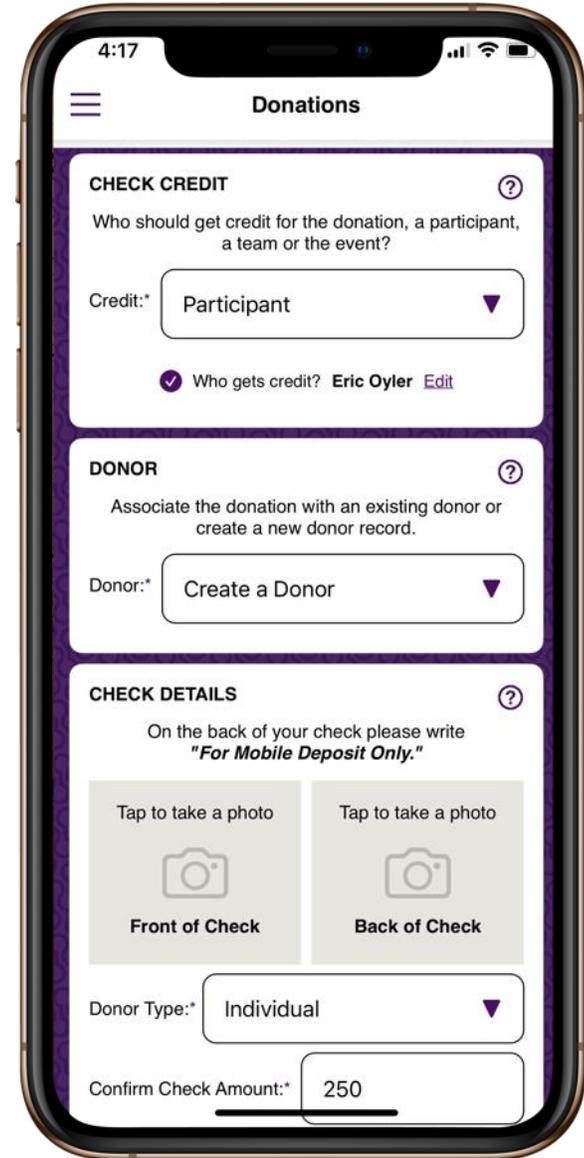
Efficiency Impact

- 47,000+ checks deposited via mobile app in 2022, totaling over $11M

- Greatly reduces staff time to collect, process, and key offline donations into Luminate

- Allows event staff to ensure donations hit the bank and minimizes checks getting lost/forgotten or funds no longer being available

- Provides participants with instant gratification when they see the gift appear on their page immediately

- Reduces customer service inquiries regarding when participants' donations will appear

Mobile First Strategy

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Our Mobile Strategy

- Mobile has been a key strategy in keeping up with our participants and meeting them where they are

- Early adopter in mobile app technology for P2P programs starting in 2014 with Ride for Roswell

- Then moved to TeamRaiser from Sphere in 2016

- Made sure all participant centers were mobile

- Added apps for all TeamRaisers

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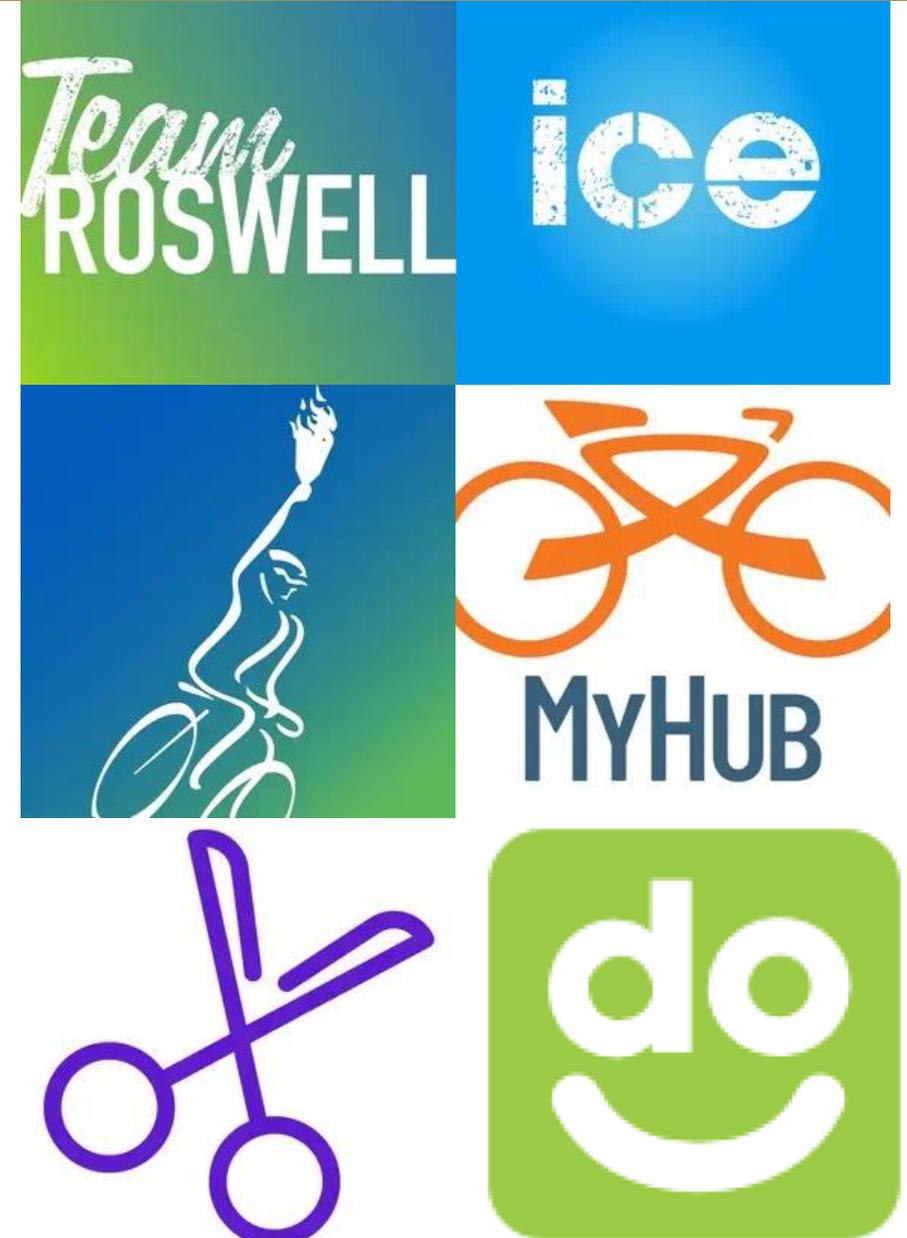
App Promotion is Key

- Market the apps to participants- they will not find it on their own
- Multiple channels
- Incentivize
- Educate

What's the easiest way to raise $200 and beyond?

Download our new My IceCycle app! Link your fundraiser with Facebook with one click, update your fundraising page and send pre-written text messages and emails to friends and family to donate. Our app has everything you need to successfully raise funds for Roswell Park!

Download on the App Store
GET IN ON Google Play

Website

Need a little help with fundraising?

Download the My IceCycle app to send texts, emails and set up your Facebook fundraiser.

It's as easy as asking 10 friends, family members or colleagues to donate $20 each to get you to your goal.

Coaching Email

Download the ESR MyHub App

Download on the App Store
GET IN ON Google Play

Email Footer

Mobile Impact is Real….

38%
App Adoption

80%
Higher average raised

14%
Higher Average Gift

myicecycle

Additional event mobile apps

- **Empire State Ride** – our endurance ride event with a high fundraising minimum also uses a mobile app – **over 60% adoption rate**

- On the road we make it mandatory for riders to have a tracking app – TraQ and provide all routes on Ride with GPS

61% App Adoption

Additional event mobile apps

- For our DIY programs we are trying out Blackbaud's GoodMove app – no clear results yet but wanted to test activity tracking
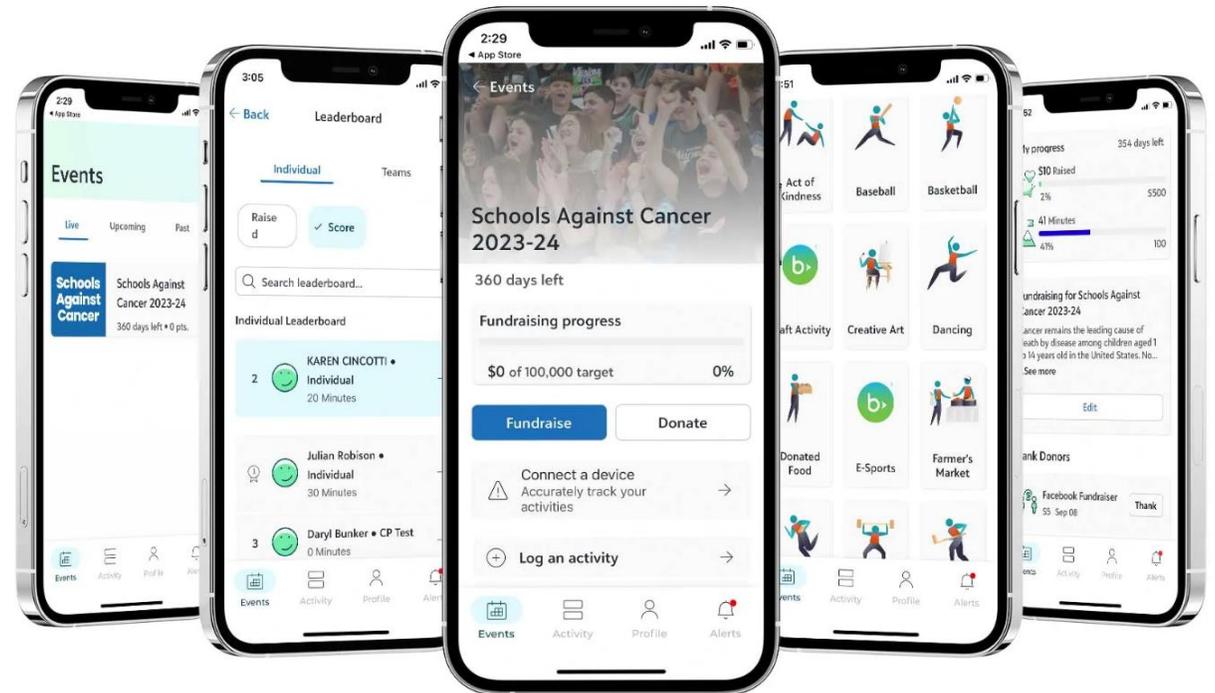
Measuring Impact

- High minimum fundraising programs have highest app adoption and usage
- Mobile results will vary based on demographic of your participants, fundraising averages, # of years with a mobile app and event type (DIY vs Ride - very different type of participant)
- Not all apps are created equal but all useful
  - Innovation and technology support
  - Service and maintenance
  - User experience (speed, ease of use, features, etc.)
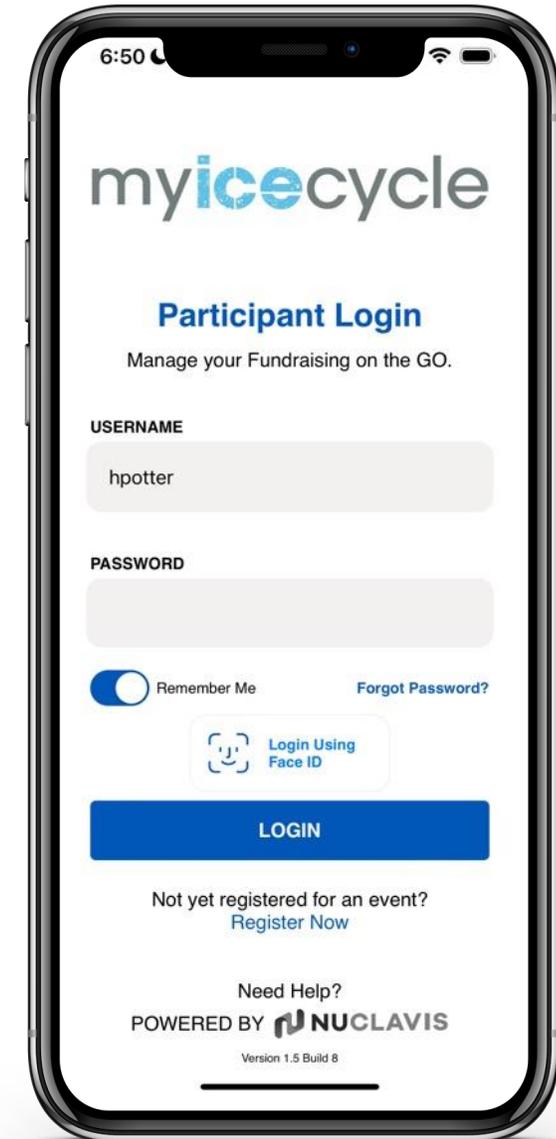
Communication App

- Pediatric program manager uses a non-branded communication app with their family members to promote events

- No one was reading their email and it was hard to get the word out.

- Push notifications increased event signups!
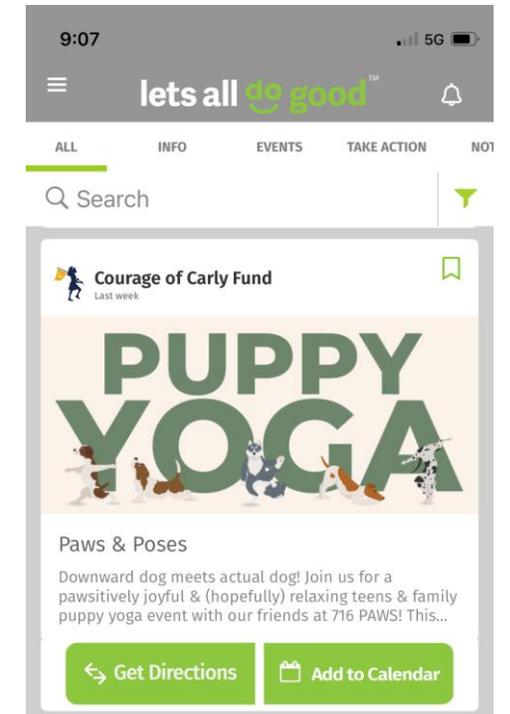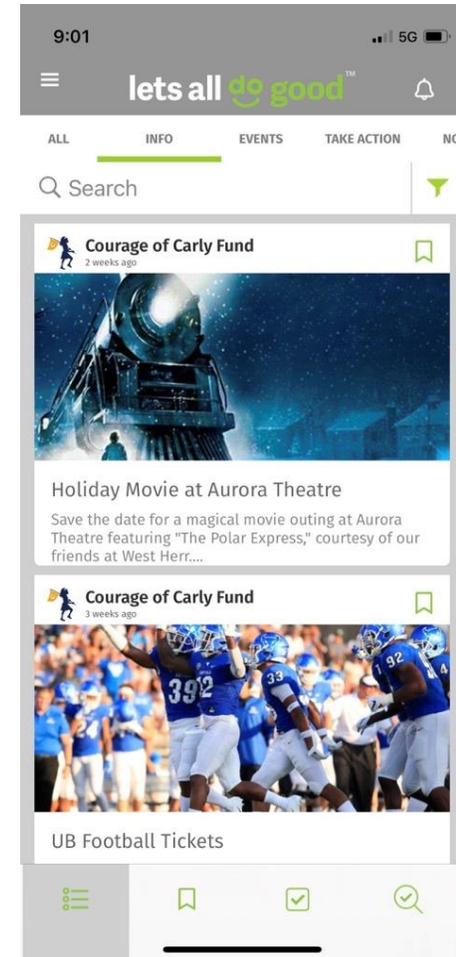
Important to be where your participants are

- Email is not the only way to talk with your participants

- Engage with them where they are – social media and on their phones

- For everything from calls to register, to fundraising tips and logistic information

Where are We Going Next

- Need to always keep up with latest technologies
- May not be able to adopt all, but how can we get there, or what is most important
- Sometimes we wait and see and decisions change
- Where will we get the most return - in fundraising and efficiencies?
- Don't forget to ask - what do our participants want?

The best part about working in technology is that you have to focus on the future and the ever changing landscape.

The worst thing - the ever changing landscape.

Key Takeaways

What's Next?

- Understand your data and identify your biggest opportunity for making an impact.

- You can't do it all.

- Pick your top 2-3 initiatives, get the data, and make a business case for how it will improve your participant experience, increase revenue, and create a positive ROI.

- It can be overwhelming; progress is better than perfection.

- Take one step at a time towards having a mobile-first strategy.

Unlock Your Mobile Potential Summary

🔑 Frictionless User Experience

🔑 Increase Participant Engagement

🔑 Optimize Efficiencies

Increased Engagement ➡ Increase Fundraising

Q&A

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