🔒 UNLOCK THE POWER OF MOBILE

Winning P2P Strategy to Engage Participants and Maximize Fundraising

NUCLAVIS

2024

tatango

Winning Mobile-First Peer-to-Peer Strategy to Engage Participants and Maximize Fundraising

by Nuclavis and Tatango

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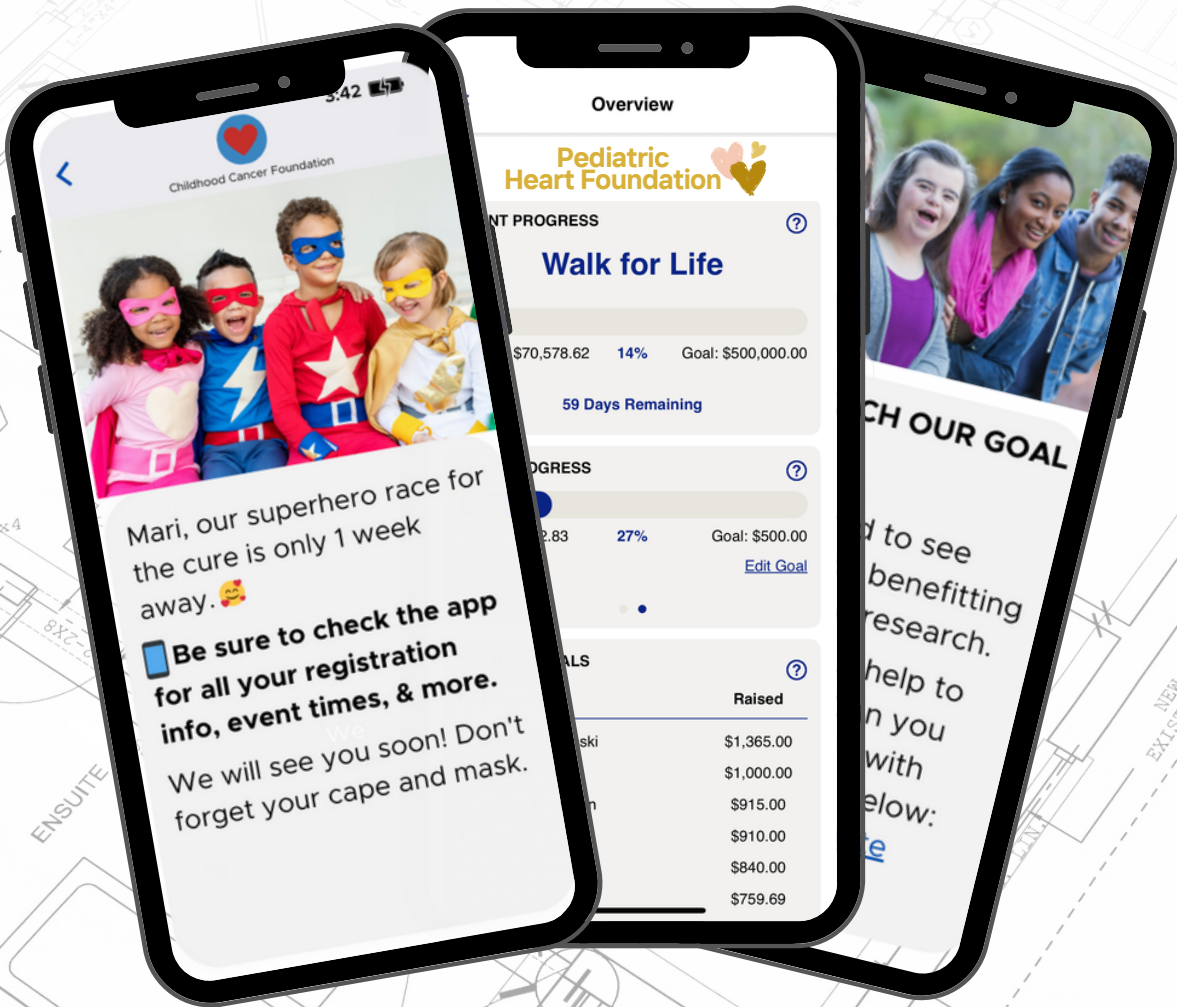
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Peer-To-Peer Event Timeline

The Exact Steps You Need For Event Fundraising Success

1

Send recruitment text messages to past participants and constituents

2

Participants register for event and begin fundraising

3

Activate participant coaching text messaging journey, including fundraising tools and downloading the mobile app

4

Participants adopt mobile app to manage fundraising on the go

5

Participants receive mobile app push notification journey to drive engagement & fundraising

Revenue Trend

Prior to COVID, the top 30 peer-to-peer event fundraising programs experienced a slight, but steady, decline in revenue. From 2016 to 2019, revenue declined 11.6% from $1.55 billion to $1.37 billion for those top 30 peer-to-peer programs.

In 2020, COVID dramatically disrupted the peer-to-peer industry and caused widespread cancellations and/or pivoting to virtual events. The impact was significant as revenue declined 34% from $1.37 billion to $0.9 billion for those top 30 peer-to-peer programs. **In less than a year, nearly half a billion dollars was wiped out from the largest peer-to-peer event fundraising programs in the U.S.**

From 2021 to 2022, revenue has rebounded 16.7% for those top 30 peer-to-peer programs and $150 million has been recouped. **Still, peer-to-peer revenue is still lagging $220 million behind pre-COVID levels and nonprofits are looking for new ways to recapture lost teams, captains and top fundraisers who haven't returned to their events - plus get more from participants who have returned.**

P2P Top 30 Event Revenue In Billions
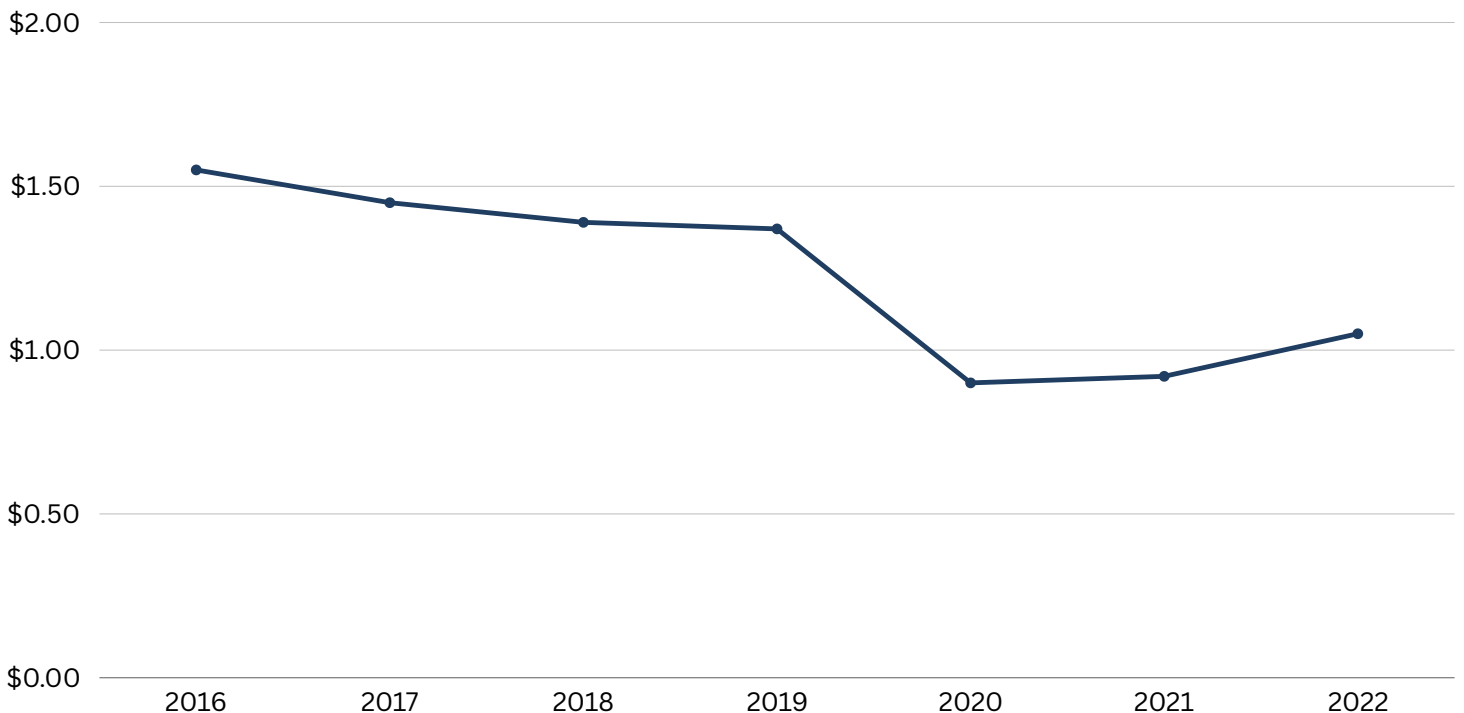
Source: 2016-2022 Peer-to-Peer Top 30

Challenges Facing Nonprofits

While nonprofits have navigated COVID disruptions and event revenue declines, email deliverability challenges have made it more difficult to reach participants via email. Over the past five years, email providers have tightened their spam filters and advised to stop sending to those who no longer engage with your emails. This has left nonprofits to choose either to significantly shrink their email list or send to "disengaged" recipients and risk damaging their sender reputation. The latter results in more emails landing in spam folders or not being delivered. Nonprofit email response rates declined 18% in 2022.

> **"Stamps now cost more and the ROI of social and digital ads decreased 12% and 44%, respectively, in 2022."**

Another significant obstacle is the rising costs of traditional outreach methods, such as direct mail, social ads, and digital ads. Stamps now cost more and the ROI of social and digital ads decreased 12% and 44%, respectively, in 2022. These financial limitations can hinder their ability to recruit participants, engage captains and top fundraisers, and increase event revenue. Moreover, these organizations struggle with staff retention and recruitment due to the demanding nature of nonprofit work and the competitive landscape in the job market. As a result, nonprofits are required to achieve more with fewer resources.

The Evolving Digital Landscape

Nonprofit event teams are searching for the right channels and tools to help them achieve their fundraising goals, and recruit and engage P2P participants. After COVID disrupted P2P events and fundraising in 2020, mobile-centric strategies are emerging as a critical way to recoup revenue.

Understanding participant behavior is a key factor in developing a data-driven strategy to meet participants where they are and how they are choosing to engage. Mobile usage has steadily increased over the last decade and has now hit an all-time high. Americans check their phones over 144 times per day, meaning that marketing strategies need to lead with mobile to effectively communicate with their participants.

The Way Participants Communicate Is Changing

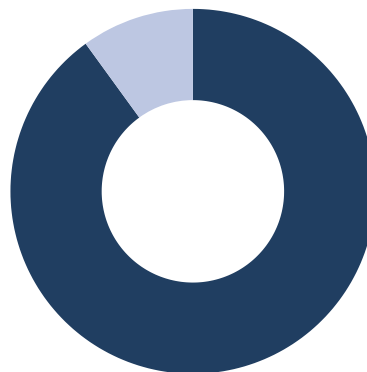**Percentage of traffic on P2P sites coming from mobile devices**

Laptops and Computers
Computers 25%
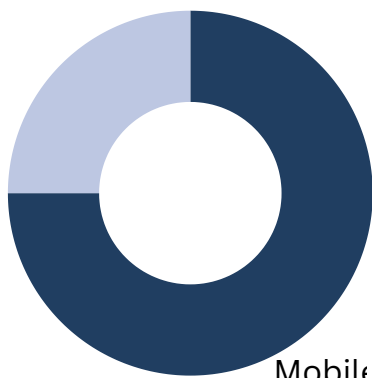
Mobile Devices
75%
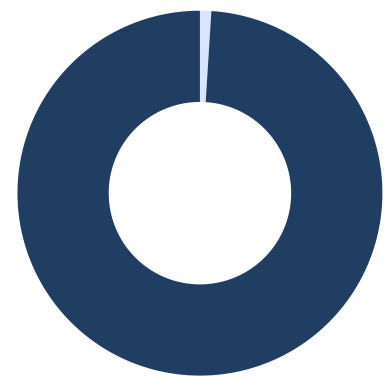
Percentage of time spent in an app vs mobile browser

Mobile Browser
10%

Application
90%

Open rate for text messages (compared to email at 17%)

Unopened Texts
1%

Opened Texts
99%

The Takeaway: **Reach More Participants with a Mobile-First Strategy**

Source: Pew Research, Reviews.org

Mobile-First Strategy

In response to these challenges, nonprofits are exploring new, innovative ways to recruit and engage participants. A mobile-first strategy for event communication means meeting participants where they are most – on their mobile devices using text messaging and a mobile P2P app. These tools offer a fresh approach to communication by leveraging the ubiquity of mobile phones and By prioritizing mobile messaging and notifications, nonprofits can cut through the clutter of crowded email inboxes and oversaturated social media feeds. Text messages have a 99% open rate and 90% are opened within the first three minutes, making them the best channel for urgent communications and calls to action.

The synergy between text messaging and a mobile app provides nonprofits with the ultimate communication toolkit to maximize participant fundraising. These platforms enable organizations to engage participants in real-time when it's needed most. They provide a streamlined and interactive channel for participants to fundraise and stay connected to the cause. From participant recruitment to fundraising engagement, the symbiosis of these tools provides the right channels at the right time to get participants' attention and encourage them to take action.

> **By meeting participants where they are—on their mobile devices—nonprofits can increase the likelihood of their recruitment, coaching and event update messages being noticed and acted upon. This approach is effective for reaching both younger and older demographics.**

Text messaging and mobile apps also offer a cost-effective alternative to traditional outreach methods. While the costs of direct mail and digital ads continue to rise, text messages have comparatively lower expenses. By redirecting resources from more expensive channels, organizations can allocate funds strategically to higher-performing channels like text messaging and event apps that will drive recruitment and revenue.

Furthermore, the instantaneous nature of text messaging and mobile notifications elevates the event experience. Nonprofits can add provide value to participants by sending timely pre-event updates, such as registration fees increasing, packet pickup reminders and event tips. On event day, real-time messages can alert parking lots are full, water station locations or the celebration ceremony is beginning. A better event experience can help retain participants.

The mobile-first approach provides convenience and real-time engagement with participants, who increasingly rely on smartphones to communicate and plan their lives.

A WINNING MOBILE STRATEGY IS:

TEXT MESSAGING + MOBILE APP

The challenges nonprofits face, including email deliverability issues, rising costs of traditional outreach, and staffing difficulties, have spurred a search for more efficient and impactful solutions.

Combining text messaging and a mobile app provides a winning strategy for nonprofits to overcome these obstacles. By leveraging the power of mobile communication and prioritizing real-time engagement, nonprofits can cut through the noise of email and social media and connect with participants more directly and meaningfully. This approach ensures timely messages are received, offers cost savings, and can accelerate participant fundraising.

Nonprofits embracing these innovative mobile-centric tools are poised to stand out from other fundraising events that largely rely on email to engage participants.
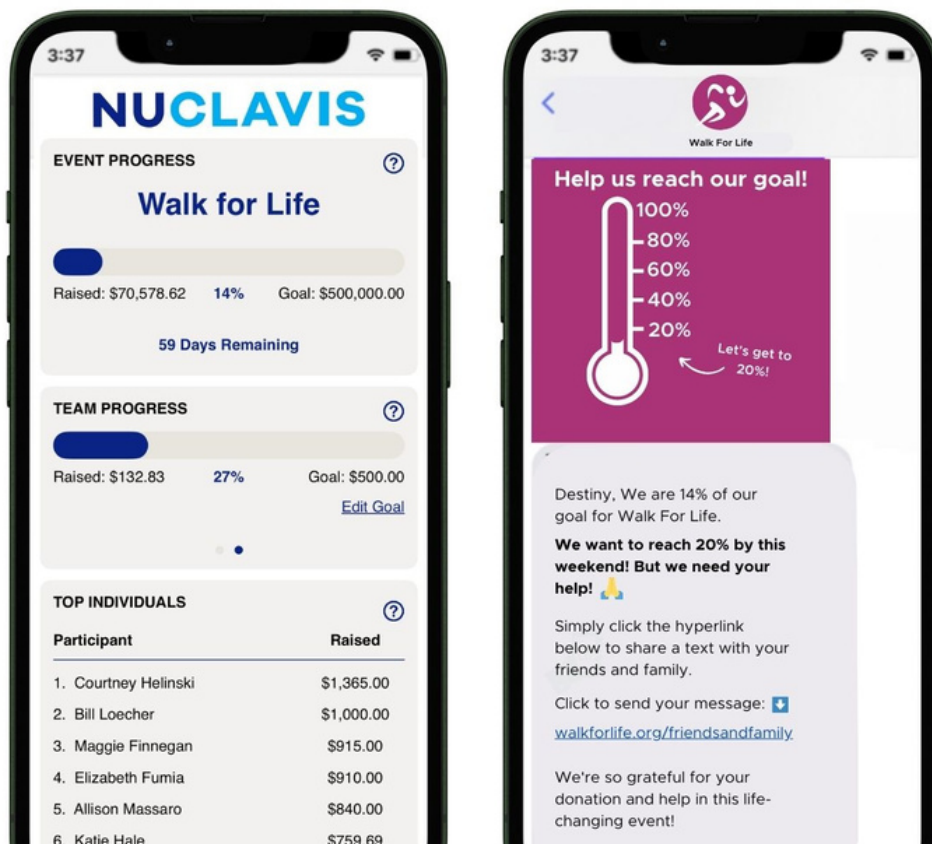
P2P Mobile-Centric Blueprint

By combining cutting-edge technologies that redefine engagement and fundraising capabilities, nonprofits can optimize participant engagement and maximize fundraising. Tatango's text messaging expertise and integrations helps nonprofits to recruit more participants and raise more via automated participant text message welcome and countdown journeys. Nuclavis, on the other hand, provides mobile app fundraising making it easier than ever to fundraise on the go. Combining these platforms creates a redefined mobile ecosystem working together to accelerate event recruitment, app downloads and participant fundraising.

Creating a Mobile Multi-Channel Plan

Nonprofits planning a true mobile-first strategy should understand how these two top channels complement each other. By utilizing Tatango's mobile messaging capabilities, such as personalized mass recruitment texts (with images, gifs, videos and more), automated participant journeys, paired with Nuclavis's mobile fundraising app, fundraising content messages and push notifications, a strategic plan can be formulated that maximizes opportunities to recruit, coach and drive app downloads.

Tatango....

- delivers recruitment text messages

- drives event app downloads

- send automated participant journeys

+

Nuclavis...

- provides real-time updates on fundraising

- sends fundraising messages

- mobile check deposit

Delivering Real-Time Engagement

At the heart of the Tatango-Nuclavis harmony lies the power to foster real-time engagement. Tatango's text messaging can send recruitment texts, drive app downloads, and send automated participant journeys directly to where their participants are on their phones- delivering timely updates and value. Additionally, Nuclavis's mobile app empowers participants to fundraise on the go and get real-time updates on fundraising, send fundraising messages, and deposit checks, enabling large nonprofits to understand participant interactions and tailor engagement strategies easily and efficiently. This combination leads to a holistic engagement approach, transforming passive participants into active advocates for the cause.
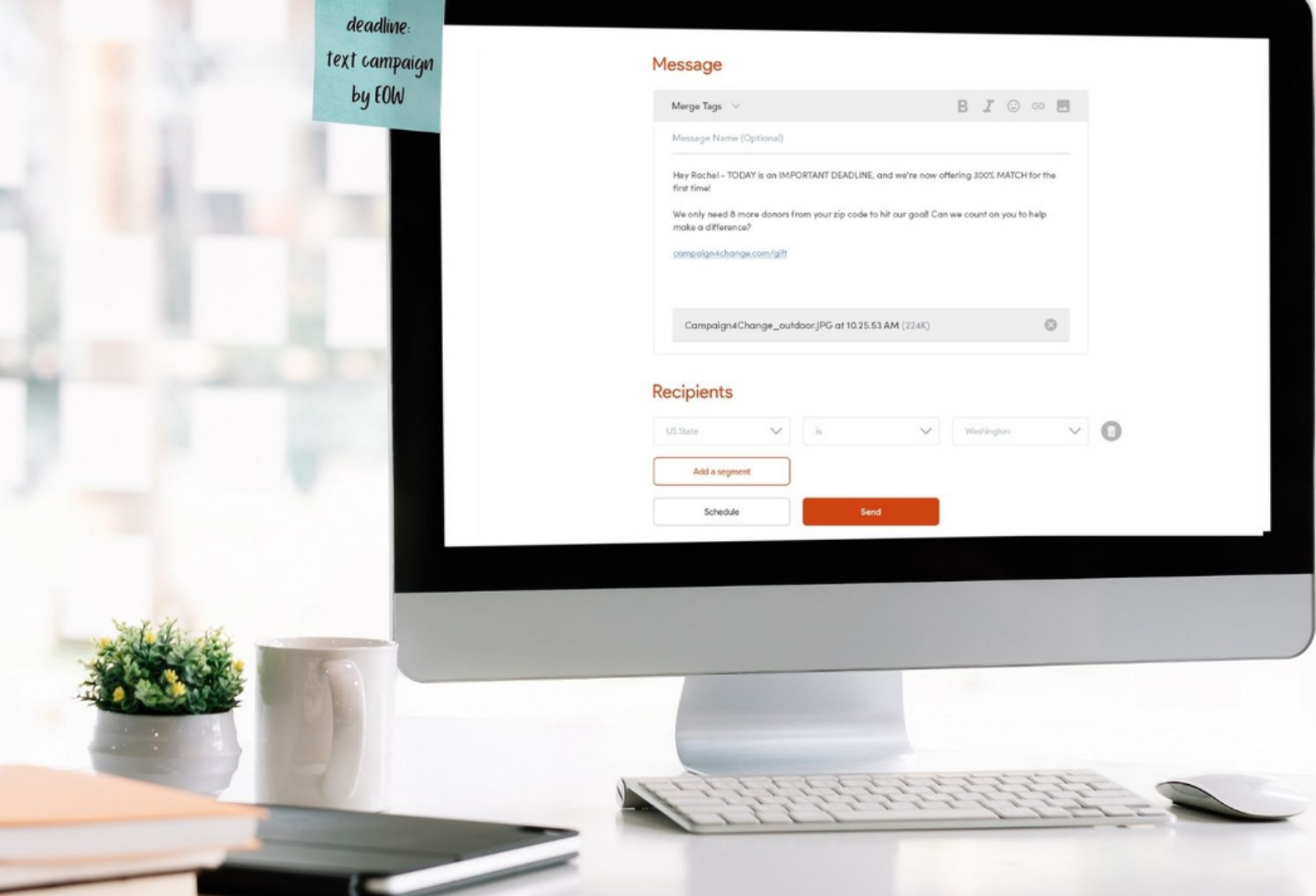
"A holistic engagement approach transforms passive participants into active advocates for the cause".

Kathy Kempff, CEO, Nuclavis

Streamlined Communication and Collaboration

Efficient communication and collaboration are essential in any successful P2P campaign. Tatango and Nuclavis empower organizers to centralize communication efforts, eliminating the need for disjointed channels or frustrating algorithms. Coordinated messaging, updates, and event information can flow seamlessly between the text and mobile app platforms, reducing the likelihood of miscommunication and ensuring that participants are well informed. This streamlined approach amplifies the professionalism of large nonprofit brands and enhances the overall participant experience.

Personalization and Participant Empowerment

Personalization lies at the core of all modern digital engagement strategies. Tatango's personalized text campaigns and Nuclavis's participant-focused mobile features enable organizations to tailor interactions to individual preferences and participation levels. This level of customization fosters a sense of empowerment among participants, making them feel valued and integral to the campaign's success. From customized event reminders to targeted fundraising challenges, the harmony of Tatango and Nuclavis places personalization at the forefront.

Data-Driven Insights to Drive Revenue

The combination of Tatango and Nuclavis extends beyond engagement to provide valuable data-driven insights. Nuclavis's data driven platform provides event analytics to understand conversion rates and donation impact. Tatango's robust reporting capabilities allow organizations to comprehensively view registration progress, participant behavior, and engagement trends,. This data-driven approach equips nonprofits with actionable insights that refine strategies, enhance decision-making, and optimize the allocation of resources for optimal P2P program outcomes.

Cultivating Lasting Relationships and Impact

Large nonprofits must communicate at scale across local events and Nuclavis and Tatango's platforms shine within that capability. Not only do these channels optimize fundraising campaigns but also engage participants directly, drive critical fundraising activities, and elevate the event experience. By merging Tatango's real-time engagement with Nuclavis's on the go mobile fundraising app, large nonprofits can deepen relationships and drive important behaviors. This holistic approach helps build a community of passionate participants who are more likely to remain engaged, re-register next year, and champion the cause over the long term.

NUCLAVIS CLIENT SPOTLIGHT

Alzheimer's Association has been an early adopter of mobile apps. In 2023, they adopted Nuclavis as their mobile provider to provide a better participant experience, moving to a native mobile app that provides a responsive, instant gratification experience and optimizes their P2P fundraising efforts. Walk to End Alzheimer's also includes an immersive augmented reality experience, utilizing their mobile app to create a virtual Promise Garden. Aside from personalized fundraising communication for participants to send, they receive engaging push notifications to help inspire them to fundraise and create a stronger mission connection.

"When selecting a partner for our mobile app, the Alzheimer's Association was focused on innovation and ensuring our Walk to End Alzheimer's participants had a seamless and unique experience. Nuclavis offered cutting-edge technology with white glove customer service. During the build of our 5 app programs the speed of the native app development was impressive, and our feedback was met with enthusiasm and incorporated into the product. We greatly appreciated the partnership of Nuclavis and ultimately the final experience for our constituents."

Eric Oyler, Director of Digital Fundraising
Alzheimer's Association

TATANGO CLIENT SPOTLIGHT

MARCH OF DIMES

March of Dimes wanted to increase the performance of their fundraising efforts and chose Tatango as its texting Partner in 2022 because of Tatango's unique focus on enabling nonprofit organizations to leverage easy-to-use and proven text messaging programs to achieve amazing fundraising results

When searching for an effective and engaging channel to improve donor engagement and fundraising performance they were intrigued about texting. With texting powered by Tatango, March of Dimes achieved incredible success!

March of Dimes grew their list of subscribers from zero to hundreds of thousands. Additionally, they increased their annual giving day results by 32% year over year. Texting accounted for 10% of total Giving Day revenue with average gift of $70+. Aside from these incredible results, March of Dimes uses a holistic and integrated approach, cultivating a long-term relationships with their constituents using text messaging.
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"We grew our Giving Day campaign 32% year-over-year with texting and an omnichannel strategy".

Sheana Barro, Associate Director, Email and Mobile Marketing March of Dimes

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The Peer-To-Peer Event Fundraising Team You Need

About Tatango

Since 2007, nonprofits have used Tatango's best-in-class software to create meaningful text message conversations with donors and participants, resulting in hundreds of millions of dollars fundraised. Made to serve the needs of high-volume senders, Tatango's purpose-built and proven technology ensures that every client can realize the power of text messaging to maximize fundraising results.
Contact us: info@tatango.com

About Nuclavis

Nuclavis is a privately owned P2P digital marketing and mobile software company. Combined we have over 60 years of experience in the P2P industry working with 70%+ of the top 30 P2P programs and organizations. We currently have 2 of the top top 30 P2P programs live on Nuclavis. Is Nuclavis right for you?
Contact us: info@nuclavis.com.