

National
Kidney
Foundation

Kidney Walk® participants use Boundless Fundraising™ by Charity Dynamics to raise more during event season.

Opportunity

National Kidney Foundation's 'Kidney Walk' is the nation's largest walk to fight kidney disease. Held in nearly 100 communities, the event raises awareness and funds for lifesaving programs that educate and support patients, their families and those at risk.

With its participants becoming increasingly digitally savvy, NKF saw an opportunity to use modern technologies and social platforms to maximize the amount of revenue it generated from each donor as well as reduce fundraising friction by making it easier to donate.

Solution

NKF implemented our Boundless Fundraising application for their 'Kidney Walk' program to enable participants to extend their fundraising activities to their social networks, SMS and email.

National Kidney Foundation's 'Kidney Walk' Boundless Fundraising applications are offered at no cost to individuals or teams that register online for an event.

Kidney Walk has integrated Boundless Fundraising into their overall communication strategy promoting Boundless Fundraising to their participants via various channels, including during the registration process, on the event's main website, on individual event sites, in the Participant Center as well as through coaching emails.



The Boundless Fundraising suite allows participants to:

- Track their fundraising progress
- Quickly and easily update their personal fundraising page
- View a list of their donors
- Send emails from their smartphone asking for support or to thank donors

Results

Since Implementing Boundless Fundraising Facebook for Kidney Walk years ago, we've seen a significant boost to our event revenue; in 2014 we implemented the full suite (addition of Tablet & Email Badge) which has resulted in doubling our revenue in 2015.

Additionally, through analytics we know the majority of our participants are coming to us via mobile devices. With the implementation of the Boundless Fundraising Suite, we are able to meet our constituents where they are and provide convenient tools to help them fundraise for Kidney Walk." – Deanna Bucciarrelli, National Walk Manager

To better understand the overall fundraising of participants who utilized the Boundless Fundraising mobile application, an analysis measuring key performance indicators (KPIs) was conducted. Across all of the metrics measured for analysis, participants using the application for fundraising significantly outperformed their peers who didn't use the app. Returning participants who used the app in 2014 saw a considerable lift to their fundraising performance.



2014 Stats

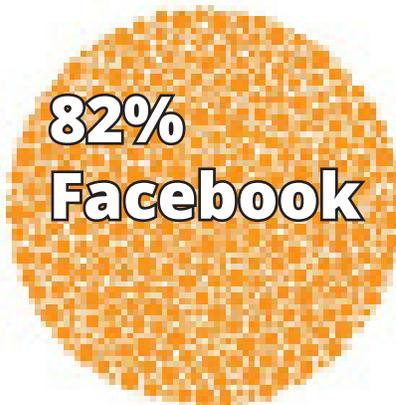
5.9% of all donations came through Boundless Fundraising

9.4% of registrations were sourced through Boundless Fundraising

Apps – email badge, Facebook, mobile - 50,590 total # of participants

9.4% across all participants used Boundless Fundraising

Amount Raised by App in 2014



Media Adoption in 2014

3% Mobile

9% Facebook



2015 Stats

Projected to raise \$300,000 for 2015;
more than double totals from 2014

11.5% of all donations came through
Boundless Fundraising

12% of registrations were sourced
through Boundless Fundraising

Of Kidney Walk's 41,553 total participants,
12.5% used Boundless Fundraising

Media Adoption in 2015



Amount Raised by App in 2015

69% Facebook

23% Mobile

5% Badge

3% Tablet



In 2015, NKF completed the Boundless Fundraising Suite by adding Tablet which has added valuable incremental results.

Technology use throughout the day varies between a variety of desktop and different mobile devices. Participants want to be able to fundraise where they are, whether it's their mobile phone, tablet or computer. 'Kidney Walk' participants are engaged and using mobile and tablet devices more than ever and the increase in fundraising shows it.

By following Charity Dynamics best practices for Boundless Fundraising, NKF has made the suite even more successful year-over-year by promoting the app in their autoresponder emails, on their 'thank you for registering' webpage and in their Participant Center. This promotion has resulted in wider adoption, which has resulted in more dollars raised for 'Kidney Walk.'

About National Kidney Foundation

The National Kidney Foundation is the leading organization in the U.S. dedicated to the awareness, prevention and treatment of kidney disease for hundreds of thousands of healthcare professionals, millions of patients and their families, and tens of millions of Americans at risk.

About Charity Dynamics

When the biggest, most recognizable nonprofits in the world want to reach more people and raise more money through digital channels, they turn to Charity Dynamics. We help plan, build and execute innovative digital fundraising strategies that literally have raised hundreds of millions - and provide the tools, people and technology you need at every step of the way. In short, we help charities like yours raise money, awareness and donor loyalty through social media, mobile devices and the web.

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