Objectives

- **Faster, More Streamlined Process**: Reduce the administrative time for processing donor checks and provide more immediate donor engagement.
- **Fewer Lost Checks**: Eliminate risks associated with mailing checks, such as lost or misdelivered mail.
- **Improved Revenue Collection**: Increase fundraising efforts and get those funds into the organization’s hands more quickly.

**Offering a Faster and Safer Way to Process Offline Event Donations**

Supporters from around the globe generously volunteer every year to raise funds for the Alzheimer’s Association’s® signature peer-to-peer event programs, Walk to End Alzheimer’s® and The Longest Day®. Approximately half of all event revenue comes in the form of cash or checks to be processed after the event. Traditionally, when participants receive check donations from their network of supporters, they have to mail the checks to a processing center or turn them in to a chapter office, and then wait for the donations to be manually entered into the fundraising database before the checks are finally deposited in the bank.

The process is time-consuming, expensive, and frustrating for fundraisers, so the Alzheimer’s Association began looking for a way to create a better experience for everyone involved. The solution — **Boundless Fundraising™ Mobile Check Deposit (MCD)**.

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“Boundless Fundraising Mobile Check Deposit has helped eliminate the risk of checks being lost in the mail or delivered to the wrong place, and it gets the participant what they want — which is to receive immediate acknowledgment that the donation has gone through and see their fundraising total increase.”

Noel Beebe
Director of Digital Fundraising, Alzheimer’s Association
Challenges

• The Alzheimer’s Association (and its participants) had grown frustrated with the lengthy process involved in depositing checks and manually entering offline data.
• Mailing paper checks came with the risk that checks could be lost, sent without documentation of how the gift should be credited, or delivered to the wrong place.
• If a check contained errors, it would be rejected by the bank, which resulted in a lengthy process to alert the Association, who then alerted the donor and invited them to reissue and mail another check.
• These delays prevented participants and donors from receiving proper and timely credit for and acknowledgement of their contributions— and also delayed the organization from accessing those funds.
• Local chapter staff had to manually enter check donations received at the office and take them to the bank to deposit, adding to administrative overhead and processing time.

Approach

• The Alzheimer’s Association deployed Boundless Fundraising Mobile Check Deposit to participants and staff for its large-scale signature events programs — Walk to End Alzheimer’s and The Longest Day.
• The check capture technology allowed participants and staff members alike to efficiently and safely scan paper checks with the app on their mobile device. Checks were immediately deposited to the Association’s bank account, eliminating the need to mail and process them elsewhere.
• Fundraising credit was immediately added to participant fundraising totals, and donor acknowledgments were e-mailed immediately (if an email address was provided).

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We love that we’re getting donations in the system faster than ever. We’re able to credit participants in real time, thank donors sooner, and focus on building relationships with the people who will help us move our mission forward.”

Results

• Launched in April of 2018 for the The Longest Day, the Alzheimer’s Association saw approximately 3,200 checks (25% of the volume normally sent by mail) come in via Boundless Fundraising Mobile Check Deposit.
• In 2019, The Longest Day processed over 6,000 checks through mobile deposit – an impressive 88% increase in volume and 69% increase in revenue received via check deposit!
• The Association implemented Mobile Check Deposit for Walk to End Alzheimer’s participants late in 2018, and thus far has seen more than 7,800 checks deposited via the app to date. Due to popular demand, administrator check deposit is being rolled out to chapter staff in 2019.
• Reducing the volume of manual data entry and gift processing has freed up valuable staff time to focus on providing better donor and participant engagement. Providing an excellent user experience and instant acknowledgement to participants and donors has helped the Association level up their customer service efforts.
• For the 2018–19 events combined, an astounding 17,000 checks have been deposited via Mobile Check Deposit. That’s 17,000 checks that did not have to be mailed, received, documented, entered into a database, and deposited by staff or cashing and caging vendors.