

QR Codes

Our tips to successful contactless fundraising



Thanks to recent initiatives such as the NHS "Track and Trace" system, QR codes are now ubiquitous. Moreover, the scanning process and user benefits are now widely understood. Your donors are now able to use this simple technology when making a donation thanks to DONATE's provision of QR (Quick Response) codes. As with Trace and Trace, it's easy, foolproof and improves conversion.



Where we see our partners promoting campaign QR codes we have seen a direct increase in value and number of transactions.

Finding your QR Codes

Every campaign automatically generates a unique QR code. You will find these under the "Text codes, weblinks and mandatories" tab in your portal. Select the campaign from the list which reveals the QR code associated with this campaign. Here you will be able to download the QR code in eps. or png. file formats or you can use a snipping tool to create a jpeg.

Using your QR Code

Some older phone cameras may not recognise QR codes. We therefore recommend you include the campaign's short URL alongside the QR code.



Use the QR on your direct mail campaigns, campaign posters, collection buckets or event T-shirts. They are just as effective scanned from a screen as they are from printed materials and can be used on your website and social media to drive cashless donations.

Your web giving page will have pre-set amounts of £5, £10, £15, £25, £50 along with an 'other' field. These pre-set amounts can be changed by contacting us. Please identify the five individual amounts required and the single default donation amount.



Communicate to your teams; front-of-house, volunteers, trustees and supporters etc. Ensure they understand how the QR codes work and use them to guide people through the process and ask for support.

Our [News pages](#) and [Case Studies](#) provides more tips, advice and best practice for digital fundraising. Please contact us if you would like any assistance or resources.



Vauxhall City farm advertise the QR codes and Text giving channels as well as offer a contactless donation device. The contactless device take voluntary entrance donations and supporters are assisted in making this donation by staff. The QR code is displayed around the farm as a poster allowing donors to make donations as they experience the farm.

Stats

Of the 2961 transactions received 533 (18%) were by web, the remaining 2022 donations were made via a DONATE™ contactless device. The average web donation was £13.21. The average contactless donation was £6.10. 53% of the web transactions were started using the QR code.



During the Live stream video of the **The Redeemed Christian Church of God UK Workers' Rally 2020** Virtual event, QR codes were promoted alongside other donation channels including Text giving by DONATE™.

Stats

The video received 14,512 views and 194 DONATE™ donations. Of these DONATE™ donations 168 used the QR code to generate £1924.

Upper Norwood Library Trust uses the QR codes in a few ways. On printed posters displayed in the window/noticeboard. Through live streaming channels as a digital overlay. Across digital assets such as posters used on social media or websites etc.

During the Crystal Palace Christmas the Trust's live stream had 352 viewers. The DONATE™ QR code and totaliser screen were shown as part of a digital overlay.

Stats

The QR code generated 21 donations during the event with an average of £16 donated. This compared to 5 donations made by text with an average of £8.50.

Using the totaliser screen alongside the donation method is a great way to keep the momentum going through an event.

