QR Codes and Your Organization

Hang Tight... We’ll Begin Shortly
What We’ll Cover

• Facts/Figures
• How QR Codes Work
• Real World Examples
• Getting a QR Code
• Pointers
What’s Your Goal?

What do **YOU** want to take away from today’s session?

What will make this a helpful session?
Action Sheets

What campaigns are coming up?

What events are coming up?
Have You Seen Me?
Macy’s Paves The Way
QR code???

Starbucks is starting to use QR codes for payment.

52% have heard or seen, 28% have scanned.
QR stats
1200% increase in scanning from July to December 2010
57% of Facebook and Twitter users said they have scanned a mobile bar code at least once in the past year, while as many as 40% had done so five or more times in the past year.
52% Have seen or heard of QR Codes.
How Does it Work?

Using your Smartphone

1. Point your camera phone at the QR Code.
2. Snap a picture.
3. The QR Code will decode instantly.
4. You’ll be brought to the webpage.

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facebook /boomerangmarketing
twitter /boomerangzone
QR Codes In Action:

Real World Examples of Organizations Using QR Codes
The Big Wild in Canada:

Used a QR Code to raise awareness and gain signatures for a petition.
Giving Tree Tags:

Used a QR Code to link to story about the person receiving the gift
STACY PLANNED DINNER FOR 250 PEOPLE.

She took out her wallet and made a donation. Which paid for the dinner that drove the trucks that deliver the food to the soup kitchen in Harlem. It's easy to do what Stacy did — just visit cityharvest.org

www.cityharvest.org

ROBYN HELPED LOAD OUR TRUCKS.

She filled her pen and wrote a check. Which paid for the delivery that carries the loaves that carry the food that feeds the hungry of New York. It's easy to do what Robyn did — just visit cityharvest.org

www.cityharvest.org
Help Feed New York's Hungry!

- Watch how City Harvest helps feed hungry New Yorkers.
- Donate online and help feed hungry New Yorkers.
- Donate by phone and help feed hungry New Yorkers.
- Learn more about City Harvest's work!
I have four gay parents and...
http://stories.pflagcanada.ca/
linked to the Cones for a Cure landing page, where your prompted to enter your contact information for a coupon for a free scoop
Put yourself in the shoes of someone with HIV... and prove it.

by CAMBA on Tuesday, July 26, 2011 at 12:14pm

This summer, you can see signs of our HIV Anti-Stigma campaign all over Brooklyn. The message: "Put yourself in the shoes of someone with HIV. All people deserve compassion and respect."

We know where our posters are (on buses, bus shelters & subway stations), but we don’t know how well the message is sinking in. Are people noticing? Are people thinking about what it really means to be in the shoes of someone with HIV?

Only you can tell us or, better yet, show us. We want to see photos of you posing proudly with our anti-stigma message.
If you have a smart phone, scan this QR code to watch a slideshow from Haiti. To download a free QR code scanner, visit: samaritanspurse.org/QR
Poukisa :::: Why

"Why did so many good people die? Why did so many bad people survive? Why did so many children die, but criminals live on to party and enjoy another day? These are the kinds of questions that go through my mind every day. I can't answer them, but they never go away. Why, God? Why?"

-Eddyson Ulysse
Golf Tournament 2011

- On hole signs with videos to client testimonial
- One at main entrance

First time – What we learned…

- Need to say something at kickoff
- Draw attention with a 3-dimensional arrow
- Hole volunteers encouraging golfers to scan
Great for Nonprofits

- Donate Now! Scan to donate
- Direct Mail – include a video that can further demonstrate your message.
- Annual Report – show video of your organization at work.
- Event registration, ticket purchase.
- Add to event t-shirts
- Golf tournament – hole signage have a secret message
- Posters in stores, on buses, etc.
- Every piece of literature to learn more.
- Newsletter – Take your stories or coverage further
Cool… I Want One!
Grab your notepad

Action Steps Ahead
Getting a QR Code

For your materials, fundraising campaigns, etc.

• Qreateandtrack.com
• 5,000 codes = $19/mo
• Track multiple codes in your account
• Different campaigns
Free QR Codes sites don’t:

- Provide tracking
- Storage of codes
- Ability to edit
Using qreateandtrack.com
To Generate a QR Code
Create your QR code

Web Address

Capture each time the QR code is scanned, then view trends and detailed reports:

- [ ] Track this QR code

Label

Example: Just a short description, up to 100 characters.

Get Your Code!

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Facebook: /boomerangmarketing Twitter: /boomerangzone
Web Address

app.e2ma.net/app/view:Join/signupId:69483/acctlId:5864

Capture each time the QR code is scanned, then view trends and detailed reports:

☑ Track this QR code

Label

QR for Restaurants/Coffee Shop Promo

Example: Just a short description, up to 100 characters.

Get Your Code!
QR Code Readers
Reading a QR Code

Easiest way is App Store on your device

- iPhone/iPad = Optiscan or Red laser
- Blackberry = Neoreader or Bee Tag
- Android = QR droid
Promote + Educate

• New technology = educating donors/public
• Include text with QR code – what to do, how to get a reader, etc.
• Draw attention and hype up your code
Don’t Forget

• Include a “donate now” option
• Have a call to action or ask
• The people you serve sell the organization – use their stories, voices, drawings, etc., as much as you can!
Keep in Mind…

• Smallest recommended size is 1” x1”

• Leave 1/8” white space around the QR Code

• When placing a QR Code on top of a background be sure to have the white space.

• Make URL as short as possible
  – Use bit.ly or Tinyurl to shorten
Keep in Mind…

• You can change the color of your code but test and re-test
  – Use a dark color for the black parts, while using a lighter color for the background.

• Adding a logo or image is OK but test!
  – Do NOT cover the 3 large square corners
  – Test and retest
QUESTIONS ANSWERED HERE EVEN THE SILLY ONES