

QR Codes

How to use QR codes
to take money at an event

Agenda

- What is a QR Code?
- Where might you use a QR Code?
- How to create & use a QR Code
- How do QR Codes work?
- DO's and DON'Ts of using QR Codes
- Ideas for using a QR Code
- Resources

What is a QR Code?

- QR (Quick Response) Code
- Real-world equivalent of a clickable link
- Connect the physical world to the online world
- Created in 1994 to track automotive parts inventory
- Covid was the catalyst of their revival

Where might you use a QR Code?

- Websites
- Tabletop displays
- Posters
- Lanyards
- Stickers or decals
- Handouts
- Registration
- Menus

How to create & use a QR Code

- QR Code generators (free sites)
- Google Chrome
- Built in to your payment processing app

How do QR Codes work?

1. Create a web page/survey/form/etc that you want people to quickly access
2. Save the URL in a QR code generator (free)
3. Point your Smartphone's camera at the QR code
4. Automatically takes you to the web page with relevant information

*Requirements: end user has to have a Smartphone & wi-fi

DO's of using QR Codes

- Leave white space/boundary around your QR Code (quiet zone)
- Change the color of your QR code for branding purposes
- Add a logo to your QR code
- Always test your code to make sure it actually works
- Ask only for necessary information
- Provide a Call to Action above the QR code – “Aim your Smartphone’s camera here”
- Even if using for a one-time event, keep the link alive – use it to promote your next event or show off photo memories

DONT's of using QR Codes

- Don't ask people for lots of info or to set up an account to be able to use it
- Don't make the QR code too small on your handout/sign (1.5" x 1.5" minimum)
- Make sure your QR code is in a dark color (light colors don't scan well)
- Don't distort the QR code
- Don't make it complicated or require lots of steps
- Be aware of where you're using it

Ideas for using a QR Code

- Use on all handouts you send home with kids
- Encourage use by adding an incentive (giveaway, discount, etc.)
- Link to digital copies of handouts/materials you'd otherwise print (link to a PDF)
- Use them to get feedback
- Use them to avoid long lines
- Use a Call to Action – “scan to participate”

More...

- Next Webinar:

How to reconcile your bank account & run reports for your meeting

January 18, 6:30pm MT

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