QR Codes
Guidance sheet for Quaker Meetings
Autumn 2023

Introduction

In this edition, we will walk you through the transformative tool that has been revolutionising the way charities fundraise and promote their cause with QR codes.

We will show the advantages of using QR codes in your activities and provide a step-by-step guide on how to implement them effectively.

Implementing QR codes

Advantages of QR Codes

1. **Efficiency and Speed**: QR codes facilitate quick transactions and data entry, reducing the time and effort needed for manual processes. For treasurers, this means faster payments, simplified data capture, and enhanced financial reporting.

2. **Enhanced Security**: QR codes can embed encryption and security features, safeguarding your financial transactions and sensitive data. This added layer of security can protect against fraud and unauthorized access.

3. **Cost Savings**: Reducing manual data entry and paper-based transactions can lead to significant cost savings. Fewer errors, reduced administrative overhead, and streamlined processes all contribute to the bottom line.

4. **Mobile Accessibility**: QR codes can be scanned with smartphones, making it easy for you to approve payments, access financial information, or authorize transactions on the go.

5. **Better Reporting and Audit Trail**: QR codes help maintain a clear and comprehensive audit trail. Each code can store transaction details, making it easier to track financial flows and generate detailed reports for compliance and auditing purposes.

Step-by-step implementation of QR Codes

Creating a QR code for fundraising using the Charities Aid Foundation (CAF) involves several steps. CAF provides tools and services to facilitate fundraising, including QR codes. Here is a step-by-step guide to help you set up a QR code for your fundraising campaign:

Step 1: Register with Charities Aid Foundation (CAF): Before you can create a QR code for fundraising through CAF, you will need to register as a charity or non-profit organization with CAF. Visit the CAF website (**https://www.cafonline.org/**) and follow their registration process.

Step 2: Plan Your Fundraising Campaign: Determine the purpose of your fundraising campaign, set a fundraising goal, and decide how you will promote your campaign. Prepare a compelling message and description for your campaign, as you will need this information to create the QR code.

Step 3: Generate a QR Code on CAF: CAF provides a tool for generating QR codes for fundraising. Once you are registered and logged in, follow these steps:

• Log in to your CAF account.

• Navigate to the fundraising section or the specific tool provided by CAF for generating QR codes.

• Fill in the required details for your fundraising campaign, including the campaign name, description, fundraising goal, and other relevant information.

• Specify the payment options you want to offer, such as credit/debit card payments, PayPal, or other methods.

• CAF will generate a unique QR code for your campaign. You may have the option to customize the appearance of the QR code with your branding or campaign imagery.

• Review the information and settings to ensure they are accurate.

• Click the "Generate QR Code" or similar button to create the QR code for your fundraising campaign.

See page 3 for step-by-step screen shot guide to this process.

Step 4: Download and Use the QR Code: Once the QR code is generated, you can download it to use in your fundraising materials. CAF may provide the QR code in various formats (such as PNG or JPEG), and then save it to your computer.

Step 5: Promote Your Fundraising Campaign: Promote your fundraising campaign and the QR code in numerous ways:

• Use the QR code on printed materials, such as posters, flyers, and brochures.

• Include the QR code on your organisation's website or dedicated fundraising page.

• Share the QR code on social media platforms and in email newsletters.

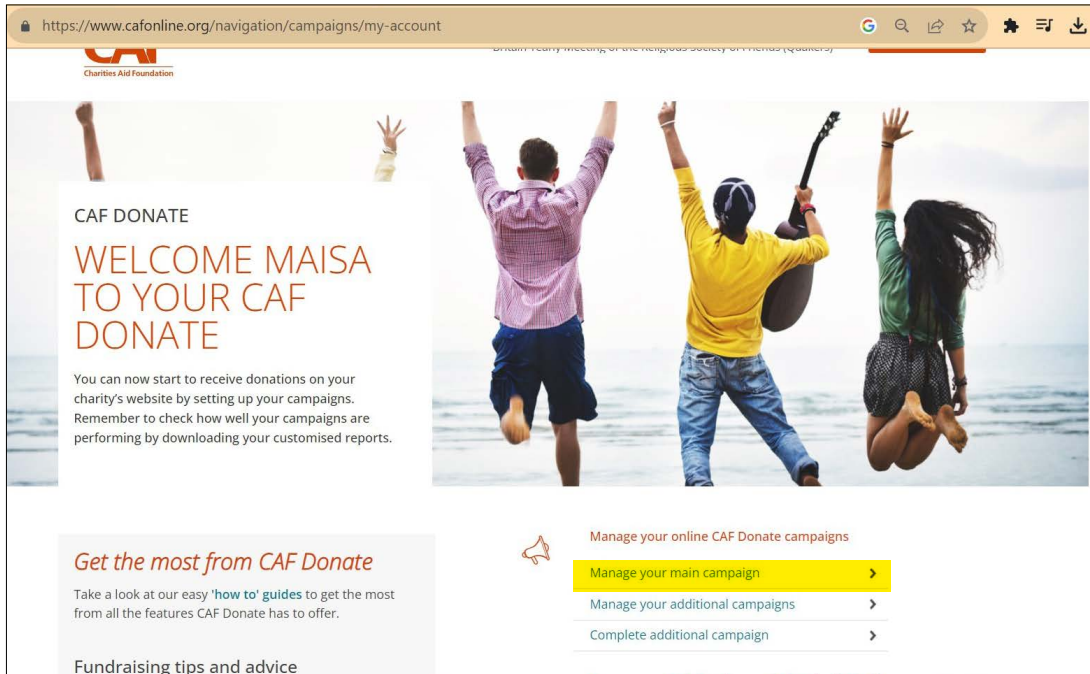• Encourage supporters to scan the QR code to make donations easily.

Step 6: Monitor and Manage Donations: Keep track of donations made through the QR code on your CAF account. CAF may provide reporting tools to help you monitor your fundraising progress and manage donations.

Step 7: Thank Your Donors: Always express your gratitude to donors who contribute to your fundraising campaign. Personalized thank-you messages can go a long way in building donor relationships and encouraging future support.
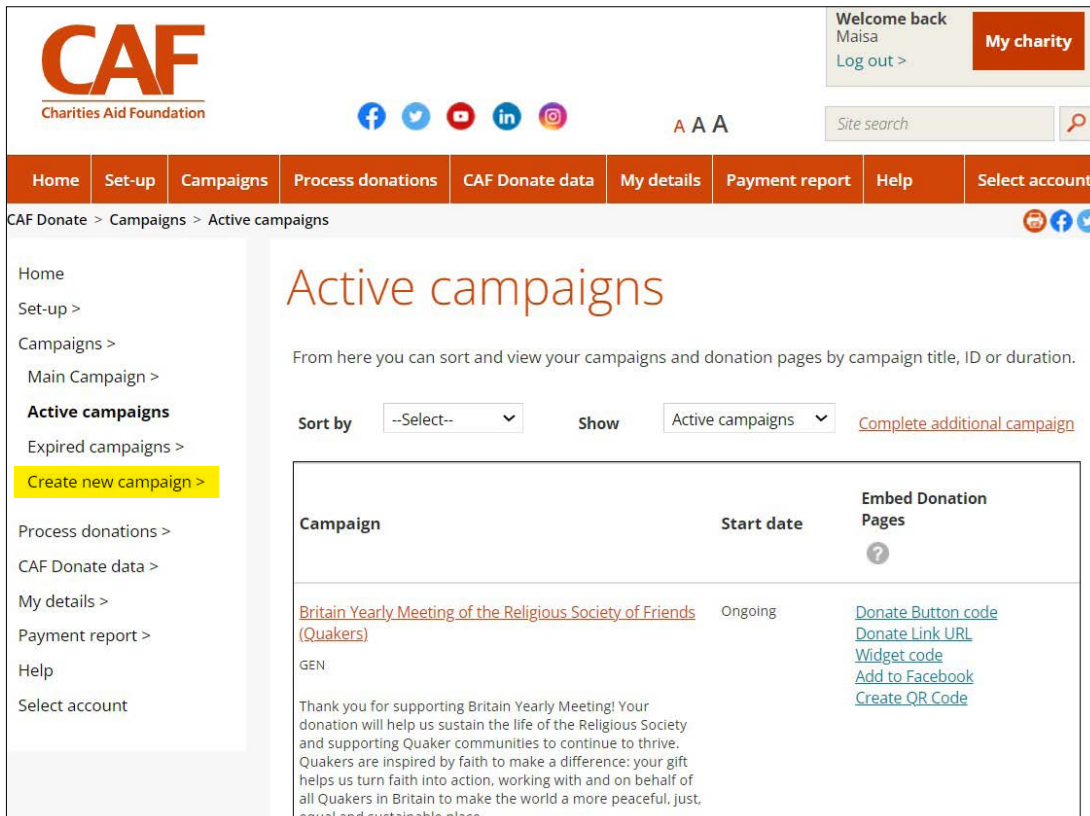
Remember that the specific steps and features provided by CAF may evolve over time, so it is essential to refer to CAF's official website and support resources for the most up-to-date information and guidance on using their services for fundraising.

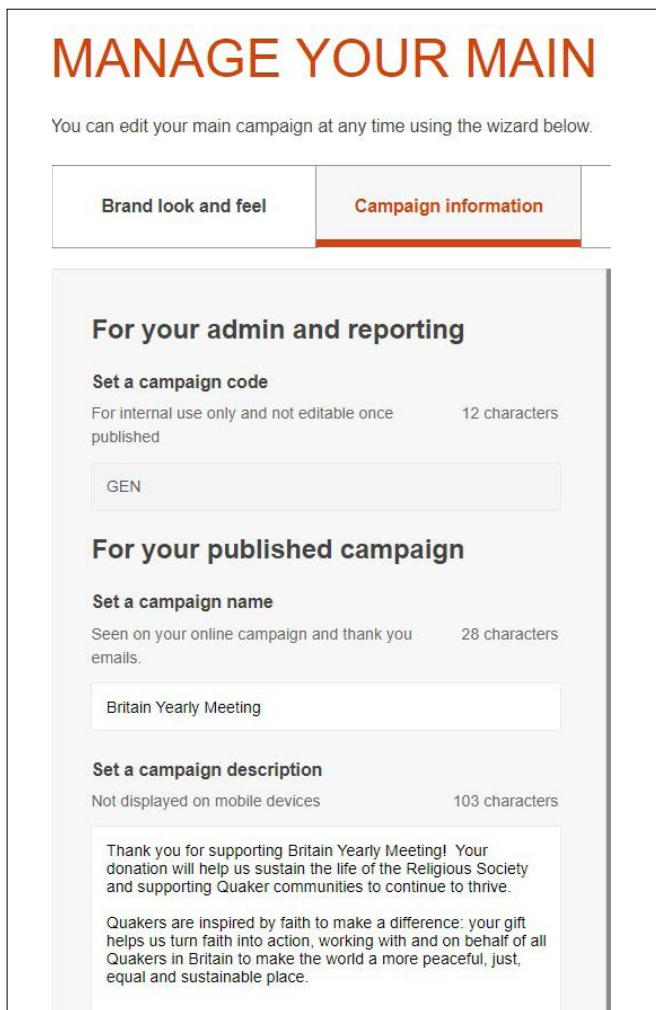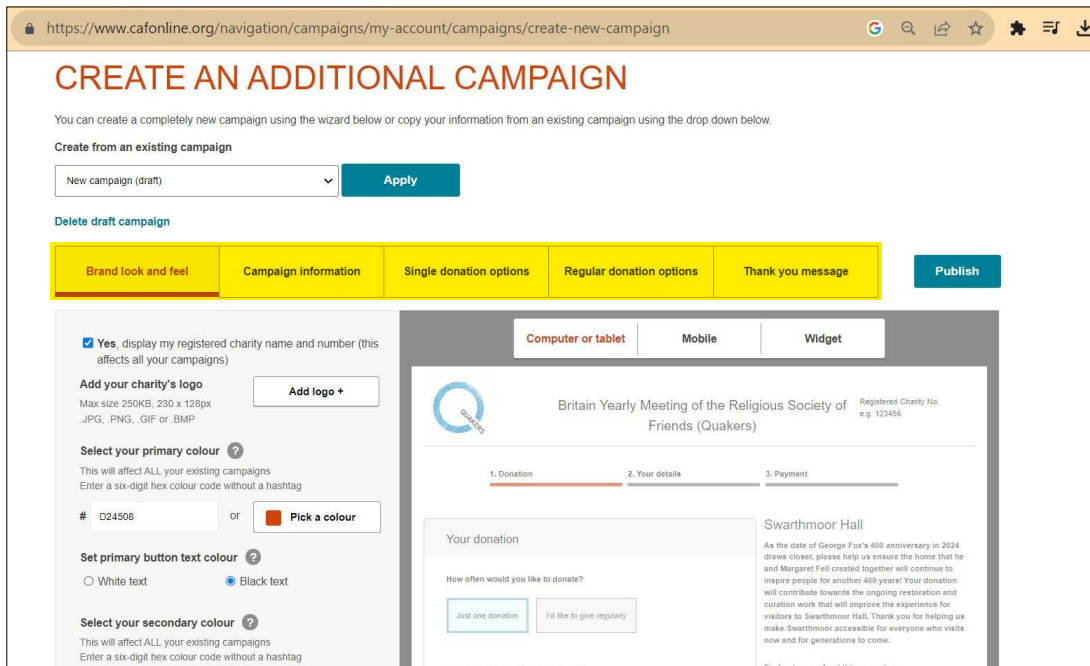# Step-by-step guide to creating QR codes for CAF campaign

Step 1: Log in to your main CAF Donate account.

Step 2: In the section called Manage your online CAF campaigns (on the right side), you can create a new campaign.

Step 3: Here you can name the campaign and set a campaign description. Go to the sections highlighted in yellow and complete the information.

Step 4: In this pane across are the different areas of the description of the campaign, follow each stape and update and publish once it's done.

Step 5: In this pane please write the thank you message you wish to send to your donors.

Step 6: Click the link highlighted in yellow to create your QR code. Once your QR code is generated you can put it on your website or include it in your printed material.