



GUIDE – Using QR Codes

Federated Health Charities provides quick links and QR codes to make campaign participation as accessible as possible.

What is a QR Code?

"QR" stands for "quick response," referring to how quickly a smartphone camera can scan the code to access the encoded data. FHC has unique QR codes for:

- Purchasing lottery ticket
- Purchasing branded merchandise
- Making a payroll pledge via WIN
- Make a one-time/monthly
- Visit FHC's silent auction event page

Each campaign (agency/ministry/OPP) is also assigned a unique link and QR code to collect funds at special events, such as bake sales, walk-a-thons, silent auctions, etc. The campaign's core team is provided the specific link and QR code for special events and can share as required.

When to use QR Codes

QR codes can be used in both print and digital media. Consider using campaign QR codes to:

- Print posters to place in multiple locations at special events, consider areas where people will line up or spend time waiting for the event to begin
- Print posters to post in lobbies and common areas
- Include digital QR codes in PowerPoint presentations at events, team meetings, etc.

Benefits of using QR Codes

QR codes make it easy for donors to participate in the campaign anywhere at any time. This can improve campaign results in all areas.

QR codes are easy to use, easy to post and require minimal effort from the campaign team while maximizing fundraising efforts.

QR codes reduce steps for the donor, help direct donors to the right place, ensuring that funds are properly accounted for and easily tracked.