



# QR CODES FOR NON-PROFIT ORGANIZATIONS

Discover how to enhance donor outreach, engagement, fundraising,  
and retention within limited budget using QR Codes

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# I. ABOUT SCANOVA

Scanova has helped 100,000+ businesses across the globe to create, design, manage, and track QR Codes for both promotional and operational use cases. The tool is used by the best global brands & institutions across 100+ countries. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova offers a plethora of advanced features including scan data analytics, lead generation, event tracking, end-user tracking, and much more to help businesses better acquire, engage, assist, and retain customers. Scanova's flexible plans make it affordable for all marketers — beginners to enterprises — to deploy QR Codes as per their requirements.

Scanova is the flagship product of Trycon Technologies. Founded in 2013, Trycon is a leading global provider of QR Code solutions and software-as-a-service products. Trycon follows the highest industry standards around data security and is compliant with ISO 27001:2013, SOC2, and GDPR.

## II. INTRODUCTION

Non-profit organizations aim to address a number of social and environmental concerns with limited resources. They largely rely on governments, corporations, individuals, and other entities for funds. In the process, they try to create awareness about the cause, conduct a number of events such as conferences, seminars, and debates to catch the attention of the media and target audience, and conduct peer-to-peer fundraising and charity events to raise money for their cause.

Traditionally, non-profit organizations have relied on print media creatives, fundraising campaigns, and physical events to support their cause. However, they were put in a challenging position when COVID-19 struck and physical events had to be canceled. They had to quickly resort to online digital marketing campaigns, virtual events, and online fundraising by adopting the latest technologies such as QR Codes. Nonprofits, on the other hand, appear to have benefitted from virtual events and donations. Virtual events assisted non-profit organizations in reaching larger audiences, promoting increased engagement, and obtaining data and insights to better understand their supporting base. Virtual fundraising events also contributed to cost savings.

Non-profit organizations can further increase the efficiency of their physical and virtual events, raise more funds, and drive donor engagement by using QR Codes. QR Codes can be used to overcome space restrictions on print media campaigns, streamline various event activities such as registrations, collect online donations, increase community engagement, and much more. QR Codes can also help non-profit organizations generate leads for future fundraising events, collect feedback, and make data-driven decisions. And all of this comes with the advantage of QR Codes being a sustainable choice.

This comprehensive ebook has been drafted specifically to help non-profit organizations explore the advantages of deploying QR Codes, address various challenges faced by them, explore the varied use cases, and understand the possibilities of implementing QR Codes to ensure operational efficiency, enhance outreach, and maximize donations.

### III. BENEFITS OF USING QR CODES BY NON-PROFIT ORGANIZATIONS

With a large number of social causes, non-profit organizations find it difficult to stand out to create awareness and gather funds for their specific cause. They deal with limited space on print media creatives and have limited ways of engaging target audiences using traditional promotional methods. Also, the traditional methods provide limited visibility on the campaign's effectiveness, thereby limiting data-driven decision-making. Additionally, non-profit organizations need to function effectively with limited staff. They also face many operational challenges during fundraising events due to limited resources. Let's look at the benefits of using QR Codes in addressing all these challenges faced by non-profit organizations.

#### 1. Accessible

Non-profit organizations aim to maximize donations from various promotional campaigns and fundraising events. However, they find it difficult to create a unique value proposition about their cause amongst a number of other causes. They also struggle to make the donation process easy and accessible for all.

Non-profit organizations can ease out the donation process significantly by using QR Codes. QR Codes allow the donors to get direct access to donation pages and payment links, thereby negating the need to manually type long URLs or navigate through the complex donation process. QR Codes can also allow nonprofits to provide flexible donation options to donors. Additionally, QR Codes can be placed anywhere, from print media campaigns to digital platforms such as social media, emails, and websites. This results in a much higher visibility, thereby increasing the chances of donations.

#### 2. Cost-effective

Non-profit organizations have limited resources. They find it difficult to spend heavily on physical promotional materials such as flyers, posters, and brochures. They also struggle with limited manpower to drive their campaigns.

QR Codes are a cost-effective alternative to conventional fundraising methods. They save a lot of time, manpower, and resources. QR Codes can save the additional cost of printing materials or hiring staff for payment management. Non-profit organizations can also update or modify the content on their payment or donation links using QR Codes thereby saving money on reprinting materials. Additionally, QR Codes enable digital payments, which do not require additional hardware for payments. QR Codes can also be used to replace a number of manual activities at events, thereby saving costs.

### **3. Increased operational efficiency**

Nonprofits are highly dependent on print media and event volunteers to organize various events. They find it difficult to manage the long registration process, manage cash, and assist the audience with limited staff. Additionally, they have to rely on print media and staff for information sharing, creating awareness, donor engagement, and convincing donors for funds.

QR Codes can streamline event operations significantly by simplifying activities such as event registrations, payments, feedback collection, and attendance, thereby reducing dependence on manpower. The limited staff and volunteers can thus focus on important tasks such as building contacts and convincing the audience to donate to the cause. QR Codes can also be used to automate tasks such as information sharing and donor engagement.

### **4. Data analytics and insights**

Non-profit organizations have traditionally relied on print media for their marketing campaigns. However, the effectiveness of these campaigns is typically invisible. Nonprofits have limited visibility on the best-performing donation channels, donor behavior, and other insights. This limits nonprofits from optimizing their current campaigns for better outreach, engagement, and fundraising in the future.

QR Codes can help non-profit organizations track and measure the success of their print media campaigns, thereby enabling data-driven decision-making in the future. Dynamic QR Code scans are trackable. It is possible to keep track of who,

where, when, and how many scans happened on the campaigns, which can help in determining the effectiveness of different marketing channels. Nonprofits can use this data to optimize their marketing efforts. Nonprofits can also track the engagement on call-to-action (CTA) buttons on landing pages to track how their target audience is engaging with the campaigns. QR Codes can also be linked with custom forms to collect feedback from donors to improve operational efficiency in future events.

## IV. QR CODES USE CASES FOR NON-PROFIT ORGANIZATIONS

Non-profit organizations strive to spread awareness about the cause they support and collect funds to make a meaningful impact on society. In the process, they encounter several challenges. Lately, QR Codes have emerged as an innovative and tech-savvy solution to numerous problems they face. Let's explore the various possible use cases of QR Code by non-profit organizations.

### 1. Optimize the performance of print media awareness campaigns

Non-profit organizations need to stand out with their awareness campaigns to draw attention and convince the target audience to donate to their cause. However, they face several challenges while using traditional print media methods. These methods allow limited information sharing, are non-interactive and non-actionable in nature, have limited ways of engaging the target audience, and provide limited visibility on campaign effectiveness.

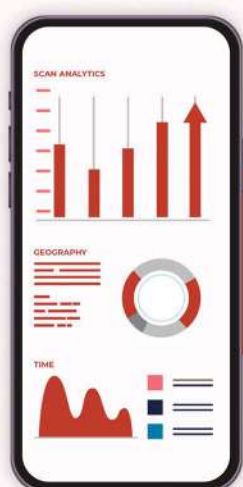
To persuade the intended audience to donate, nonprofits must provide a wealth of information. In addition to raising awareness about the issue, they need to explain how they plan to use the funds and make a difference. They also need to offer anecdotes of their previous efforts and achievements as social proof. It is important to offer social proof as it influences the audience's decision to donate. It is evident from the report by [NPOInfo](#), which states that 42% of donors care about the stories and claim that personal stories from a nonprofit's beneficiaries influenced their decision to donate. However, it is difficult to share such social proofs using traditional print media.

Nonprofits can use QR Codes to alter the success of their print media campaigns. Adding QR Codes to print media campaigns allows nonprofits to share a large amount of information without worrying about space constraints. QR Codes can be linked to **multimedia content** such as videos, audio, and images that allow

nonprofits to share personal stories from their beneficiaries to have greater impact. They can also increase their **social media presence** using QR Codes. Additionally, nonprofits can employ **scan analytics** to assess the efficacy of their campaigns and channels and make the most of their upcoming initiatives.



Image Source: [Linkedin](#)



Scanova allows nonprofits to choose from 24 categories of Dynamic QR Codes, link multimedia content, and get scan analytics

## 2. Boost donor reach and engagement

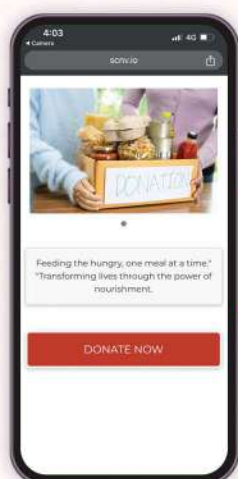
Nonprofit organizations aim to gain supporters and eventually turn them into donors through campaigns and events. However, traditional methods such as banners, flyers, and pamphlets have limited reach. They also restrict nonprofits from sharing adequate amounts of information to build trust and convert prospects into donors. Additionally, they provide limited ways of engaging the target audience.

Nonprofits can add QR Codes to marketing materials in physical and digital channels to enhance donor reach and engagement significantly. For instance, QR Codes can be added to print media creatives to motivate people to register as volunteers. QR Codes allow reaching out to a **wider audience** without any geographical limitation. Additionally, QR Codes can increase the information-sharing capacity

significantly, allowing nonprofits to share anecdotes of change created by their efforts and demonstrate transparent use of funds, thereby fostering donor trust. Furthermore, nonprofits can add call-to-action buttons (CTAs) to QR Codes to enhance donor engagement. These CTAs can be used to redirect donors to follow social media pages, connect to a volunteer, watch a beneficiary story, make a donation, and much more.



Image Source: [treefresno.org](https://treefresno.org)



Scanova allows users to add CTAs to the landing page of QR Codes to allow customer action

### 3. Provide a quick and seamless donation experience

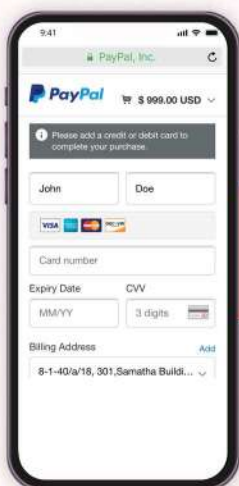
It is challenging for nonprofits to advertise and disseminate information about donation sites and links through print and digital media. Additionally, donors find it tedious to manually type lengthy URLs and navigate through the long donation procedure. Furthermore, in order to make a donation using other payment options, such as a credit or debit card, the donor must submit an excessive amount of information and sometimes pay additional fees.

QR Codes are a useful tool to offer a smooth and seamless donation experience to event attendees, organization visitors, and advertising campaign audiences. Donors

can set up regular donations or give one-time donations with just a single scan by adding QR Codes to donation websites and print media creatives. The lengthy navigation process and tedious data entry are eliminated for donors, greatly simplifying the process.



Image Source: [Pro Bono Australia](#)



Nonprofits can make the donation process hassle-free by using Scanova's "Paypal QR Code"

#### 4. Share contact details effortlessly via multiple channels

It is important for non-profit volunteers and employees to engage with new people, spread the word about their cause and work, win them over as supporters, and foster long-term relationships to convert them into repeat donors. In the process, they frequently reach out to individuals, government organizations, and corporations, and attend physical events. Historically, volunteers have shared their contact details with prospects via physical business cards. However, there are a number of drawbacks to using physical business cards. They are bulky to carry, difficult to update,

expensive to print, have little area for sharing information, don't offer any visibility on effectiveness, and contribute to paper waste.

Using QR Code business cards, volunteers can dramatically boost their networking ROI. Using QR Codes, volunteers can share their contact details digitally via multiple channels such as email and WhatsApp. QR Codes create room for more information, which also makes it possible to share documents such as annual impact reports, links to social media profiles, videos and audios of work impact, and much more. Additionally, the content of Dynamic QR Codes can be updated anytime, thereby eliminating the need for reprint. Furthermore, trackable QR Codes enable volunteers to evaluate the success of their meetings. Volunteers can also have QR Codes put on their conventional business cards to reap all the advantages of QR Code business cards.



Scanova's "Business Card QR Code" allows users to create digital business cards

## 5. Organize digital and physical events efficiently

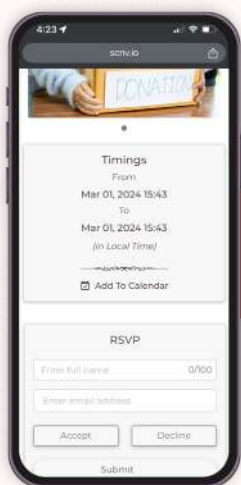
Prior to the pandemic, nonprofits primarily organized physical events. While organizing physical events, they faced several difficulties such as quantifying attendance, dealing with a lengthy and tedious registration procedure, limited opportunities for in-person interaction and donor engagement, and limited feedback post the event. Following the pandemic, the transition to virtual events brought with it a new set of difficulties. For instance, difficulty in sharing meeting links, limited ways of virtual engagement, and secure online payment channels. Additionally, nonprofit organizations typically run on limited staff and mainly

depend on volunteers to oversee event operations. As a result, nonprofits rely heavily on volunteers and print media to persuade readers to donate.

Using QR Codes at various points throughout an event can help nonprofits make both virtual and physical events go more smoothly. The manual registration and donation process can be replaced with QR Codes to expedite and streamline the process. To engage audiences and persuade them to donate, QR Codes can be used to add multimedia content to print media creatives such as flyers, hoardings, and brochures. Additionally, manual labor can be substituted with QR Codes in a variety of settings. For instance, they can be used at entry to greet visitors and provide directions, share information, gather registrations, and collect participant feedback to enhance operations and hone tactics for subsequent events. QR Codes can be used during virtual events to capture the attention of virtual participants and compensate for the lack of in-person engagements, gather feedback, and collect virtual donations.



Image Source: [Linkedin](#)



Nonprofits can use Scanova's "Event QR Code" to share event details and receive RSVPs

## 6. Enhance donor retention

According to [360MatchPro's](#) fundraising statistics, the average recurring donor will donate 42% more money in one year than a donor who gives a one-time donation. Therefore, to maintain financial stability and future growth, nonprofits need to strategically concentrate on recurring donors. Nonprofits engage in a variety of initiatives to establish enduring relationships with their patrons. They share impact reports, beneficiary updates, and annual reports with their supporters on a regular basis. They also make an effort to maintain contact with their contributors through in-person meetings, social media, and text messages. However, most of these campaigns include one-way communication and are non-interactive in nature. Furthermore, because these initiatives are non-actionable and non-trackable, it is difficult to gauge their success.

According to research by [NPOInfo](#), 50% of nonprofits believe that their members stop renewing their membership due to a lack of engagement with their association. QR Codes can greatly improve donor engagement for nonprofit organizations. For instance, QR Codes can be incorporated into direct mail pieces in addition to URLs to offer a handy method of engagement and an extra visual reminder. QR Codes can be attached to social media posts to give contributors a simple way to donate, get in touch with their local community, or access digital content such as podcasts and videos. They can be included in impact reports to present image galleries, stories, and anecdotes of the impact created by the donor. These initiatives can create trust, encourage ongoing giving, and have a lasting effect on the contributor.



Image Source: [islandcountyhabitat.org](https://islandcountyhabitat.org)

## 7. Develop a fast, user-friendly, and affordable feedback system

According to [Harvard Business Review](#), 88% of non-profit organizations confirmed that gathering feedback was one of their priorities in measuring impact. However, only 13% of nonprofits have a good feedback system in place mainly due to a lack of staff capacity and resources. Traditionally, nonprofits have relied on manual feedback systems, which are expensive, time-consuming, and have lower response rates. They also come with an additional task of populating the collected data to gather meaningful insights.

Feedback not only helps nonprofits improve their functioning but also makes the donors and event attendees feel included. With QR Codes, nonprofits can combine user-friendliness, speed, and affordability to streamline the feedback process. A quick scan of QR Codes added to websites, social media posts, events, and other materials can grant access to digital feedback forms. A QR Code feedback system can be implemented for a comparatively small sum of money. The QR Code application costs are all that nonprofits need to pay. It is also possible for nonprofits to edit the form as needed and utilize the same QR Code multiple times. Additionally, since input is gathered and saved digitally, nonprofits can easily use the data to draw conclusions and take appropriate action.



## 8. Use QR Codes to reduce dependence on volunteers

Due to financial constraints, nonprofits have limited full-time employees and rely heavily on volunteers for various activities. While nonprofits benefit from the free labor of volunteers, they are less reliable than full-time staff as they contribute on their own time and schedule. Also, it is not necessary that they come with expert marketing skills and experience, thereby limiting their ability to create awareness about the cause effectively and motivating the audience to donate.

Nonprofits can use QR Codes to supplement volunteers' marketing skills. Instead of relying solely on volunteers, nonprofits can add QR Codes to various print media creatives and digital channels to disseminate information. They can share powerful stories of beneficiaries, showcase the transparent use of funds, and inform the audience about the cause, to create a greater impact and motivate them to donate. Nonprofits can also replace a number of manual tasks such as event registration, feedback collection, information sharing, and much more with QR Codes to reduce the dependency on volunteers and optimize the processes.



Image Source: [ccdpb.org](http://ccdpb.org)

## 9. Generate potential leads for future donation campaigns

Nonprofits need to generate leads to attract new supporters, volunteers, & donors. However, they have limited ways of lead generation. The traditional print media creatives are non-interactive and do not allow nonprofits to capture leads. Additionally, people are reluctant to fill lead forms manually.

Advanced QR Code applications allow users to capture contact details of the audience interacting with the QR Code and hence build lead lists. These lead lists can be used by nonprofits to increase the visibility and reach of future donation campaigns, better target and personalize future campaigns, enhance communication and engagement, and improve donor acquisition and retention.



Image Source: [alpertjcc.org](http://alpertjcc.org)

Please fill the details

Name

Your answer

Email Id

Your answer

SUBMIT

Scanova allows users to capture the contact information of customers who scan the QR Code and build lead lists

## V. SCANOVA'S QR CODE SOLUTION FOR NON-PROFIT ORGANIZATIONS

Scanova is an easy do-it-yourself (DIY) tool that allows nonprofits to create and deploy QR Codes in a matter of minutes. The organizations can use the following steps to fulfill their QR Code needs.

1. Visit the [Scanova QR Code Generator](#) online and create an account
2. Select the QR Code type from the menu. Scanova allows users to choose from 24 different categories of QR Codes. Popular categories for nonprofits include Website URL, Paypal, Event, Document, Image, Business Card, and Social Media
3. Enter the content and specify other options- dynamic, capture leads, event tracking, etc as per requirement
4. Click on "Generate QR Code" to generate a basic black and white QR Code
5. Customize the QR Code design. Scanova allows users to personalize their QR Codes with colors, patterns, frames, background images, and even brand logos
6. Test the QR Code. Before downloading and using the QR Code, test it with multiple devices and QR Code scanning apps. This step ensures that your QR Code works correctly
7. Download the QR Code image. Scanova allows users to download the QR Code in various formats suitable for print and digital use
8. Share the QR Code image with potential donors through various modes of distribution

## VI. CUSTOMER TESTIMONIALS

Organizations across the globe use Scanova QR Code Generator to enhance outreach and engagement using QR Code. This is what our customers say about us:



### ***A robust solution for dynamic QR Code generation / design / report***

*This is our third year using Scanova to generate, design and track QR Codes for our live events. The tools are robust, the design interface has a variety of choices and the tracking tools are quite helpful. Definitely the tool of choice for our QR needs.*

[See review](#)



### ***Scanova: Simplifies Digital Scanning***

*Scanova is a user-friendly application, which is providing a vast number of QR Code solutions. The best part of Scanova is customers can customize their QR Codes with their desired logos, and colors.*

[See review](#)



### ***Scanova - The Ultimate QR Code Solution***

*Scanova is a great platform that provides a user-friendly interface. It also prioritizes data security. Scanova supports a wide range of QR Code types which can help us to create QR Codes for various purposes.*

[See review](#)



### ***Great Tracking Capabilities***

*We love that Scanova provides us with demographics/location information when we use their QR Codes in a magazine ad. This allows us to see interest in multiple distribution areas.*

[See review](#)

# Want to leverage QR Code for Nonprofits?

Click [here](#) to contact our customer relation expert

Scan to explore the tool



## Contact us for more information:

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Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at [contact@trycon.io](mailto:contact@trycon.io).