



HOW TO CREATE A QR CODE + FUNDRAISING TIPS

➤ 3 EASY STEPS TO CREATE A QR CODE

Creating a QR code to add to your email or social post can help your potential donors find your fundraising page faster and ensure that their donation is going onto your thermometer.

1. Go to your fundraising page;
2. Click the “Share” button in the top right corner;
3. Click on the “QR Code” button and click “Download QR Code” to be able to add it to your social posts, emails and posters.



➤ HOW TO USE YOUR QR CODE TO COLLECT DONATIONS

Here are some ideas for how you can use your QR code to fundraise for the Walk:

- Add the QR code to the photo of a post or in the corner of a story image, then share on your social media channels;
- Add your QR code to the corner of your profile picture on social media;
- Create an email signature that includes your QR code and an invitation to donate;
- Design a brochure or flyer and include your QR code for easy access for your donor;
- If you’re speaking with a media station, ask them to post the QR code along with your interview for easy online donations.

We want to help! When you post about this year’s Walk, use the hashtag #StepToward + tag Cystic Fibrosis Canada social media accounts:



@cysticfibrosiscanada



@cfcanada



@cfcanada