FUNDRAISING UPDATE

November 2020

This fundraising update features a guide on creating a unique QR code that you can use to raise money for Amnesty International UK or your group.

Using QR Codes in Your Fundraising

The NHS track and trace app that so many people downloaded a few months back has led to a surge in people using QR codes. We think this provides groups with a great opportunity in their fundraising. This brief guide will show you how to setup a fundraising page with a QR code that you can use to direct the public straight to a page that can take donations for Amnesty International UK or your group.

Fundraising Pages

Many platforms out there will allow you to setup fundraising pages that you can personalise to work with any event or fundraising activity. You can create general pages raising money for Amnesty International UK or your group that you can direct people to in all your communications or you can create pages for specific events. We strongly recommend you use one of two main platforms: Just Giving and Virgin Money Giving. You can follow those links to setup personalized pages that will raise money directly for the Amnesty International UK Section Charitable Trust. People will be able to request that Gift Aid be claimed on donations raised through these platforms which can boost donations by 25%.

If you want to use one of these pages to raise money for your group or the section, then you'll need to setup a crowd funder page. This is because groups aren't registered charities. If you're raising money for your group with a crowdfunder page you need to make it clear that this is where the money will be going. Please contact fundraise@amnesty.org.uk if you're planning on doing this so we can advise you on the appropriate wording for this. It is a legal requirement that all public fundraising be explicit about where any money given will end up. See our local group fundraising guidelines for more info. on this.

QR Codes

A QR code is a black and white barcode that you can scan with the camera on your phone which will direct you to a link. You can generate a QR code for your Just Giving page by going to your page and adding '/qrcode/' to the end of the URL in the address bar on your browser. See below for example:
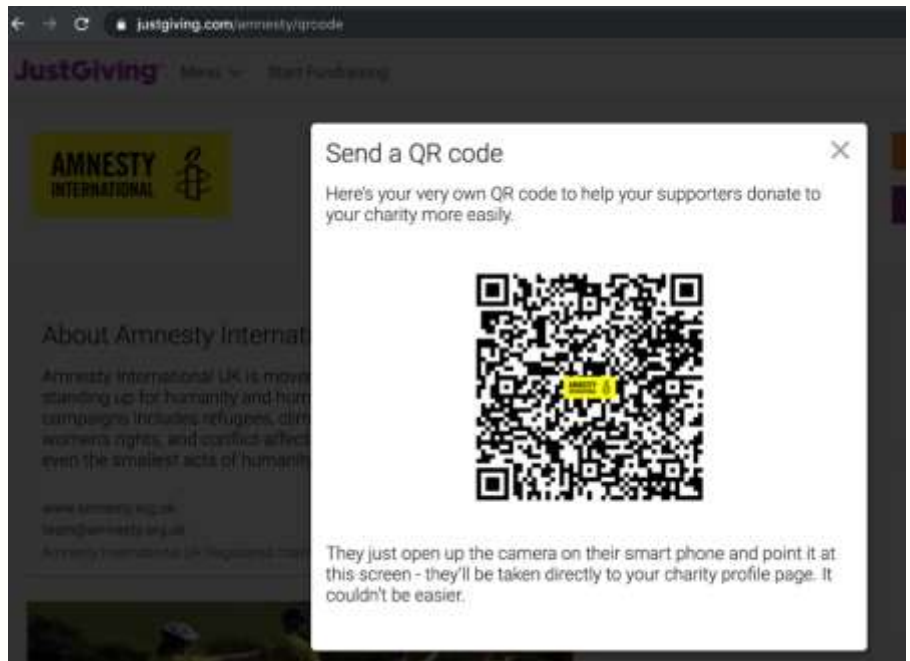
FUNDRAISING UPDATE

November 2020

Once you have added /qrcode/ to the end of the URL in the address bar on your browser you just need to press 'enter' and a QR code will appear. You can see an example to the right of the page.

Right click the QR code image and save the image to your computer. You can then add it to anything from a poster or leaflet to a website or social media post.

Potential donors simply need to open up the camera on their phone and point it at the QR code and it will go straight to your JustGiving page for them to donate.

The process for setting up a QR code on a Virgin Money page is a little different. Click here for instructions on how to do this.

Get in touch

As always, our Community Fundraising Team is on hand to support your fundraising efforts. Details below:

Email: richard.glynn@amnesty.org.uk
Phone: 0207 033 1650
Facebook: www.amnesty.org.uk/amnestyukrich

We can help you setup fundraising pages, work out what streaming platforms to use for virtual events, send you collection buckets and other resources and just generally offer advice. If you're interested in trying to use a QR Code in your fundraising we'd be happy to talk you through the process or even generate one for you from any fundraising page that you setup.