QR Codes can be used almost anywhere! People can pull up your donation page and quickly give using QR Codes. There are so many different ways you can incorporate them into your fundraising efforts, and we created a few ideas to help you get started!

Click any of the images to download templates for these designs.

Business Cards

Business cards are a great place to utilize your dynamic QR code! If you're not on the Swell Next or Swell Enterprise license, you can still use a QR code on your business cards.

YOUR
NAME
COMPANY
JOB TITLE

phone number

email address

website

social media

YOUR NAME

organization | job title

phone number
email address
website
social media

Stickers

Want to know what to do with the stickers once you have them designed and printed? Send them to your fundraisers to pass out when they ask for sponsorships or donations, use them on envelopes or postcards for your mailouts, send them stickers to put on their return envelopes, or put them on your computer!

GIVE TODAY

ORGANIZATION NAME

Facebook Cover Image

When you have an event coming up, it's likely that you post about it on your social channels. While you're at it, why not update your profile and banner images to include your event's QR code?

Cookies at Event

Desserts are always a hit at events! Why not incorporate giving into yours? Get cookies with your donation page QR code printed on them to make giving easy for your guests!
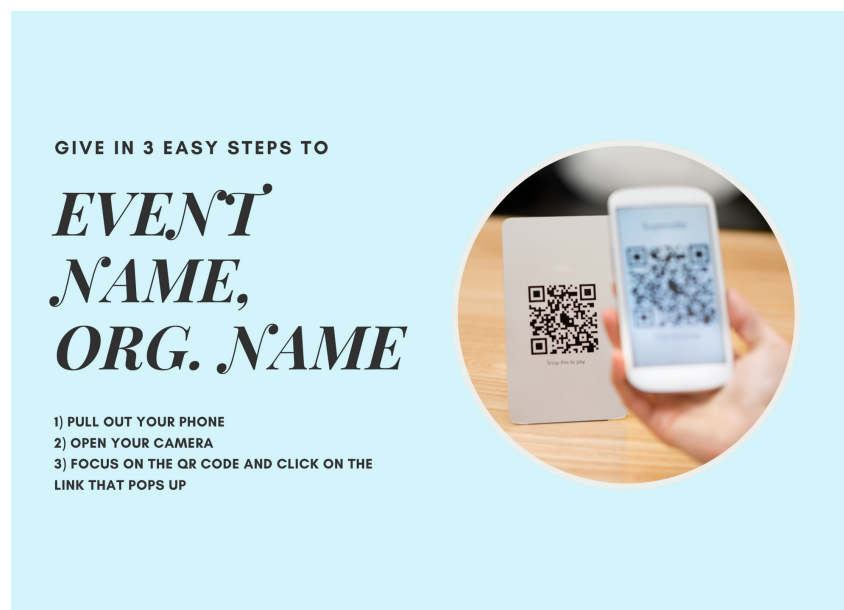
Napkins at Event

Make donating easy for your guests everywhere they turn! Include your donation page QR code on drink napkins at your event!
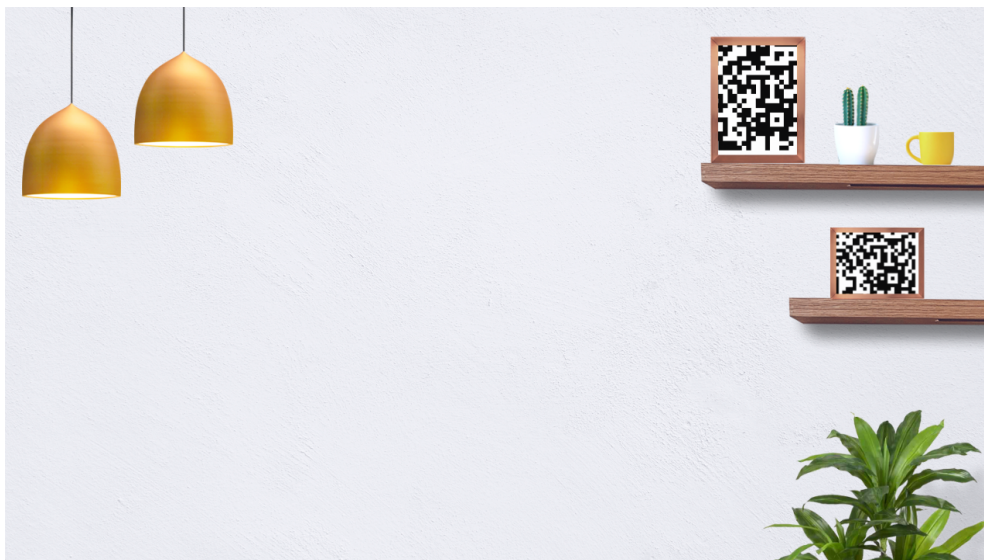
Table Cards

Are you looking forward to bringing back your signature gala, luncheon, or breakfast (maybe even as a hybrid event) in 2022? This idea is perfect for you! Make it easy for your guests to donate during your event. Use Canva (or a similar program) to create 4x6 photo cards for your tables that link to your donation page through a QR code.

Virtual Zoom Backgrounds

Zoom calls have become a regular line of communication in the business world. Place your QR code (donation page or ticket purchase page if you have an upcoming event) on your zoom background to make it easy for other participants on the call to scan in order to give or purchase a ticket to your event!

Merchandise

Do you drink coffee? Maybe your donors or volunteers do too. Help them raise money for you while they do it. If you've built a donation page on Swell or you have a dynamic QR code, why not put it on a coffee cup! You could use them as gifts for volunteers or for certain gift levels (think PBS). Are you having a walk or run? Registrants usually get t-shirts. Before you have them printed, don't forget to include your QR code in the design!

Event Program

Whether in-person, virtual, or hybrid, many events utilize a program. Include your event's donation page QR code and a great call-to-action to inspire your donors at your next function.

ORGANIZATION

swell
FUNDRAISING

EVENT NAME

DATE

TIME

venue address

Order of

SCHEDULE

WELCOME AND INTRODUCTION
BOARD PRESIDENT

DINNER AND NETWORKING

ANNOUNCE HONOREES
DEVELOPMENT DIRECTOR

COMPETE ON LEADERBOARDS TO WIN
PRIZES

VIDEO OF STORIES AND WHAT'S TO COME
IN THE COMING YEAR

CLOSING REMARKS
EXECUTIVE DIRECTOR

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*Give Today and
Make a difference
in the lives of others.*

Donation Envelopes

Now you can give donors an option on how they would like to donate! Place your donation page QR code on donation envelopes so donors can skip filling out a check and sending it in the mail.

Flyer

Sometimes it can be difficult or time-consuming for people to pull out their phone and type in the website link provided on your flyer. Promote your event and register guests with ease by placing your ticket purchase QR code on your flyers!

Brochure

Place your donation page QR code on your brochures to make giving quick and easy!

DESIGNED FOR NONPROFITS.
HYBRID, IN-PERSON,
ONLINE CAMPAIGNS.

SWELL
FUNDRAISING

DONATE NOW!

IMPRESS YOUR GUESTS
AND RAISE MORE

swell

OUR PROGRAMS

PROGRAM NAME
Description

PROGRAM NAME
Description

PROGRAM NAME
Description

RAISE MORE MONEY.
DO MORE GOOD.

OUR STORY

Description about your organization.

Newsletter

There's a different graphic in each client newsletter we send out. Chances are, you use something similar in your donor communications. What a great place to put a QR Code!