



CASE STUDY: QR Codes for Online Donations during TV Promotions

WEDU in Tampa, FL saw strong QR Code utilization in their March 2021 Pledge Drive.

THE CHALLENGE

Stations are always looking for ways to improve on the donor experience and help stimulate donor engagement while also reaching new segments of viewers.

THE SOLUTION

With the emergence of COVID-19 last year we saw a resurgence of QR code usage. As QR codes became more commonplace, WEDU quickly realized that this could potentially be a beneficial method of interaction with donors and potentially even reach a new more tech savvy demographic of donors.

ACD Direct implemented a QR Code API that allows users to assign a QR code to any individual PledgeCart page or individual URL source code. WEDU created QR codes for each channel and started promoting the QR Code on air throughout pledge drive.

THE BENEFITS

- Provides donors an additional platform to donate for those that do not want to call on the phone.
- Reduces clicks for donors and takes them directly to the campaign they're interested in, with featured thank you gifts for the show that is airing.
- Reduces errors for the donor who may have trouble typing in numbers on their phone keypad to text or call.
- Offers another method of giving that circumvents phone use, or the need to go to their PC.

ACD is an established and trusted vendor to over 160 Public Media and non-profit organizations:

- Founded in 2003
- Veteran owned and proudly supports military organizations
- 100% virtual employment
- Provides cloud-based contact center solutions
- Acknowledges that a company's key to success is the staff and agents who provide support to our partners

SPOTLIGHT ON ACD

More than "just a call center," ACD provides scalable agent staffing for DRTV, donor stewardship and support, web-based chat, online donation forms, custom reporting and CRM integration.

ACD's commitment to our partners:

- Solutions driven problem-solving
- Partnership with consultants
- 24/7 access to support

Use Your Phone Camera!

WEDU  **PBS**

Call or Text the Word "GIVE" to:
888-681-6709



Use Your Phone Camera!

WEDQ  **PBS**

Call or Text the Word "GIVE" to:
855-768-1036



THE RESULTS

For the two week March 2021 Pledge Drive the totals were:

- **72 PLEDGES FOR \$14,489**
- **41 (56.9%) WERE SUSTAINING DONORS FOR \$8,766**

THE FUTURE

- WEDU is planning to run a postcard campaign with a QR code touting the benefits of Passport to our lapsed donors. The thinking here is that many of our mailed recipients are not opening their mail. A colorful postcard informing donors about Passport with the QR as an easy-to-donate process may overcome those hurdles, as most people have their phones immediately handy.
- Placing a QR in the WEDU Premiere magazine, which will expand upon the printed information there – for example on the primetime schedule pages a QR code could take the donor to the full schedule for all six of our channels. In addition, articles about programming could have a QR that takes the donor directly to the streamed version of the program. Advertised events with a QR could take donors directly to the ticket page etc. etc.
- On-air information QR codes will be used in much the same way as printed media – hopefully engaging the donor more with our channel. For example, we could have a QR code on a Town Hall program saying "join the discussion now" which could lead the donor to a live forum page.

Want to try QR Codes for your organization?

Contact your Account Executive, or email
connect@acddirect.com