



CREATE A QR CODE FOR FREE!

QUICKLY SEND FOLKS TO LESSON INFORMATION!

PAGE 1

A QR code is an easy way to send people from a printed flyer, poster, business card, or social media post directly to your website.

You do not need to be tech-savvy to create one. It takes about two minutes.

FIRST: DECIDE WHERE YOU WANT PEOPLE TO GO

Before creating the QR code, decide what you want it to open.

For example:

- Your club's website
- A page with beginner class information
- Your Facebook page
- An event registration page
- A Google Form
- A page with your schedule and contact information

Tip: Send people to a page specifically designed for newcomers whenever possible—not just your club's homepage.

HOW TO CREATE A FREE QR CODE IN CANVA

A QR code is an easy way to send people from a printed flyer, poster, business card, or other marketing material directly to your website.

The easiest method is to create your QR code inside a free Canva account. You can then place it directly on your flyer or other design.

STEP 1: CREATE A FREE CANVA ACCOUNT

Go to: <https://www.canva.com/>

Click Sign up and create a free account using your email address, Google account, or another available sign-in option. Canva's Free plan is all you need to create a basic QR code.

Tip: Once you have a Canva account, you can also use it to create flyers, social media posts, posters, and other club marketing materials.

STEP 2: OPEN YOUR FLYER OR OTHER DESIGN

If you are already creating a flyer in Canva, open that design.

If you haven't created one yet, start a new design or choose a flyer template.

STEP 3: CREATE YOUR QR CODE

In your Canva design:

1. Click Elements on the left side of the screen.
2. Search for QR code.
3. Choose Static QR codes or the QR Code option provided by Canva.
4. Enter the website address you want people to visit.
5. Click Generate code.



CREATE A QR CODE FOR FREE!

QUICKLY SEND FOLKS TO LESSON INFORMATION!

PAGE 2

Canva will create the QR code and place it directly into your design. Canva's static QR-code generator is free with Canva plans, including Free.

What should the QR code link to?

Ideally, send people somewhere specifically useful to a potential new dancer:

SCAN TO:

- See beginner class information
- Find your club's website
- See what square dancing is like
- Register for a class
- Get directions
- Contact the club

Don't make people hunt for the information you advertised.

WANT YOUR CLUB LOGO IN THE QR CODE?

There is a free option inside Canva for this, too.

In Canva's Apps section, search for: QR Code with Logo

This Canva app allows you to enter your URL, add your own logo and customize the QR code. It is listed as free to use with any Canva plan.

To find it:

- Open your Canva design.
- Click Apps.
- Search for QR Code with Logo.
- Select the app.
- Enter your website address.
- Upload your club logo.
- Follow the instructions to create the QR code.
- Add it to your flyer.

Important: A logo should not be so large or prominent that it interferes with scanning.

STEP 4: MAKE IT EASY TO SCAN

Make it at least 1.5 inches square. Larger is better if you have room. Leave some white space around the QR code, so it is easy to scan.

You can add a simple instruction such as:

SCAN TO SEE WHAT SQUARE DANCING IS REALLY LIKE
or
SCAN FOR BEGINNER CLASS INFORMATION

Give people a reason to scan, not just a QR code sitting by itself.



CREATE A QR CODE FOR FREE!

QUICKLY SEND FOLKS TO LESSON INFORMATION!

PAGE 3

STEP 5: TEST IT!

This is the most important step.

Before printing your flyers:

- Open your phone's camera.
- Point it at the QR code.
- Tap the notification that appears.
- Make sure it goes to the correct webpage.
- Try it from the actual printed flyer if possible.

Always test your QR code before you print 100 copies or prior to posting online.

ONE FINAL TIP

A QR code is only a tool. The message around it is what gets people to use it.

Instead of: SCAN HERE

Try:

CURIOUS?
SCAN TO SEE WHAT IT'S ALL ABOUT.
or:
NEVER SQUARE DANCED?
SCAN TO SEE WHAT TO EXPECT.

Make the QR code the next step in the invitation—not the invitation itself.

