

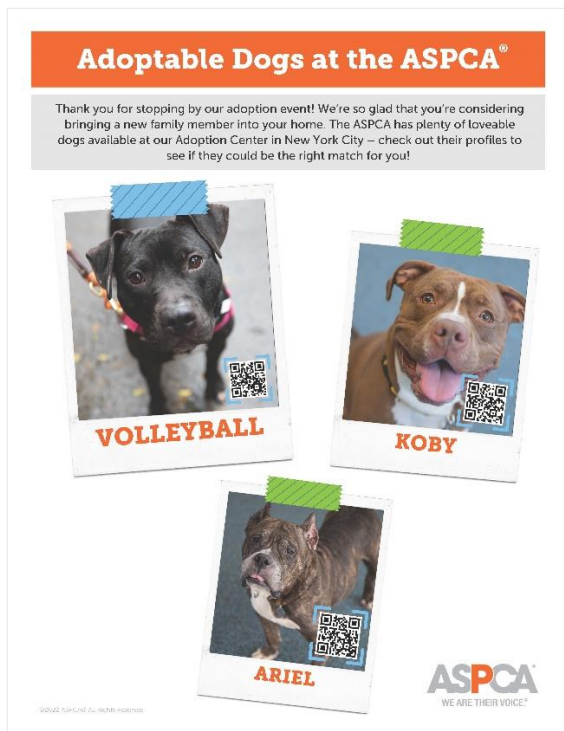
## 5 Uses for QR Codes in Shelters

QR codes are a quick and easy way to share information digitally with your adopters, fosters, volunteers, or staff—all they need is a smartphone! When they scan the code with their camera, they'll be taken straight to the webpage of your choosing.

Wondering how to create a QR code? There are plenty of free QR code generators available online. A quick search should return lots of easy, reliable options—all you need to get started is the link to your page.

Check out these 5 creative ways to use QR codes to elevate your shelter's work.

### 1. Adoption Flyers



Many organizations create flyers that feature adoptable animals. Staff, volunteers, and fosters can use the flyers at community events and on local bulletin boards around town.

When creating flyers, consider adding a QR code that links directly to the adoptable animal's online profile or your adoption application. This way, potential adopters can quickly and easily learn more about the animal and submit an application.

[Example](#)

## 2. Adoptable Dog Business Cards



What better time to promote an adoptable dog than while out on a walk? Consider creating adoptable dog “business cards” with a QR code that links to your adoption application, and arm your staff, dog volunteers, and dog fosters with these each time they take a dog outside. That way, they can distribute them to any passersby. Try leaving a blank space to write in the specific dog’s name—that way, you can utilize them for more than one dog. You may want to consider walking the dog in an [“Adopt Me” vest](#) to drum up even more attention!

Example

## 3. Kennel Instructions for Staff and Volunteers



Things can change quickly at a shelter! Instead of constantly changing your kennel signage, consider posting a QR code that links to a dedicated online folder such as Dropbox. When instructions change, it’s not necessary to reprint or repost any kennel signage, which means one less step for your staff and volunteers. And, your team has the bonus of leaving the page open on their phone and accessing the important information when away from the kennel.

There are lots of ways kennel-side QR codes can improve your operations. Example 1 showcases a QR code that leads to a survey designed to be completed by staff. Example 2 showcases a QR code that allows staff to take instructions on the go.

[Example 1](#), [Example 2](#)

#### 4. Kennel Cards for Adopters



Use your kennel cards as a marketing tool. Include a QR code on the kennel card that links to more cute content of an animal, such as videos or photos of them outside of their kennel. You can easily host this content on a free file-sharing site such as Dropbox.

#### 5. Window Posters



If your shelter is located in an area with high foot traffic, consider posting signs in your windows with QR codes that point to whatever page is most helpful for your shelter. For example, if you have cat “habitats” that overlook the sidewalk, consider creating a poster with a QR code that links to your adoption application.

[Example](#)