



SCHOOL **QR** CALENDARS

Solve a problem for parents, showcase school spirit...

AND RAISE FUNDS FOR YOUR SCHOOL!

QR CALENDARS SOLVE A PROBLEM:

We live in a digital age, yet research shows that **78% OF PARENTS STILL PURCHASE AND RELY ON A PAPER CALENDAR** to keep track of their children's schedules. This untapped demand presents an opportunity to **provide and promote** - and our eco-friendly, 'School QR Calendar' does exactly that.

PROMOTE YOUR SCHOOL EVERY DAY THROUGHOUT THE YEAR:

We will design and publish a 'paper' QR Calendar for families in your school that includes key dates like PTMs, exam dates, holidays and special events. Each page will feature QR codes that provide 24/7 access to your school's online calendar. Your QR Calendar has a full A4 space each month, to showcase school spirit - whether it's photos from events, sports victories, or student artwork from a school competition, the choice is yours!

QR CALENDARS ARE GREEN:

As a zero-waste project, we only publish what's needed and use top quality, recycled card, without laminate or gloss, to ensure that our calendars are 100% recyclable, biodegradable, and compostable. We are very proud to say that QR Calendars are one of the most sustainable, 'print calendars' on the market today.

QR CALENDARS ARE IMPACTFUL:

- They make school scheduling easier for families and parents will appreciate and use them daily
- They stylishly promote your school in the homes of your pupils - all year long!
- They raise funds for your school in a practical way
- They showcase and support community businesses through sponsorship and QR advertising (*optional*)
- They connect parents with your school instantly, via contact QR codes

OPTION A - QR CALENDARS FUNDED THROUGH PRE-ORDERS:

Maximize exposure by notifying parents about your QR Calendar via email in early Autumn. Include price, (£22 recommended) details about the fundraiser, and the opportunities for QR advertising. Inform them about your 'sustainable pre-order policy' and provide a link to your school's payment system (e.g., Easy Payments Plus). We'll provide you with a JPEG advert to help boost sales.

OPTION B - QR CALENDARS FUNDED THROUGH CUSTOM QR SPONSORSHIP:

Show parents in your community that you care, and give them a Christmas gift that keeps on giving. If you can attract up to 48 business sponsors willing to pay between €200 - €600 each, this is the most lucrative option. Sponsors place adverts in your QR Calendar that connect to their chosen web-links via QR codes. The footer of each calendar page, can hold four ads per month (48 total), or two ads plus a 'Notes' section (24 total). We also can accommodate full-page sponsorship (12 total). Just provide sponsor details, logos, and QR link destinations, and we'll handle the rest.

Our sponsored, custom QR adverts can link to contacts, maps, web links and text content. The possibilities are endless. We suggest calculating the costs and quantities of the QR Calendars you require (overleaf), and creating a funding strategy and goal, prior to seeking sponsorship from your parents and local businesses. Please contact us if you have any questions! We're happy to help!

OPTION C - COMBO:

Combine both of the above finance strategies, to ensure you reach your fundraising goals!

(For further information log on to our website QRCalendars.com)

QR CALENDAR PACKAGE PRICING:

Your eco-friendly, QR calendar will connect with your community and showcase your school in style – all year long!

OUR PACKAGE INCLUDES:

- **CUSTOM CALENDAR DESIGN:** 28 pages (24 months + covers), personalised for your school, up to 3 rounds of revisions to ensure the perfect layout.
- **BESPOKE CALENDAR DATA:** One school schedule designed and integrated into each month's template.
- **QR CODES:** Up to 5x unique QR codes linking to your school's key resources like the website, calendar, and contact info. Operational QR subscription for the calendar year
- **TECHNICAL SETUP:** We take care of all QR and print technical specifications.
- **ECO-FRIENDLY PRINTING:** We don't use toxic laminate or gloss and we print on 100% recycled Oxygen Offset Card, making our calendar one of the most sustainable on the market.
- **DELIVERY:** Tracked and seamless delivery right to one address.
- **PROMOTIONAL ADVERT DESIGN*:** We'll create a bespoke advert that you can email parents, to raise awareness and encourage sponsorship and sales.

Our prices allow for a mark-up that increases with economies of scale. Your school can generate significant revenue with profits ranging up to €10 per calendar for higher orders.

CALENDAR QUANTITIES	€ COST PER UNIT (EX VAT)	€ COST PER UNIT (INC VAT)	€ RRP	€ SCHOOL PROFIT
150 (minimum order)	€13.41	€16.50	€22.00	€5.50
151 - 200	€13.00	€15.99	€22.00	€6.00
201 - 300	€12.60	€15.50	€22.00	€6.50
301 - 400	€12.20	€15.00	€22.00	€7.00
401 - 500	€11.79	€14.50	€22.00	€7.50
501 - 600	€11.38	€14.00	€22.00	€8.00
601 - 800	€10.98	€13.50	€22.00	€8.50
801 - 1000	€10.57	€13.00	€22.00	€9.00
1001 +	€9.76	€12.00	€22.00	€10.00

Our all-inclusive pricing reflects our comprehensive service and premium eco-materials used in each calendar. We include bespoke design costs, and QR technology as part of the package—no hidden fees, no surprises.

ADDITIONAL COSTS		€ COST (EX VAT)	€ COST (INC VAT)
Set Up Cost (obligatory)	Paid to secure order and commence design.	€250	€307.50
Primary Level (optional)	Add schedule/ special dates from junior school	€350	€430.50
Single QR Creation (optional)	Additional QR codes	€5 per unit	€6.15 per unit
24 QR Adverts (optional)	Sponsor's ads inclusive of QR set up & design	€240	€295
48 QR Adverts (optional)	Sponsor's ads inclusive of QR set up & design	€480	€590
Additional Design (optional)	e.g. Photoshop, logo, crest, alternate page layouts	€80 per hr.	€98
Board Envelopes (optional)	Recommended if mailing individual calendars	€0.25 - €0.55 each	€0.31 - €0.68 each

WHAT DO WE NEED FROM YOU?

To get started on your calendar, please provide us with the following as soon as possible:

1. **SETUP FEE:** A €250 plus vat deposit to begin the design process and secure your order.
2. **SCHOOL BRANDING:** A high-resolution copy of your logo (PDF, EPS, AI, or SVG format), and brand guidelines (if applicable)
3. **QR CODE LINKS:** A list of up to 5 QR code destinations (e.g., School Calendar URL, Phone, Email, Website, Google Maps)
4. **DATES:** A list of important event dates to be printed on the calendar (e.g., Parent Teacher Meetings, Exam Dates, Holidays)
5. **IMAGES:** 13x high-resolution photos / images and captions for each image (12x Month Images and 1x Cover Image, at 300 dpi).
6. **TEXT:** Useful school information for the inside cover and the first page e.g., Letters from your principal, vice principal etc.
7. **NOTE:** A proof of your template design and a *promotional advert will be sent to you after this stage.
8. **SPONSORS LIST:** A list of your sponsors' details and black-and-white logos (in PDF, EPS, AI, or SVG format).
9. **PAYMENT IN FULL:** We make sure you are 100% satisfied with your design, before you pay. **We look for this before we print and after you have raised funds, no later than 21st November.**

*Offer applicable to orders of 300+

SAMPLE CASE STUDIES

With minimal upfront costs, financing your fundraiser entirely through QR advertisement sales and sponsorship in the first year enables you to gift QR Calendars to parents and the school community, is a great marketing strategy that maximises exposure and boosts familiarity, awareness and engagement, which sets the stage for higher sales and fundraising success in year two and beyond.

BACKGROUND:

GREEN SCHOOL and RED SCHOOL each have 750 students / 550 unique families / 20% dual household families / 100 potential sponsors.

GREEN SCHOOL

YEAR 1 & 2: QR CALENDAR GIFT CAMPAIGN

Green School publish 1,000 custom QR calendars, for two years, gifting them to all students (750), staff (84), and sponsors (96). The campaign generates a buzz, leading to 70 additional pre-orders at €22 each, totalling €1,138.21 (+€261.78 VAT). Sponsors are drawn to the wide distribution, securing 48 advertising spaces at €500 each (+€115 VAT), raising €24,000 (+€5,520 VAT).

Total Revenue (per year):
€30,919.49 (€25,138.21 + €5,781.28 VAT)

QR Calendar Costs (per year):
€13,899 (€11,300 + €2,599 VAT)

QR Calendar Profit (per year):
€17,020.49 (€13,838.21 + €3,182.28 VAT)

GREEN SCHOOL OUTCOMES: YEARS 1 & 2

- 2x years 'gift goodwill' raised with 100% parents and sponsors.
- 100% parents and sponsors familiarised with QR calendars and advertising / sponsorship opportunities
- School, sponsors and adverts are promoted in 100% of all households, via the QR calendar
- QR calendars become indispensable to 100% of parents.

YEAR 3: QR CALENDAR FUNDRAISER

Green School publish 685 QR calendars, with 78% of families (429), dual-household parents (110), and staff (50) pre-ordering via Easy Payments Plus, totaling €12,958 (+€2,980.34 VAT). Sponsors, familiar with the fundraiser, secured 48 advertising spaces at €500 each (+€115 VAT), raising €24,000 (+€5,520 VAT).

Total Revenue (year 3):
€45,458.34 (€36,958 + €8,500.34 VAT)

QR Calendar Costs (year 3):
€10,149.10 (€8,251.30 + €1,897.80 VAT)

QR Calendar Profit (year 3):
€35,309.24 (€28,706.70 + €6,602.54 VAT)

GREEN SCHOOL OUTCOMES: YEAR 3

- Profit increased by 107.45%
- Reduced distribution, likely to affect future sponsorship.
- Solution: Gift for two years and fundraise every third to maintain momentum both in profits and goodwill.

TOTAL PROFITS ACCUMULATED OVER THREE YEARS:
€69,350.22 (€56,383.12 + €12,967.10 VAT)

RED SCHOOL

YEAR 1: QR CALENDAR FUNDRAISER

Red School publish 285 custom QR calendars, pre-selling them via Easy Payments Plus at €22 each. Due to unfamiliarity with the concept, only 50% of families (225 Unique, 45 Dual-Household) and some teachers (15) support the fundraiser. Total sales (285): €6,270 (+€1,442.10 VAT). Sponsors, hesitant due to the low distribution, secured 24 advertising spaces at €250 each, raising €6,000 (+€1,380 VAT).

Total Revenue (year 1):
€15,092 (€12,270 + €2,822.10 VAT)

QR Calendar Costs (year 1):
€5,019.63 (€4,081 + €938.63 VAT)

QR Calendar Profit (year 1):
€10,072.47 (€8,189 + €1,883.47 VAT)

RED SCHOOL OUTCOMES: YEAR 1

- No 'gift goodwill'
- 50% Parents and sponsors familiarised with QR calendars and advertising / sponsorship opportunities.
- School, sponsors and adverts are promoted in 50% of unique and dual-household families, via the QR calendar
- QR calendars indispensable to 50% unique and dual household families.

YEAR 2 & 3: QR CALENDAR FUNDRAISER

Red School repeat the same strategy as the previous year, with a 6% growth in sales and sponsorship each year.

Total Revenue (year 2 & 3):
€15,997.52 (€13,006.20 + €2,991.43 VAT)
€16,957.37 (€13,786.57 + €3,170.91 VAT)

QR Calendar Costs (year 2 & 3):
€3,685.62 (€2,996.44 + €689.18 VAT)
€3,906.76 (€3,176.23 + €730.53 VAT)

QR Calendar Profit (year 2 & 3):
€12,311.90 (€10,009.76 + €2,302.25 VAT)
€13,050.61 (€10,610.35 + €2,440.38 VAT)

RED SCHOOL OUTCOMES: YEAR 2 & 3

- Slow but increasing familiarity with QR calendars among parents with potential for higher sales each subsequent year.
- Slow but growing demand and continued growth in the indispensability of the QR calendars.
- Expanding advertising appeal, with potential to charge sponsors a higher rate in advertising as sales increase

TOTAL PROFITS ACCUMULATED OVER THREE YEARS:
€35,434.88 (€28,809.11 + €6,626.09 VAT)

GET IN TOUCH - I'M HERE TO HELP

(01) 2840505 / (087) 2769766 info@qrcalendars.com www.qrcalendars.com

Aisli Madden has been designing, creating and publishing for over three decades. She is best-known for re-publishing, cult classic - 'All about Home Economics' by Deirdre Madden (100k+ copies sold)

*Figures and calculations are for illustrative purposes and are not guaranteed.

