



ALUMNI **QR** CALENDARS

*Illustrate the impact and longevity of school spirit, promote alumni networking, support alumni businesses **AND CONNECT WITH FUTURE ALUMNI BEFORE THEY LEAVE SCHOOL!***

A GIFT THAT KEEPS ON GIVING:

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 your Alma Mater** - and our eco-friendly, 'Alumni QR Calendar' does exactly that.

We will design and publish a 'paper' QR Calendar for your Union to gift families, currently in your school. We'll include key dates like PTMs, exam dates, holidays and special events. We can even include schedules for both primary and secondary levels, strengthening the connection between the schools and serving as a handy tool for families with children in both. Each page will feature QR codes providing 24/7 access to the school's 'online' calendars.

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.**

A QR CALENDAR IS AN IMPACTFUL GIFT THAT:

- Makes school scheduling easier for families
- Connects your school's past and present pupils
- Illustrates the long-lasting impact of education and your Alma Mater, to the next generation
- Helps build school spirit that spans generations
- Raises awareness of your alumni network
- Showcases and supports alum businesses through sponsorship
- Raises funding

Let us, **help you** celebrate the legacy of your school and create meaningful connections with the next generation!

SELF-FINANCED THROUGH CUSTOM QR ADVERTISING:

Up to 48, Alumni businesses place sponsored adverts in your **QR Calendar** that connect to their chosen web-links via QRs. Each calendar page, footer 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. We also suggest that Alums be encouraged to pre-order copies of the QR Calendar on your own website.

QR advertising has gained significant traction in the industry, with a 323% increase in QR creation from 2021 to 2023. It taps into consumer curiosity, offering a dynamic, interactive way to engage audiences by linking printed materials to digital content and makes the most of limited print space. Our 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 fellow Alumni. Feel free to contact us if you have any questions! - We're more than happy to help!

(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 organisation, 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 to email fellow Alums to raise awareness and encourage sales.

In addition to the funds generated through in-calendar Alumni QR adverts, significant profits can be made from Alumni calendar sales. Our prices allow for a reasonable mark-up that increases with economies of scale. Your organisation 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	€ UNION 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 union president, principal etc.
NOTE: A proof of your template design and a *promotional advert will be sent to you after this stage.
7. **SPONSORS LIST:** A list of your sponsors' details and black-and-white logos (in PDF, EPS, AI, or SVG format).
8. **PAYMENT IN FULL:** We require payment no later than 21st November, before we print and after you have raised funds.

*Offer applicable to orders of 300+

SAMPLE CASE STUDY

With minimal upfront costs, strong alumni communities have the advantage of financing a calendar for their Alma Mater entirely through QR advertisements and alumni sales during the first two years, which enables them to 'gift' their QR Calendar to parents within the school community. This strategy boosts familiarity, awareness and engagement, setting the stage for a successful fundraising option, if required for year three and beyond.

BACKGROUND:

BLUE SCHOOL has 1000 secondary students and 500 primary students, out of which 850 are unique families and 20% are dual household families. There are also 1500 members in their Alumni Network.

YEAR 1 & 2: THE BLUE SCHOOL ALUMNI UNION - QR CALENDAR GIFT CAMPAIGN

The Alumni Union for Blue School publishes 2100 custom QR calendars and 'gifts' copies to every secondary student (1000), Primary Student (500) staff member (100) and two to each sponsor (96). The mass availability generates a buzz and additional copies (404) of the QR calendar are pre-ordered/paid at €22 via the Alumni website.

TOTAL SALES (404): €7,226 (+€1,662 VAT)

Alumni sponsors are attracted to distribution figures of 2100 units. The Alumni Union for Blue School secures **advert spaces (48) at €500 (+€115 VAT)** each.

SPONSORSHIP RAISED: €24,000 (+€5520 VAT)

TOTAL RAISED:	€38,408.00	(€31,226	+ €7,182.00 VAT)
TOTAL COSTS:	€26,268.48	(€21,576	+ €4,962.48 VAT)
GROSS PROFIT:	€12,139.52	(€9,869.53	+ €2,269.99 VAT)

YEAR 1 & 2: OUTCOME

- Goodwill generated over two years with parents, alumni network, and sponsors.
- Parents, alumni network and sponsors familiarised with QR calendars advertising and sponsorship opportunities
- School, alumni, sponsors and adverts are promoted via the QR calendar in 100% of households.
- Families become aware of the alumni organisation.
- QR calendars become indispensable to 100% of parents.
- Approximately €12,139.52 raised both years, for the Alumni Union

YEAR 3: THE BLUE SCHOOL ALUMNI UNION - QR CALENDAR FUNDRAISER

This year the Alumni Union for Blue School publishes 1445 custom QR calendars. They 'gift' two copies to each sponsor (96) and they pre-sell the remainder at €22 via the alumni website (550) and Blue School's, *Easy Payments Plus* system. Parents from Blue School (primary and secondary) are familiar with the concept and 78% of unique families and dual households purchase QR calendars (799).

TOTAL SALES (1349): €24,128.45 (+€5549.54 VAT)

After two years, the alumni community are familiar with QR Advertising, allowing the Alumni Union for Blue School to increase the cost of advert space. They secure **advert spaces (48) at €600 (+€138 VAT)** each.

SPONSORSHIP RAISED: €28,800 (+€5520 VAT)

TOTAL RAISED:	€63,997.99	(€52,928.45	+ €11,069.54 VAT)
TOTAL COSTS:	€18,495.38	(€15280.78	+ €3514.58 VAT)
GROSS PROFIT:	€45,502.61	(€37,647.67	+ €7,554.96 VAT)

YEAR 3: OUTCOME

- Providing a now indispensable scheduling product to parents in the school community
- Solidifying brand connection between secondary and primary schools
- School, alumni and sponsors are promoted via the QR calendar in 78% households
- Increased awareness of Alumni organisation
- Approximately €45,502.61 raised for alumni organisation
- **Reduced distribution, likely to affect future sponsorship and advertising year 4 and 5.**
- **Solution: Gift for two years and fundraise every third year to maintain momentum both in profits and goodwill.**

GET IN TOUCH - I'M HERE TO HELP

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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.

