

INVEST IN VETS

QR-to-Action Field Guide

A practical, promise-free field guide for building one clear offer, one QR route, one secure action, and one dependable follow-up.



Scan. Support. Build.

<https://investinvets.online/support-campaign.html>

This guide is a guaranteed free resource. A donation is appreciated but is not required to download it, apply for review, or receive general information.

General information only. This guide does not promise income, licensing approval, benefits, housing, funding, or business results.

1. The one-page pathway

A dependable campaign should move in one direction. If a visitor has to choose between too many pages, products, forms, or payment routes, the campaign is not ready.

Step	Visitor sees	System must prove
1. Message	One mission or offer	The headline explains the action in seconds.
2. QR	One large scan target	The QR opens the exact public URL on a phone.
3. Action	Donate, download, call, book, or apply	The primary button works without searching.
4. Confirmation	A clear success or next-step page	No payment or form submission disappears silently.
5. Follow-up	Receipt, download, or human review	The owner can see and respond to the record.

The field rule

One poster should promote one main action. Secondary actions belong on the landing page, not crowded around the QR code.

- Use an exact public URL, not an unpublished draft or temporary preview.
- Keep the QR destination editable when possible so printed materials do not become useless.
- Test on cellular data, not only the same Wi-Fi used to build the page.
- Never use a successful page load as proof that payment fulfillment works.

2. Package a simple offer

A simple offer names the audience, the useful result, the exact next action, and the boundary of what is not promised.

Question	Write one sentence
Who is this for?	Example: veterans preparing a first public business offer.
What do they receive?	Example: a printable field guide and a short website-readiness checklist.
What do they do next?	Example: scan, open the guide, then choose donate or apply for review.
What is not promised?	Example: no guaranteed income, license, website award, funding, or placement.

Useful entry products

- Free PDF guidebook: the visitor gets the information immediately.
- QRCodee: one branded scan image tied to one verified destination.
- CodeeFlyer: one campaign intake with a simple or premium package choice.
- Mini CodeeSite: three to five focused pages when one flyer is no longer enough.

Start with the smallest tool that completes the visitor's action. Add complexity only after the simple path has proof.

3. Build the QR route

Print changes the standard. A QR that works on a desktop screen may still fail under glare, at an angle, from several feet away, or with weak cellular service.

Check	Pass condition
Contrast	Dark modules on a light, plain scan zone.
Quiet zone	Clear border around the complete code; no text or logo touches it.
Size	Large enough for the expected viewing distance; test the actual printed piece.
Destination	HTTPS route returns the intended page without a login or warning.
Mobile	Primary action is visible without pinching or horizontal scrolling.
Recovery	A printed short URL appears near the QR in case scanning fails.

Three-device proof

- Scan with an iPhone on cellular data.
- Scan with an Android phone on cellular data.
- Open the printed fallback URL manually in a private browser window.

Record the date, exact URL, devices, result, and screenshot. That proof is more useful than saying the QR 'should work.'

4. Run a mission-safe donation campaign

Keep nonprofit support, direct veteran payments, and Codee business-service revenue clearly separated. The page should identify which account receives each payment.

Lane	Safe public explanation
Nonprofit donation	Secure checkout supports INVEST IN VETS mission operations. Card information stays with the hosted payment provider.
Direct veteran support	Payment goes to the veteran-owned or veteran-approved destination shown on that veteran's page.
Codee service	A separate business purchase for a QR, flyer, or site. It is not a nonprofit donation.
Website giveback	A review-based sponsored service. Submission does not guarantee selection.

Do not publish this without approval

Do not connect a donation to a random chance to win. A paid chance plus a prize can be regulated as a raffle or game of chance. Use a guaranteed benefit or a separately reviewed, criteria-based sponsored service instead.

Official starting points: gaming.ny.gov/raffles and nyc.gov/site/dca/businesses/license-checklist-games-of-chance.page

5. Street setup and vending questions

Veteran status can create meaningful New York licensing preferences, but it does not erase location, display, tax, parks, food, or restricted-street rules. Confirm the exact activity and exact location before setting up.

- Write down what will happen: free guide distribution, donation solicitation, merchandise sale, service promotion, or a combination.
- Confirm whether the item is written material, general merchandise, food, or a service.
- Confirm the exact block, sidewalk clearance, nearby entrances, transit access, and restricted area rules.
- Carry visible prices for anything sold and keep receipts when required.
- Keep the display compact, stable, accessible, and out of pedestrian paths.

Times Square and Midtown have additional restrictions. Verify the proper veteran vendor license and location rules before operating there.

Official starting points: nyc-business.nyc.gov/nycbusiness/description/general-vendor-license and nyc.gov/site/dsny/what-we-do/cleaning/street-vending-enforcement.page

6. Five-minute field checklist

Before leaving	At the location	After the campaign
Exact page loads	QR scans from real distance	Donation/form records visible
Primary button works	Cellular load is acceptable	Receipts and downloads work
Guide PDF opens	Poster is readable in glare	Broken links are documented
Fallback URL printed	Pedestrian path stays clear	Follow-up owner is assigned
License/location checked	No unapproved raffle wording	Campaign totals are verified

Stop conditions

- The QR opens the wrong page, a login, or an unsafe browser warning.
- Checkout amount, recipient, receipt, or purpose is unclear.
- A form accepts submission but the owner cannot find the record.
- The campaign claims guaranteed income, housing, benefits, licensing, or selection.
- The setup conflicts with instructions from the responsible agency or enforcement official.

7. One-campaign worksheet

Campaign name: _____

Audience: _____

One main action: _____

Exact public URL: _____

Guaranteed visitor benefit: _____

Payment recipient and purpose: _____

Follow-up owner: _____

Location/license verified with: _____

iPhone cellular test: _____ Android cellular test: _____

Form/checkout record confirmed at: _____

The launch sentence

We are ready to promote this campaign because the exact QR route, primary action, payment or form record, guaranteed benefit, mobile layout, and owner follow-up have current proof.

Scan the campaign QR on the cover for the current INVEST IN VETS support page and guide download.