Food Elves 2019 - FAQ

Why are the Food Elves raising only Funds, and not collecting food?

- The food storage space at the Pantry is limited, especially during the “giving” season.
- Monetary donations allow the Pantry to purchase products that are not collected in food drives – chicken, beef and other meats, dairy products, eggs, fresh vegetables and fruits. With monetary donations, the Pantry can buy the products they need when they need them. For example, when the holidays are over, and fewer donations are dropped off.
- The Pantry is able to purchase food from the Greater Boston Food Bank for much less money than what people pay in the grocery store.
- Despite the best intentions of our community, much of the food that is collected is expired. Volunteers spend a lot of time date-checking and disposing of expired food.
- There are many food drives at this time of year resulting in a lot of food donations. The Pantry is at capacity for products and storage.

I really like the hands-on feeling of collecting actual food for others. It is such a gratifying experience and makes me feel better about helping people. Why can’t we still collect food?

We totally understand the good feeling that this experience brings. We continue to seek creative ways to engage the youth of our community in hands-on learning experiences and hope that you, and your parents and teachers understand that our physical resources and capacity to do so are limited. It has become necessary to tightly and efficiently manage the quantities and timing of inventory received. The Food Elf campaign focus shifted to monetary donations to address that need. Their success in raising $30,000 last year had an incredible impact, helping us provide food to the hundreds of families that count on the pantry. Thank you for continuing to support this effort.

What if someone wants to give food?

For the reasons listed above, the Elves will not be collecting food. If an individual chooses not to donate through the Food Elves, they can visit our website for other giving options.

How do I communicate the Fund Drive?

As in the past, you will distribute flyers in your neighborhoods about the Food Elves Drive. The flyer template is on the Food Elves Tool Kit on the Franklin Food Pantry’s website. Download, customize and print the fliers for distribution. Before you distribute the flyers, select the date you will be picking up the checks and delete the other dates on the flyer.
When you distribute the flyers, please attach a purple envelope to each flyer. Make sure you write your name on each envelope. Envelopes are available at the Franklin Food Pantry. They are in a plastic bin near the Donation Bin on the front porch of the Pantry and can be picked up at your convenience.

****Although not mandatory, the purple envelope stands out and reminds residents to leave their donation. Any envelope encourages participation, so feel free to use your own. Perhaps print the Food Elves logo (jpeg available in the Food Elves Tool Kit on the website) to create your own custom envelope.****

The flyer will offer 2 ways for people to make a donation:

1. **Leave a check taped to their door** for you to pick up on the day that you specify in your flyer. Checks should be made payable to the Franklin Food Pantry.
2. **Make an online donation through DonorPerfect.** We will set up a special Food Elves Campaign page. DonorPerfect is a comprehensive donor management solution that helps organizations strengthen donor relationships and grow their mission. DonorPerfect is used by nonprofits to raise money for their organizations. You will have your own URL where people can make a donation. You can keep track of how much you personally raise.

How do I create my flyer and set up DonorPerfect?

We will create a Tool Kit and place it on the Pantry’s website that you can access at any time. It will include all the materials you need for a successful campaign. We will make it very easy. We will email you the link to the Tool Kit as soon as it is ready. The Tool Kit will include:

- A timeline with instructions
- A flyer template to customize for your neighborhood (you will add your name, your DonorPerfect URL, and date/time for check collection)
- Instructions and guidelines for URL set up on DonorPerfect
- Sample email template for solicitations to neighbors, friends and family about the drive and how to donate on your very own campaign page
- Thank you notes to leave behind when you pick up the donation checks from your neighbors
What if I am following the instructions but still need help setting up my own campaign and url on DonorPerfect?

Please email Lynn Calling at lcalling@franklinfoodpantry.org and she will be more than happy to help you.

How much money should each Elf try to raise?

We would like each elf to set a goal of $500. In fundraising, you will be more successful when you set and communicate a goal. Although, don’t be disappointed if you don’t reach your goal. This is a team effort and any amount you raise will make a difference to help provide food for our clients.

What are the responsibilities of an Elf or Captain?

A Food Elf attends a Pantry tour. Completing a pantry tour gives you an idea about how the Pantry functions and makes you a better advocate when asking for donations. Each Elf uses the Elf Tool Kit on the Pantry website and makes copies of the Food Elf flyer and distributes them (with envelopes) to each house on their assigned route. An Elf will retrieve donations on the collection date and return them to the Pantry on the specified date. In addition, each Elf can create a personal DonorPerfect page. This allows you to expand your collection options and brings the campaign outside our immediate area to family and friends.

A Captain does everything an Elf does, but with a few extra responsibilities. A Captain has a specified neighborhood or “territory” and helps guide each Elf in that territory, assigning streets and answering any questions needed. A Captain will remind the Elves through social media, email or neighborhood Facebook pages (if available) about the collection and drop-off dates.

How many community service hours will I receive for being a Food Elf or Captain?

Each neighborhood Elf will receive 10 Community Service hours and Captains will receive 12 Community Service hours.

Who will sign my Community Service form?

There will be signed forms available. You can pick up the forms at the Food Pantry when you drop off your checks on one of the scheduled drop-off dates: Wednesday, December 4, from 6-7 p.m. or Monday, December 9, from 6-7 p.m or Saturday December 14, 9-10 a.m. You will receive your form with either 10 or 12 hours according to your duties as Elf or Captain. If you have a specific form that needs to be signed, someone will be available to sign it for you.

What do I do with the checks that I collected?

All checks should be placed in an envelope with your name on it. If possible, please keep the individual checks in the purple collection envelopes that have your name on it. Turn the envelopes
into the Franklin Food Pantry on one of the scheduled drop-off dates **Monday, December 9, from 6-7 p.m or Saturday December 14, 9-10 a.m.**

**Can you provide me with background on the Pantry, so I am prepared to answer questions?**

The Franklin Food Pantry offers supplemental food assistance and household necessities to nearly 1,000 individuals. Clients have access to a variety of fresh, frozen and nonperishable foods on monthly scheduled shopping trips as well as Walk-in Fridays. They can visit the Pantry daily for fruits, vegetables, bread and pastry. As a nonprofit organization, the Pantry depends entirely on donations, and **receives no town or state funding**. Other programs include the Weekend Backpack Program, Carts for Clients, Mobile Pantry, emergency food bags and holiday meal packages. Visit [www.franklinfoodpantry.org](http://www.franklinfoodpantry.org) for more information.

**What if I know someone else who wants to be a Food Elf?**

**The deadline to sign up to volunteer for the 2019 Campaign is November 19.** If you know someone that wants to be a Food Elf, they can sign up online at [https://www.franklinfoodpantry.org/franklin-food-elves/](https://www.franklinfoodpantry.org/franklin-food-elves/).

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