



FRANKLIN
FOOD
PANTRY

2023

Food Elves
Crowdfunding
Instructions

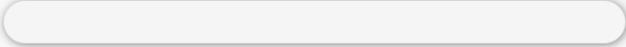
Step 1: Click [here](#) to go to the Food Elves Page, Then Click on Create My Own Fundraising Page

Franklin Food Elves

2023

Supporting Franklin Food Pantry

\$0 of \$50,000 Goal



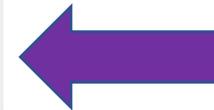
 

Thank you for your support!
0 supporters

[Create my own fundraising page!](#)



The Franklin Pantry Food Elves are middle and high school students who volunteer to collect funds for The Pantry between December 1st and December 12th - The Twelve Days of Giving. The Food Elf Campaign began in 2006 when two local students wearing elf hats and pulling a red wagon collected food for The Pantry in their neighborhood. 100% of donations collected by the Elves are used by The Pantry to purchase healthy food, personal care and household products for the more than 1,100 people we



Step 2: Type in Your Name and Email Address (cannot be a franklinps.net email), Then Click Create My Page

2023

Sign up for your own individual Crowdfunding page!

Complete the form below to create your own personal Crowdfunding page.

Name

Email

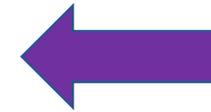
[Create My Page →](#)



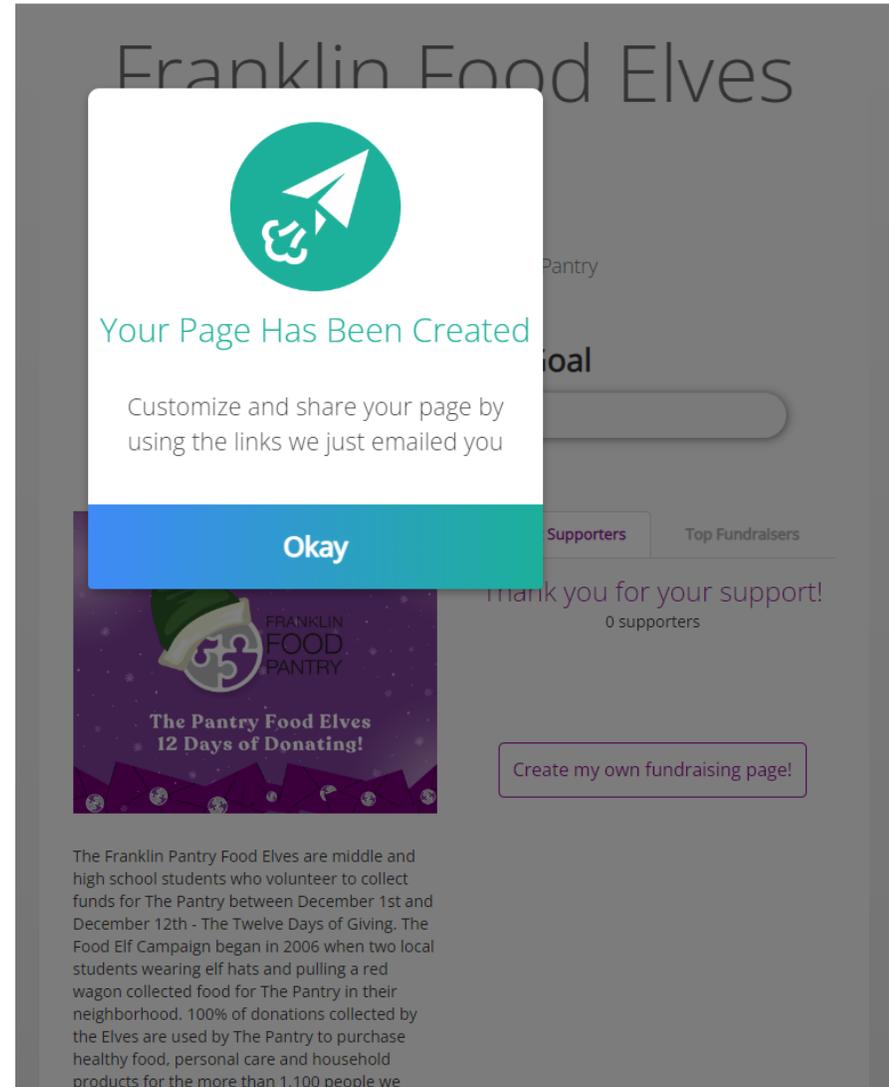
**The Pantry Food Elves
12 Days of Donating!**

[Create my own fundraising page!](#)

The Franklin Pantry Food Elves are middle and high school students who volunteer to collect funds for The Pantry between December 1st and December 12th - The Twelve Days of Giving. The Food Elf Campaign began in 2006 when two local students wearing elf hats and pulling a red wagon collected food for The Pantry in their neighborhood. 100% of donations collected by the Elves are used by The Pantry to purchase healthy food, personal care and household products for the more than 1,100 people we serve each year.



Step 3: You Will Get This Message, Click Okay



The screenshot shows a Facebook page for "Franklin Food Elves". A white notification box with a green border is centered on the page. The box contains a green circular icon with a white paper airplane and a small green puzzle piece. Below the icon, the text reads "Your Page Has Been Created" in green, followed by "Customize and share your page by using the links we just emailed you" in grey. At the bottom of the box is a blue button with the word "Okay" in white. The background of the page is dimmed and shows the page title "Franklin Food Elves", a "Pantry" link, a "Goal" section, and a "Thank you for your support!" message with "0 supporters". A purple arrow points from the right towards the "Okay" button.



Step 4: Open Your Email and Follow the Instructions

- You will have received two emails from mduffy@franklinfoodpantry.org
- One subject will say "Support My Fundraising Efforts" and the other will say "Personalize Your Crowdfunding Page" - Do Not Share Link
- Open the Personalize Your Crowdfunding Page email



Step 5: Click Personalize My Page

Franklin Food Pantry



Congratulations, ██████████

Your Crowdfunding page for "Franklin Food Elves 2023" has been created.

You can personalize your page to share more about yourself and your goals with supporters.

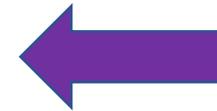
Please note if you receive cash or check gifts as part of this campaign, please contact us for instructions on how to deliver these payments and have them reflected in your goal.

[Personalize my page!](#)

● The link to personalize your page should not be shared.

Personalizing your page will make it more effective:

- **Share your story** - Write about your passion and commitment to our mission.
- **Add a photo** - Use your picture or another image that resonates with supporters.
- **Set your goal** - Show supporters how close you are to your target funding level.
- **Make a donation** - People are more likely to donate when they see others gave too.



Step 6: Change Your Goal from \$50,000 to \$500 (or More!)

You are now in edit mode. Click the  icon next to the sections you wish to edit.

- ♥ Consider using a picture of yourself or another meaningful image that will resonate with your page visitors.
- ♥ Your page text should tell your visitors why you support the cause.
- ♥ Don't forget to set your goal!
- ♥ Please note if you receive cash or check gifts as part of this campaign, please contact us for instructions on how to deliver these payments and have them reflected in your goal.



 This page is for your use only. Do not share it with others.

Franklin Food Elves 2023

Supporting Franklin Food Pantry
Created by 

\$0 of \$50,000  Goal





**The Pantry Food Elves
12 Days of Donating!**

Thank you for your support!
2 supporters

Anonymous  Sep 1

John Doe  Sep 1



Step 7: Customize the Message In Your Own Words Then Click Save and Publish



Thank you for your support!
2 supporters

Anonymous \$100 Sep 1
John Doe \$100 Sep 1

Show Supporter List

Change Image

B I U A T [icons]

Thank you so much for making a donation to The Pantry! This is a cause that I care a lot about. I have made a commitment to raise as much as I can to help our neighbors to have a brighter and merrier holiday season. Your support means so much!



Save and Publish



Step 8: Your Page Is Now Live! Click Got It!



The screenshot shows a fundraising page editor interface. A central white dialog box with a blue-to-teal gradient bar at the bottom contains the following text:

Awesome! Your page is out in the world!
But now what?

The next step is pretty simple: **share your page as widely as possible.** Studies show email to be most effective.

Check your email for the message we sent to you with the subject *Support My Fundraising Effort.*

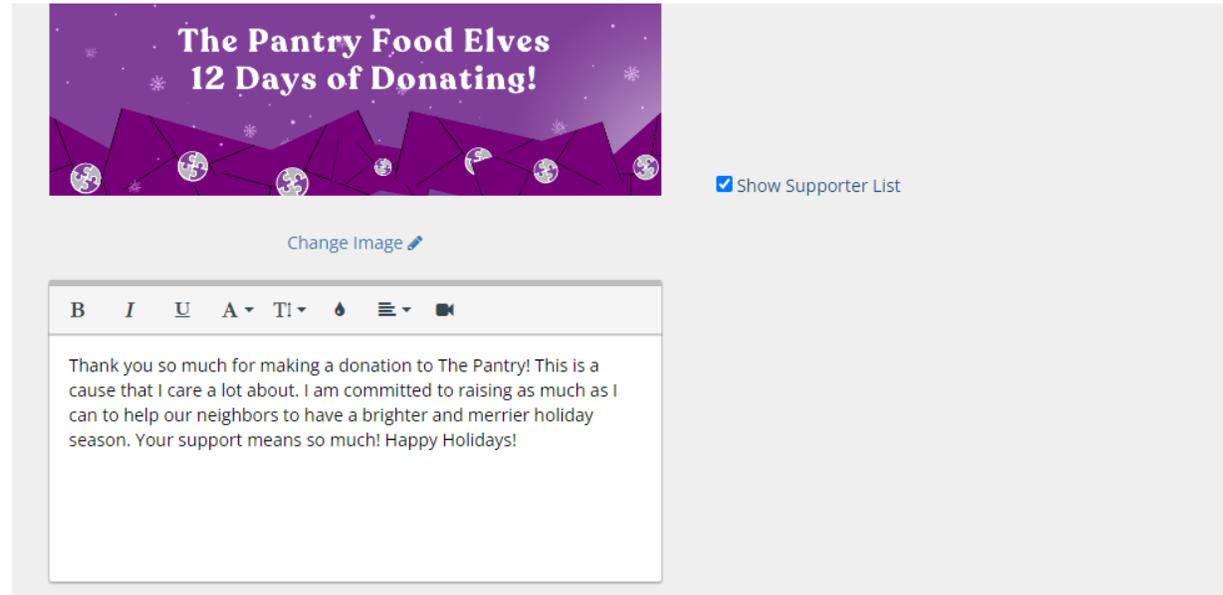
Forward the email to your friends and family so they can visit your page and donate.

Got It!

The background of the editor shows a purple-themed page with a green elf hat icon and the text "The Pantry 12 Days". A text editor at the bottom contains the message: "Thank you so much for making a donation to The Pantry! This is a cause that I care a lot about. I am committed to raising as much as I can to help our neighbors to have a brighter and merrier holiday season. Your support means so much! Happy Holidays!". A "Save and Publish" button is visible at the bottom of the editor.



Step 9: Click Email Me A New Link For This Page



The Pantry Food Elves
12 Days of Donating!

Show Supporter List

Change Image 

B *I* U A ▾ T ▾   

Thank you so much for making a donation to The Pantry! This is a cause that I care a lot about. I am committed to raising as much as I can to help our neighbors to have a brighter and merrier holiday season. Your support means so much! Happy Holidays!



Save and Publish

[Email me a new link for this page](#)



Step 10: Open the Support My Fundraising Effort Email, Click Forward, Add a Personal Message, and Send It to All Your Family and Friends!



Forward this message to your family and friends!
(Delete this reminder first.)

Franklin Food Pantry



Hello!

I'm raising money for **Franklin Food Elves 2023**, a cause I strongly believe in.

Will you please go to my webpage and donate?

Thanks for your help,
██████████

[Donate to my cause](#)

 dp online forms
Crowdfunding made easy

(After you click "Forward" delete this section in the body of your email prior to sending to your family & friends)



Step 11: Post About Your Fundraiser to Social Media Using Your Own Words

Possible message:

Hi everyone! I'm a Franklin Food Elf this year and I'm raising funds for the Franklin Food Pantry so our neighbors can have a brighter and merrier holiday season. Please help me meet my \$_____ goal!

Make a donation today on my page! Thank you!

Insert your page URL (access your link by clicking the "Donate to My Cause" button in your "Support My Fundraising Effort" email (see previous slide)

Or Insert a QR code for your page



Questions?

- About setting up your page
 - Email mduffy@franklinfoodpantry.org
- About the Food Elves Campaign
 - Email jjohnson@franklinfoodpantry.org





FRANKLIN
FOOD
PANTRY

WHAT DOES A FOOD ELF DO?



- Sign up by 11/8 for in person fundraising
- Sign up by 11/30 for online only fundraising
- You're assigned a district parent
- District parent provides envelopes, map of your route & all the info!
- The Pantry emails an Elf Toolkit upon signup
- Personalize your flyer
- Distribute flyers & envelopes to your route on assigned day
- Collect donations on assigned day
- Set up online giving pages
- Get 10-12 community service hours

