



2023 Food Elves FAQs

What are the responsibilities of a Food Elf?

- * Raise funds for The Pantry during the Food Elves Campaign Dec. 1-12, 2023
- * Set up online giving pages
- * Distribute flyers and envelopes in their neighborhoods
- * Collect donations and turn them into their District Parents
- * Thank donors!
- * Have fun!

How do Food Elves raise funds?

If you registered for in-person fundraising **before 11/8/23**, your District Parent will assign streets to you to canvas based on where you went to Elementary School. If you registered for online only fundraising **after 11/8/23**, please do not canvas in-person in your neighborhood. Other Elves have been assigned to those streets.

In-person, you will distribute flyers and signature purple envelopes in your neighborhoods. The flyer template is in the Food Elves Tool Kit. Download, customize and print the flyers for distribution in your neighborhood.

You will either collect the envelopes in your neighborhood on a specific date (check with your District Parent), and/or suggest that your donors mail checks to:
Franklin Food Pantry
P.O. Box 116
Franklin, MA 02038

Your District Parent has purple envelopes, address labels, and cellophane bags for your use. Please place the address label in the center of the envelope, not where a return address label goes so that the Post Office will deliver it to The Pantry if the donor mails it. Make sure you print your name clearly on each purple envelope, so we know you solicited the donation! When you distribute the flyers in your neighborhood, please attach a purple envelope to each flyer, and leave them on the front door or hanging from the mailbox flag in the cellophane bag. **Do not leave flyers in mailboxes – that is illegal!**

If you want to know how much you raised in checks and cash, you must also set up an online page. We will then enter the donations as they come in on your page so that you can see them. The donors will all appear as Anonymous on your page.

***In-person and online only**, please set up your own crowdfunding page using instructions in the Food Elves Toolkit and include a QR code to your page on your flyer. Your crowdfunding page links directly to The Pantry's software, so we will know which donations are made to your page.

How do I shorten my URL? You can make your own custom URL at tinyurl.com.

You can create a QR code by right-clicking on your page in Google Chrome or by using this tool: <https://www.qr-code-generator.com/>

If you have problems setting up your online page, please email Marci Duffy at mduffy@franklinfoodpantry.org and she will answer your questions.

What is in the Food Elves Toolkit?

We have sent you a Food Elves Tool Kit that you can access online at any time. It includes all the materials you need for a successful campaign, except the envelopes, address labels, and cellophane bags that your District Parent will give you for in-person fundraising.

The Tool Kit includes:

- * A Food Elf video
- * Food Elf logo
- * A flyer template to customize for your neighborhood (you will add your name, your online URL, and date/time for check collection)
- * Instructions and guidelines for online URL setup
- * A sample email template for solicitations to neighbors, friends and family about the drive and how to donate on your online campaign page
- * Thank you notes to leave behind when you pick up the donation checks from your neighbors

How much money should each Elf try to raise?

Each Food Elf should have a fundraising goal of **\$500**. In fundraising, you are more successful when you set and communicate a goal. No matter how much you raise, your efforts are very much appreciated!

Who is my District Parent?

Jefferson Elementary

Lauren Kloos

laurenkloos112@gmail.com

Gaby Trahan

gabytrahan@yahoo.com

Parmenter Elementary

Laurie Cain

LKCain365@gmail.com

Oak Street Elementary

Erin Finn

erin.b.finn@gmail.com

Kennedy Elementary

Denise Flynn Wright

Flynn-wright@comcast.net

Davis Thayer Elementary

Colleen Bond

Joncolleen007@gmail.com

Keller Elementary

Kathleen McGuigan

m McGuigkr@hotmail.com

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

Monetary donations allow the Pantry to purchase products that are not collected in food drives – chicken, beef and other proteins, dairy products, fresh vegetables and fruits. With monetary donations, the Pantry can buy the products our clients need when our clients need them; for example, when the holidays are over and fewer donations are typically dropped off. With the increased cost of living over the last year, the cost of food and other products that The Pantry offers has increased. Monetary donations help us to cover this increase. The Pantry purchases food from the Greater Boston Food Bank for much less than what people would 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. Please do not collect food this year.

All money raised by the Food Elves goes directly into helping our neighbors.

What if someone wants to donate food?

If someone wants to donate food, please direct them here for a list of The Pantry's current needs: <https://www.frankinfoodpantry.org/get-involved/pantry-needs/>

If someone wants to hold a food drive, please direct them here: <https://www.frankinfoodpantry.org/get-involved/food-and-fund-drives/>

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

Each Food Elf who raises funds **in person** will receive **12 Community Service hours** and each Food Elf who raises funds **online only** will receive **10 Community Service hours**.

Who will sign my Community Service form?

In-person, your District Parent.

Online only, contact Jen Johnson at jjohnson@frankinfoodpantry.org

What do I need to know about The Pantry so I am prepared to answer questions?

The Franklin Food Pantry offers supplemental food assistance and household necessities to more than 1,300 individuals in more than 650 households per year. The Pantry is not funded by the Town of Franklin. As a private, nonprofit organization, we depend on donations from individuals, corporations, foundations and other strategic partners. We are grateful for our many partnerships, including that with the Greater Boston Food Bank, that allow us to achieve greater buying power and lower our costs. Donations and grants fund our food purchases, keep our lights on, and put gas in our food truck. Other programs include home delivery, the weekend backpack program, mobile pantries, emergency food bags, and holiday meal packages. The Pantry purchased the Edwins Gift shop building at 341 West Central St. in Franklin and moved in June 2023. Visit www.frankinfoodpantry.org for more information.

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

The deadline to sign up for in-person fundraising for the 2023 Campaign is **11/8**. If you know someone that wants to be a Food Elf, they can sign up online at <https://www.franklinfoodpantry.org/franklin-food-elves/>

After 11/8, Food Elves may only sign up to fundraise online and are encouraged to do so by 11/30.

What if I would like to tour The Pantry?

Each District Parent will reach out to their Food Elves to coordinate a group to the tour The Pantry if you are interested. The District Parent will set up a date with a Food Pantry staff member which will then be communicated to their group of Food Elves.