



2024 Pantry Elves FAQs

Are the Pantry Elves the same as Food Elves?

We have updated our existing Food Elves fundraiser and have renamed it the “Pantry Elves Campaign.”

Food Elves aka 12 Days of Giving – is 17 years old! It began with 2 school children collecting food for The Pantry in their little red wagon. During COVID we stopped collecting food and concentrated on donations instead. This year, we are making some changes for a fresh update in 2024.

Here's what's new!

- * Middle and High School students are recruited to raise funds via online fundraising pages **but not by canvassing in their neighborhoods.**
- * The Pantry will mail a year-end Pantry Elves Campaign appeal to all households in Franklin (approximately 13,000) in the iconic galaxy grape envelopes that the Elves historically hung from doorknobs in their neighborhoods.
- * Our hardworking Elves have not been able to reach every household in Franklin. By mailing the appeal, this ensures that we don't miss anyone and hopefully we will raise more much needed funds for The Pantry.

What are the responsibilities of a Pantry Elf?

- * Register by Monday, December 2, 2024
- * Raise funds for The Pantry during the Pantry Elves Campaign Dec. 1-31, 2024
- * Set up online fundraising pages
- * Share your personalized fundraising page with family, friends, and neighbors
- * You can also create a flyer with your fundraising information using our template (optional)
- * Thank donors!
- * Have fun!

How do Pantry Elves raise funds?

When you share the link to your personalized fundraising page with your family, friends, and neighbors-people can donate directly on that page. The more you share, the more donations you will collect!

The Pantry Elves Campaign appeal is being mailed to all Franklin households. The appeal includes the message that people may hear from a Pantry Elf and if they do, to please support their efforts by donating through the Elf's fundraising page. In addition, the remittance envelope (being sent with the Pantry Elves Campaign appeal letter) includes a spot for a Pantry Elf's name.

You will be able to see the donations that come in on your fundraising page and how much you have raised.

How does a Pantry Elf create a fundraising page?

Please set up your own fundraising page using instructions in the Food Elves Toolkit. Your fundraising page links directly to The Pantry's software, so we will know which donations are made to your page.

- * The Food Elves Toolkit will be emailed to you beginning on November 4, 2024 after you have registered

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.

How should I ask people to donate to my fundraising page?

You can send the link to your fundraising page to family, friends, and neighbors via text, email, or by posting it on your personal social media pages.

There is also a flyer template in the Food Elves Toolkit. You can use this flyer if you don't have an individual's phone number or email address. For example, you may have a family member or friend who you would like to ask to donate but don't have a way of sending them your fundraising link. You can download, customize and print the flyer with your fundraising QR code to hand deliver.

What is in the Food Elves Toolkit?

The Pantry Elves Toolkit will be emailed to you beginning November 4, 2024 after you have registered. You can access this online at any time. It includes all the materials you need for a successful campaign.

The Tool Kit includes:

- * Pantry Elves logo
- * A flyer template to customize if you would like a hard copy of your fundraising page. This is optional and available in case you don't have an individual's email address or phone number for texting (you will add your name and your fundraising page URL)
- * Instructions and guidelines for online fundraising page setup
- * A sample email and text template for solicitations to neighbors, friends and family about the campaign and how to donate on your online campaign page
- * A thank you note template for the donations you receive

How much money should each Elf try to raise?

We suggest 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!

Can I host a food drive?

Absolutely! You are welcome to host a food drive for The Pantry. Please visit the following link which provides a few easy steps to set up your drive:

<https://www.franklinfoodpantry.org/get-involved/food-and-fund-drives/>

You can also check the list of The Pantry's current needs to include when promoting your food drive, <https://www.franklinfoodpantry.org/get-involved/pantry-needs/>

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 and drop off guidelines: <https://www.franklinfoodpantry.org/get-involved/pantry-needs/>

If someone wants to hold a food drive, please direct them here:

<https://www.franklinfoodpantry.org/get-involved/food-and-fund-drives/>

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

Each Pantry Elf who raises funds will receive **12 Community Service hours**

Who will sign my Community Service form?

You will receive your Community Service form via email the week of January 6, 2025. If you do not receive it by January 13, 2025, please contact Jen Johnson at jjohnson@franklinfoodpantry.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 1,800 individuals in more than 850 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, curbside distribution, emergency food bags, and holiday meal packages. Visit www.franklinfoodpantry.org for more information.

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

The deadline to sign up for the 2024 Pantry Elves Campaign is **12/2/24**. If you know someone that wants to be a Pantry Elf, they can sign up online at <https://www.franklinfoodpantry.org/franklin-food-elves/>

What if I would like to tour The Pantry?

We would love to show you around! Please visit the Signup Genius link here to sign up for our next available tour: [Franklin Food Pantry: Pantry Public Tours \(signupgenius.com\)](https://www.signupgenius.com)

If you have any questions, please reach out to Jen Johnson at jjohnson@franklinfoodpantry.org