

Complete Guide to Building a LiftPage

Everything you need to create a support page for a family in crisis — from start to share.

What is a LiftPage?

A LiftPage is a free, shareable support page that brings together every way a community can help a family in crisis. Instead of links scattered across texts and emails, one LiftPage gives supporters a single destination — GoFundMe, Amazon wishlist, meal sign-ups, prayer chain, clothing needs, and more.

LiftPage never handles money. Every financial link points to a third-party platform. LiftPage is purely a coordination tool — free for every family, always.

3 minutes to create	No account required	Free always	No money handled
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SECTION 1 — Getting Started

How to begin

Open any web browser on your phone or computer and go to liftpage.org. Click the green 'Create a LiftPage' button. That's all you need to start. No account, no login, no app to download.

■ **Tip:** You can build a LiftPage on behalf of a family in crisis — they don't need to be involved in the setup. A care team member, pastor, HR coordinator, or close friend can build and manage the page for them.

SECTION 2 — About the Family

Family name

Enter the family's first and last name. This appears as 'The Johnson Family' on the public page. Use the last name only if preferred — 'The Smith Family' is clean and recognizable.

Type of crisis

Select the type of crisis from the dropdown. Options include:

- ✓ House fire

- ✓ Flood / storm
- ✓ Medical crisis
- ✓ Loss of loved one
- ✓ Other

This selection appears as a badge on the public page and helps supporters immediately understand the situation.

Description

Write a brief, honest description of the family's situation. 2-4 sentences is ideal. You don't need to share every detail — just enough for supporters to understand the need and feel connected to the family.

■ **Tip:** Write in third person: 'The Johnson family lost their home in a fire on May 8th. All five members are safe. Nic is still recovering from burns.' Keep it warm and human.

Family photo

Upload a photo of the family. This appears on the left side of the public page and significantly increases community response. A family photo, a team photo, or even a recent candid works well. The photo displays at natural proportions — no cropping needed.

SECTION 3 — Location

ZIP code (public)

Required. This is used for the public search feature — supporters can find the family by searching their ZIP code or city on liftpage.org. It also determines which local Red Cross and Salvation Army chapter appears on the page.

City name (public)

Optional but recommended. Helps supporters find the page when searching by city name.

Private address

Never shown publicly. Used only to geo-match local relief resources. This is the family's home address or current temporary address.

Coordination address (drop-off / meeting)

The address where supporters should bring meals, drop off items, or meet for rides. This is shared privately only with supporters who sign up for coordination slots — never shown publicly on the page. Can be a temporary address, church, neighbor's home, or any safe location.

■ **Tip:** For families who have lost their home, use a temporary address, a friend's house, or your church address as the coordination address. This protects privacy while giving helpers what they need.

Contact email (private)

The family's email address for coordination notifications. When someone signs up for a meal, claims a slot, or adds their name to the prayer chain, the family receives an email notification here. Never shown publicly.

SECTION 4 — Community

Community categories

Select all that apply. A family can belong to multiple communities — church, school, workplace, and neighborhood all at once. Each selection unlocks additional context fields.

Family	The core family unit. No additional fields required.
Church	Unlocks: Church name, pastor/contact name, contact info.
School / PTA	Unlocks: School name(s) and PTA/organization name. Up to 4 schools.
Neighborhood	For local community support networks.
Workplace	Unlocks: Company name and who works there. Up to 4 workplaces.
Military	Unlocks: Service member name, branch, and unit/base. Up to 4 entries.
Community Group	Unlocks: Group name, type (fraternal order, fitness, sports, etc.), and contact. Up to 15 groups.

SECTION 5 — Support Links

Select which platforms the family is using and paste in their links. Links are grouped into four categories:

Financial

- ✓ GoFundMe — paste the full campaign URL
- ✓ GiveSendGo — faith-based giving platform
- ✓ Venmo / Zelle — paste the @username or phone number

Goods & Supplies

- ✓ Amazon Wishlist — paste the wishlist share link
- ✓ Walmart Registry — paste the registry link
- ✓ Target List — paste the list link

Coordination

- ✓ Meal Train — paste the Meal Train page link

- ✓ SignUpGenius — paste the sign-up link
- ✓ Lotsa Helping Hands — paste the community page link

Relief Organizations

- ✓ American Red Cross — toggle on, local chapter auto-populates by ZIP
- ✓ Salvation Army — toggle on, local chapter auto-populates by ZIP
- ✓ Custom link — any other resource you want to include

■ **Tip:** You don't need to use every platform. Only check the ones the family has actually set up. You can add more links later from the management page.

SECTION 6 — Coordination Templates

Coordination templates let supporters sign up for specific ways to help. Each template generates claimable slots on the public page. Supporters claim a slot, both parties get a confirmation email, and automatic reminders fire 24 hours and 2 hours before each slot.

- **Meal Coordination** Add specific dates and times when the family needs meals. Label each slot (e.g. 'Tuesday dinner', 'Sunday lunch'). Supporters claim slots and receive the drop-off address by email.
- **Carpool & Rides** Add specific trips — date, time, and destination label. Supporters sign up to drive. Great for hospital visits, school pickups, and errands.
- **Childcare Help** Add time blocks when childcare is needed. Supporters claim blocks. Works well for parents managing hospital stays or appointments.
- **Pet Care Help** Add time slots for pet care coverage. Supporters claim shifts. Especially important for families displaced from their home.
- **Grocery & Supplies Run** List specific items the family needs (paper towels, specific food items, hygiene products). Each item appears as a checkbox. Supporters claim what they can pick up.
- **Clothing Donation** Add each family member with their clothing and shoe sizes and specific needs. Supporters offer to help specific people. Eliminates duplicate donations and wrong sizes.
- **Yard & Outdoor Work** Add time slots for yard work, snow removal, and outdoor tasks. Label each slot with what's needed (mow front yard, shovel driveway, rake leaves).
- **Home Repair & Handyman** List specific repair or handyman tasks (fix leaky faucet, assemble furniture, patch drywall). Each task shows as claimable. Supporters claim what they can handle.

■ **Tip:** You can skip coordination templates during initial setup and add them later from the management page. This is helpful when you're building the page quickly and need to gather more details from the family.

SECTION 7 — Verification (Optional)

Adding a verifier places a trust badge on the public page showing that a trusted community leader has vouched for the family. This builds confidence for supporters who may not personally know the family.

Two verification tiers:

- **Verified** Name AND email provided. Verifier receives a confirmation email. Green shield badge on page.
- **Vouched** Name only, no email. Amber badge on page. No confirmation sent.

■ **Tip:** For churches: use the pastor's name and title. For workplaces: use HR director or department manager. For schools: use principal or PTA president.

SECTION 8 — Prayer Chain (Optional)

Toggle the prayer chain on to add a prayer section to the public page. Supporters add their name and an optional personal note.

How it works:

- ✓ Supporters' first names appear publicly on the page — the family sees a wall of people standing with them
- ✓ Personal notes go privately to the family by email — never shown publicly
- ✓ The supporter receives a confirmation email acknowledging their prayer was added
- ✓ The family's management page shows the full list of names, notes, and dates

Enter the prayer community name (e.g. 'Citylight Church') and select an update cadence.

SECTION 9 — Things to Pause or Cancel (Private)

This private section helps the family track services they need to pause, cancel, or notify after a crisis. It is never shown publicly — only visible to the family at their management URL.

Checklist includes:

- ✓ Utilities — electric, gas, water
- ✓ Internet and cable
- ✓ Home security monitoring
- ✓ Lawn care, cleaning, and pool services
- ✓ Streaming and subscription services
- ✓ Meal kit deliveries (HelloFresh, etc.)
- ✓ USPS mail forwarding — critical and often forgotten
- ✓ Mortgage servicer — disaster forbearance programs
- ✓ Homeowner's and auto insurance claims
- ✓ Employer HR notification
- ✓ School and pharmacy address updates
- ✓ FEMA disaster assistance registration

- ✓ Bank and credit card address updates

For each item, the family can add account numbers, contact info, and notes — and mark items as done as they work through their recovery.

■ **Tip:** This section can be filled in gradually. The care team can set up the page quickly and the family can come back to fill in private details when they have time.

SECTION 10 — Creating the Page

When you're ready, click the green 'Create my LiftPage' button at the bottom of the form.

What happens next:

1 The page goes live instantly

Your LiftPage is immediately accessible at [liftpage.org/\[family-name\]](https://liftpage.org/[family-name]).

2 You receive a shareable URL

Copy this link to share by text, email, or social media.

3 A QR code is generated

Download it and share it in bulletins, on screens, or in group chats.

4 A pre-written share message is ready

Copy it and send to your network immediately.

5 You receive a management link

This is your private URL to edit the page. Save it — bookmark it or screenshot it. You can always retrieve it at liftpage.org/return using your email address.

6 Confirmation emails are sent

The family and verifier receive confirmation emails with the management link included.

■ **Tip:** Save your management link immediately. Anyone with this link can edit the page. Treat it like a password. If you lose it, go to liftpage.org/return and enter your email to retrieve it.

SECTION 11 — Managing Your LiftPage

Every LiftPage has a private management URL where the family or care team can update anything at any time. No login required — just the management link.

From the management page you can:

- ✓ Edit the family name, crisis type, and description
- ✓ Update the family photo

- ✓ Add, edit, or remove support platform links
- ✓ Enable new coordination templates and add slots
- ✓ Update clothing donation size charts
- ✓ Add or edit coordination slots for meals, rides, childcare, pet care, yard work, and repairs
- ✓ View all supporter sign-ups, grocery claims, and clothing offers
- ✓ See the full calendar view of all upcoming coordination slots
- ✓ View and manage the prayer chain
- ✓ Post family status updates for supporters to see
- ✓ Update location and contact information
- ✓ Edit the private Things to Pause or Cancel checklist
- ✓ Update verifier information
- ✓ Close the page when the family is back on their feet

SECTION 12 — Sharing Your LiftPage

The most important step — getting the link in front of the community. Here are the most effective ways to share:

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| Text message | Copy the pre-written share message from the success page and send it to your contacts. Paste the link directly into iMessage, WhatsApp, or any messaging app. |
| Church bulletin | Include the URL and QR code in the printed or digital bulletin. Read the URL from the pulpit. |
| Church app / group chat | Post the link in your church's app, Slack, GroupMe, or WhatsApp group. |
| Email | Include the link in a group email to your congregation, team, or neighborhood list. |
| Social media | Share the link on Facebook, Instagram, or Nextdoor with a brief description of the family's situation. |
| QR code | Print the QR code and post it on a bulletin board, hand it out, or share it as an image in any group chat. One scan opens the LiftPage instantly. |
| In person | Say the URL out loud: liftpage.org/[family-name] . Short, memorable, easy to type. |

SECTION 13 — What Supporters See

When a supporter clicks the LiftPage link, they see a clean public page with:

- ✓ Family photo, name, crisis type, and community badges
- ✓ The family's description of their situation
- ✓ Verification badge if a verifier was added
- ✓ Community has responded counters — views, prayers, links clicked
- ✓ Support links grouped into Financial, Goods & Supplies, Coordination, and Relief Organizations
- ✓ Coordination slot cards — claimable with one tap
- ✓ Grocery item checklist — check what you can get
- ✓ Clothing donation size chart — offer to help specific family members
- ✓ Prayer chain — add your name and a private note
- ✓ Family updates feed — recent messages from the family
- ✓ Local Red Cross and Salvation Army chapter information
- ✓ Share button — share the page with one tap

SECTION 14 — Tips for Care Teams & Coordinators

Build it for the family

The family doesn't need to be involved in setup. A care team member can build the entire page and share the management link with the family when they're ready.

Start simple, add later

You don't need to fill out every section to go live. Get the basics up — name, photo, description, and one or two links — and add coordination templates as needs become clear.

Use the coordination address field

Always enter a coordination address so helpers know where to bring meals and supplies. Use a church address or temporary housing address if the family's home is inaccessible.

Keep it updated

Post a family status update every few days. Supporters want to know how the family is doing. Even a short 'The family found temporary housing' keeps the community engaged and giving.

Watch the calendar

The management page has a weekly calendar view showing all coordination slots — open and claimed. Check it regularly to spot gaps and share the page again when slots are open.

Close it gracefully

When the family is back on their feet, post a final thank-you update and close the page. This gives the community closure and keeps LiftPage clean for active families.

"Everyone wants to help. LiftPage shows them how."

Questions? Contact us at hello@liftpage.org
liftpage.org · Free for every family, always.