



TEAM CAPTAIN PACKET



Welcome Letter

Instructions

Ideas

Fan Drive FAQ's

Promotional Materials





Fans Open Doors

For 25 years Central Texas has rallied under the hot Texas sun to bring relief and comfort to vulnerable seniors, adults with disabilities and families. Together we ensure they not only have fans to combat brutal summer temperatures, but also check to make sure other basic needs are being met.

We harness Family Eldercare's continuum of services along with additional resources from other agencies to combat financial exploitation, chronic disease, hunger, isolation and other challenges our clients often face.

Community Philanthropy and the Summer Fan Drive

The Summer Fan Drive promotes a spirit of community philanthropy by providing an opportunity for Central Texans to come together to help bring relief and comfort to their neighbors in need. Each year organizations, corporations and groups from around the area collect fans and funds in support of this annual initiative.

Generational Philanthropy

In 2013 we launched our "Kids Kare" component of the Summer Fan Drive by adding more kid inspired activities and a children's concert to our Fan Fare Friday event. This year, to build upon Family Eldercare's Amplify Austin initiative, we are encouraging youth philanthropy and empowering Central Texas kids to start their own Team Drives in an effort to raise funds and collect fans to support the Summer Fan Drive program.

Making Your Drive a Success!

The information on the following pages will help you get your team off to a successful start. There are instructions, ideas and tools that should support your effort whether your team is centered in a business, faith community, school, neighborhood or community organization. If there are additional ways Family Eldercare can support your Fan Drive Team, please reach out and let us know.

Celebrate your success!

Drop off your new fans and funds at **Fan Fare Friday** on June 19th and enjoy a day of live music and fun with KGSR, Bob FM and KXAN broadcasting live all day! The event is hosted at Threadgill's World Headquarters in downtown Austin. This will provide a great opportunity to showcase your efforts in a public setting. If you are not able to join us on Fan Fare Friday, call to schedule an alternate drop off date. You can also donate on-line at familyeldercare.org or summerfandrive.org.

Thank you again for your commitment and hard work on behalf of Family Eldercare!

Sincerely,

A handwritten signature in black ink, appearing to read "Becca McPherson".

Becca McPherson



FAN DRIVE TEAM GUIDELINES AND INSTRUCTIONS

1. Be sure to let us know the dates and locations associated with your Fan Drive.
2. Use the tips and tools in this packet to promote your Fan Drive. Contact Family Eldercare if you would like us to support your effort in other ways. For example, having a Family Eldercare staff member come to your kick-off event to speak about our programs and services.
3. Donations of fans AND dollars are both appreciated. All donations will be used to purchase fans, air conditioning units and provide other critical services.
4. Here are some important things to keep in mind when asking for and receiving contributions on behalf of a nonprofit organization:
 - a. We are a 501(c)(3) organization. Contributions to our organization are tax-deductible to the fullest extent of the law.
 - b. Donors to your Fan Drive will not receive tax-deduction information from us unless you pass along their name, contact information and gift amount to us. We highly encourage you to track that information whenever possible. This gives your Fan Drive participants peace of mind their gifts will be acknowledged and can be included in their yearly tax deductions. We acknowledge all donations regardless of amount (including fans).
 - c. Please have your donors make checks out to Family Eldercare. Online contributions are also possible through our websites familyeldercare.org and summerfandrive.org. All major credit cards accepted.
5. Liability issues dictate that we may only distribute NEW (still in original packaging) 20" box fans or 12" (or larger) oscillating fans to our clients.
6. *Please see the FAQ page for more information.*

TEAM DRIVE TIPS AND IDEAS

- Be sure to publicize your Fan Drive dates and drop off locations well in advance so participants can plan ahead. Use the enclosed flyers, email, social media, community calendars, etc. to get the word out.
 - Please make use of our **powerful new PSA's** to promote your Fan Drive. Links to videos: <http://youtu.be/ddjuXxHZQvc> <http://youtu.be/fb6uW5hImtU> <http://youtu.be/Q5XhXekYqAU>
- Set clear goals for your drive – number of fans, dollars, etc. Let your participants know your goals.
- A Fan Drive is a great team/community building activity. To make it fun, consider adding a competitive edge and award prizes to the people who raise the most fans/dollars. Awards don't have to be fancy or expensive. Public recognition, paid time off, silly/fun trophies, etc. Be creative!
- Use social media as a tool in your Fan Drive. Follow us on [Facebook](#), [Twitter](#) and [Pinterest](#). Some ideas:
 - Include links to our social media pages on all your Fan Drive Team communications
 - Create your own social media accounts for your Fan Drive Team, and let us know about it so we can spread the word and give you a shout-out online.
 - Encourage your participants to spread the word about the Summer Fan Drive, Family Eldercare and Fan Fare Friday throughout your drive.
- Use the fans you've collected as a visual display in the public area of your organization. It can be a powerful reminder to participants, and a fun way to track your progress.
- It may be helpful in your effort to raise dollars to know that \$15 purchases one 20" box fan. Gifts in increments of \$15 (\$30, \$45, etc.) may be a fun way to advertise making financial contributions rather than actual fans.
- Events organized to promote your Fan Drive are a fun way to build excitement AND reward participants. Past (Adult & Kids) Fan Drive Teams have had great success with the following events:
 - Bake sales, taco pile ups, ice cream socials
 - Game nights (poker, bunko, bridge, bingo, etc.)
 - Neighborhood block parties
 - Piggyback the Fan Drive on an existing event to add a charitable component
 - Set up a lemonade/smoothie stand (kids)
 - Collect fans in lieu of gifts for birthday gifts (kids)
- Get the support of your organization leadership so that it can be promoted at all levels. Your HR department may also be a great resource in helping build the Fan Drive into other team building efforts.
- See if your company offers matching dollars. Whether your Fan Drive is based in your office, neighborhood or congregation, your employer may be willing to match the funds you raise by filling out a simple form.

FREQUENTLY ASKED QUESTIONS

Why do you limit the donation of fans to only new? Won't anything be helpful to those in need?

We get asked this question a lot, and as a Fan Drive Team Captain, you might too. When we distribute an item to someone for use in their home, it's important to limit the potential hazards associated with that item. Used electronic devices have a higher chance of breaking, causing fires and using higher amounts of energy than new fans. Older fans and a/c units that are not energy efficient make it more difficult for our clients to make use of those gifts without driving up their electric bills.

What if someone got a fan last year? Will they get one again this year?

It depends on the situation. We track recipients carefully and screen them on whether another fan is appropriate. Additionally, many fans are heavily used and wear out from the previous year.

Who benefits from the Fan Drive?

For over 20 years the fans and a/c units generated by the Fan Drive have given comfort to low-income seniors, adults with disabilities and families with children. In 2014 we distributed over 5,200 fans through approximately 40 partner agencies throughout Central Texas. Recipients must fill out an application and be screened before receiving a fan.

How much can a fan really help?

At Family Eldercare we have a saying: "Fans open doors." When we knock at the door of an older adult to deliver a fan, we make a connection. When we talk to that person we may find he or she is lonely, hungry, isolated, suffering abuse or has other unmet needs we can address through one of several programs offered by Family Eldercare (or other distribution partners).

When we are finished with our Fan Drive, where can we drop off our fans?

Please be sure to indicate on your Team Registration for when you plan to conclude your drive. We will coordinate with you to plan a day and time to drop off your donations of fans and/or funds. Typically we encourage Fan Drive teams to drop off at our main offices on Rutherford Lane OR at Fan Fare Friday at Threadgill's on June 20.

What is Fan Fare Friday?

Held annually, this fun, music-filled event is a great time to celebrate OR kick off your Fan Drive campaign. Stop by Threadgill's World Headquarters (Riverside location) to drop off your donations. KGSR, Bob FM and KXAN broadcast live all day to encourage drop-offs and donations. Grab a bite to eat, stay and listen to free live music and let us thank you in person. The 2015 Fan Fare Friday is scheduled for June 19.

Important Information:

Fan Drive Hotline: 512-459-4FAN(4326) (for those interested in RECEIVING fans)

Fan Drive TEAM Coordinator: Jenny Paul at 512-483-3582 or jpaul@familyeldercare.org

Website: summerfandrive.org and familyeldercare.org

Official Summer Fan Drive dates: May 1 – August 31, 2015



2015 FAN DRIVE TEAM REGISTRATION FORM

- YES! Count us in for Family Eldercare's 2015 Annual Summer Fan Drive.
- Sorry, we are unable to participate this year. Please keep us in mind for next year.

Company/Organization Name: _____

Team Captain Name: _____ # Team Members _____

Contact Phone: _____ Email: _____

Address: _____ State: _____ Zip: _____

Start date of Fan Drive: _____ End date of Fan Drive: _____

Goal for *fans* raised: _____ Goal for *funds* raised: _____

Projected Donation Day*: **Fan Fare Friday (June 19)** other date**: _____

*This is the day you will drop off donations of fans and/or funds

**Please plan to submit donations no later than Sept. 10.

of shirts/size: 2XL _____ XL _____ L _____ M _____ S _____ YL _____

Please contact us if you need more than 10 shirts

Is this your first Fan Drive Team? _____ If not, when did you participate in the past? _____

Fan Drive Teams are recognized on our website, eNewsletters, social media (facebook, twitter, etc.), and on recognition signs at Fan Fare Friday. Do you prefer to remain anonymous? _____

How can Family Eldercare support your Fan Drive effort? _____

Family Eldercare

Fan Drive Coordinator, Jenny Paul jpaul@familyeldercare.org
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www.summerfandrive.org and www.familyeldercare.org

Follow the
Summer Fan Drive

