



★ KID CAPTAIN PACKET ★

Welcome Letter
Instructions
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Summer Fan Drive





A Special Note for Team Drive Parents

Fans Open Doors

For 26 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 this initiative, we are encouraging youth philanthropy and empowering Central Texas kids to become *Kid Captains* and 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 kid's team is centered in a sports team, family, 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 17th 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 512-450-0844 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 blue ink that reads "Becca McPherson".

Becca McPherson
Director of Development, Family Eldercare

A Special Note for Kid Captains



We need **YOU** Kid Captain!

All over this city, many families feel sick and weak in the summer because it gets too HOT. We need Kid Captains like you to help by forming teams and collecting fans or money to buy fans.

Last year, teams raised more than \$60,000 dollars and helped more than 1,500 families. We know that with your superpowers of leadership and kindness you can help us do even BETTER this year.

Kid Captain, get your sidekicks together and form a Team Drive TODAY. Everything you need to have a successful Team Drive is in this packet.

You also get a VERY special invitation to Fan Fare Friday, 6/17/16, at Threadgill's World Headquarters. Some Kid Captains START their Team Drives here and others FINISH them here. The choice is yours!

Do you feel good helping others? Are you a good leader? Then, Kid Captain, you are a REAL superhero.

Thank you for all your hard work!

Sincerely,

Becca McPherson, Jenny Paul, and Anna Madrigal
The Summer Fan Drive Team



FAN DRIVE TEAM GUIDELINES For Parents and Kid Captains



1. Fill out the Registration Form on Page 7.
2. Use the tips and tools in this packet to help your child have a SUPER Fan Drive. Contact Family Eldercare if you would like us to support your child's effort in other ways.
3. Collect fans AND dollars. We need both.
4. Family Eldercare is a 501(c)3 nonprofit organization. All donations are tax-deductible to the fullest extent of the law.
5. If someone wants to donate online, send him or her to summerfandrive.org. All major credit cards accepted. Tell them to put your Team's Name on the comments box so your team will get credit for the donation. We like to send our teams a personal Thank You.
6. Family Eldercare gives everyone who donated to your Team Drive a receipt for their taxes, IF they fill out your Donation Form. Go to Page 7 to see your Donation Form. Turn in your Donation Form to us when you are finished with your Team Drive.
7. Tips for Tracking Donations (for people who want tax receipts)
 - a. Fans: Don't forget to write in the number of fans a person donates.
 - b. Cash: Yes, keep track of people who give you cash.
 - c. Checks: Make sure your donor makes the check out to "Family Eldercare."
 - d. Credit Cards: Remind donors to add your Team's name to the comments box.
 - e. All donors: If someone does not want to fill out the Donation Form, that is OK but Family Eldercare will not be able to give them a tax receipt.
8. We can only accept **NEW** (still in the original box) 20" box fans or 12" (or larger) oscillating fans. Oscillating fans are fans that swing back and forth. .
9. Questions? Read our Frequently Asked Questions on Page 6 or email us!





TEAM DRIVE TIPS AND IDEAS



- Give your team drive a name!
- Set clear goals for your drive – number of fans, amount of money you want to raise, etc. Let *everyone* know your goals.
- Share your Fan Drive dates and drop off locations well in advance so donors can plan ahead.
- Use the tips and tools in this packet to promote your child's Fan Drive. Contact Family Eldercare if you would like us to support your child's effort in other ways.
- Share your team drive on Facebook, twitter, etc. Go to Page 9 to see examples and resources for promoting your team drive on social media.
- To make your Fan Drive more fun, consider adding a competition and award prizes to the people who raise the most fans or dollars. Awards don't have to be fancy or expensive. Give out handmade prizes, public recognition, silly or fun trophies or certificates, etc. Be creative!
- One 20" box fan costs us \$15. 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. Some ideas:
 - Bake sales, yard sales
 - Ice cream socials or pizza parties
 - Eating contests
 - Game nights (video games, board games, bingo, etc.)
 - Piggyback the Fan Drive on an existing event (such as with your sports event, or church picnic)
 - Sell your home made art!
 - Tell your Facebook friends to donate online with your team's name
 - Collect fans or funds for your birthday
- See if someone will offer matching dollars: Giving you a dollar for every dollar you raise. Whether your Fan Drive is based in your school, neighborhood, sports team, family or congregation, they 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 new? Won't anything be helpful to people in need?

We get asked this question a lot, and as a Kid Captain, you might too. When we distribute a fan to someone, we want to make sure it is safe and in good working condition. Giving people *new* fans makes it safer and cheaper for them. Used fans have a higher chance of breaking and may not be as energy efficient as a new one.

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

It depends on the situation. For example, did last year's fan break? Did the family get bigger? We ask many questions in order to make sure we give away fans to the people who need them most.

Who benefits from the Fan Drive?

People who can't afford to buy fans. We distribute fans to seniors, adults with disabilities and families with children. Everyone we help 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 to deliver a fan, we might find out they have other problems we can help them with.

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

Most teams drop off their fans and funds at Family Eldercare's main office (1700 Rutherford Lane, 78754) OR at Fan Fare Friday. Enter the date when you plan to end your drive on your Team Registration Packet so we can send you reminders near the end of your drive.

What is Fan Fare Friday?

It is a fun, music-filled event and 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. Fan Fare Friday on June 17, 2016.

Important Information:

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

Kid Team Drive Questions? Contact: 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, 2016 (or when it stops being hot!)



2016
EAM REGISTRATION FORM



YES! Count us in for Family Eldercare's 2016 Annual Summer Fan Drive-Kid Captain

Team/Company Name: _____

Kid Captain Name: _____ # Team Members _____

Contact Phone: _____ Email: _____

Address: _____

City _____ State: TX 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 17) 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.

Free t-shirts will be made available to registered teams. Supplies limited so register today!

Is this your first Fan Drive Team? Yes No (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

Office: (512) 483-3582 • Hotline: (512) 459-4FAN • Fax (512) 459-6436
1700 Rutherford Lane, Austin, TX 78754
www.summerfandrive.org and www.familyeldercare.org

Follow the
Summer Fan Drive





Promoting Your Child's Team Drive

Summer Fan Drive Main Messages

- Family Eldercare is celebrating kids who care about helping others.
- Your child has answered the call and has become a Kid Captain
- Kid Captains lead teams that collect fans or money to buy fans for families in need during the Summer Fan Drive
- Our goal is to distribute 6000 fans to low income seniors, families with children, and adults with disabilities.
- The Summer Fan Drive runs May 1st- Aug 31 (or until the heat stops!)
- Teams are important. They represent about 1 out of 5 fans raised. Last year teams raised \$58,000 dollars and this year we hope to raise \$70,000

Engaging Your Audience

- Please make use of our **three powerful PSA's** to promote your Fan Drive. Once you get to our links, click on the share options to post on your social media account. Links to videos:
 - <http://youtu.be/ddjuXxHZQvc>
 - <http://youtu.be/fb6uW5hlmU>
 - <http://youtu.be/Q5XhXekYqAU>
- Our Summer Fan Drive facebook and twitter links:  
- You can use these hashtags: #SummerFanDrive #BeatTheHeat
- You can share the photos and videos in our Facebook pages
- Post updates about your Summer Fan Drive team on your social media account.
- Share photos of your team, your fan drive, etc.
- Share your posts and photos with the Summer Fan Drive Facebook page
- Tag the Summer Fan Drive when you update your status. HOW TO TAG: Place the @ sign and type "Summer Fan Drive" until *Family Eldercare Summer Fan Drive* appears. Choose to tag.
- Tag Family Eldercare's Facebook page to show your supporters who we are and why they should donate to you (@Family Eldercare).

Facebook Samples

Send out when you register as a team and how you are collecting donations

- It's official! We registered our team for @Family Eldercare Summer Fan Drive: Collecting fans or funds for families this summer. Stay tuned!
- Want to help me Keep Austin Cool this summer? Donate a new fan or \$15 to help families. I'm collecting fans or funds here (insert your event date, details, etc)

Keep people excited throughout your drive

- Spread the word: Summer Fan Drive helps deliver 6000 fans to families in need.
- Keep Austin Cool this summer. Donate a fan and funds to my team
- Keep Austin Cool. Join my team and collect fans and funds to help families this summer.
- Help kids like me stay cool this summer. Drop off your fan at my fundraiser here.(insert info)
- My team is collecting money to buy fans for families Donate to Team (insert your team name)!
- Donate to the Summer Fan Drive that delivers fans to families in need in and around Austin.

Celebrate your success

- We've raised (insert #) Fans and (insert \$) dollars for Summer Fan Drive. Help us reach our goal of (insert goal). Donate to my team (post photos if you have any)

Advertise Fan Fare Friday

- Mark your calendars! Fan Fare Friday is on 6/17/16 at Threadgill's.
If you plan to kick off your fan drive at Fan Fare Friday: Help us kick off our Fan Drive at Fan Fare Friday at Threadgill's 6/17/16. Fan Fare Friday runs from 7 am-midnight. Stop by before noon for the morning children's concert, bouncy house, and more! Free pancakes for anyone who brings in a new fan or \$15.

Have Fun!

..... *make a difference*

FORM A TEAM. START A DRIVE. HELP A FAMILY.