



## TEAM CAPTAIN PACKET



**McCULLOUGH**  
HEATING & AIR CONDITIONING





### ***Fans Open Doors***

For 28 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 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 **Fans from Fans** and enjoy a day of live music and fun with KXAN broadcasting live all day! The event is hosted at Threadgill's World Headquarters in downtown Austin during the day, and at a North location during Happy Hour. This provides a great opportunity to showcase your efforts in a public setting. If you are not able to join us, call to schedule an alternate drop-off date. You can also donate online at [familyeldercare.org](http://familyeldercare.org) or [summerfandrive.org](http://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 "Brittany Baize".

Brittany Baize  
Director of Development, Family Eldercare



## 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 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](http://familyeldercare.org) and [summerfandrive.org](http://summerfandrive.org). All major credit cards accepted. ***If making an online donation, please have donors write in your Team Drive name to ensure credit is given!***
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 PSA's** to promote your Fan Drive. Links to videos:  
<http://youtu.be/ddjuXxHZQvc> <https://youtu.be/HV0pDL1-yNU> <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](#) and [Twitter](#). 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 \$20 purchases one 20" box fan. Gifts in increments of \$20 (\$40, \$60, 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 (24 hours a day during summer months) and wear out from the previous year.

### ***Who benefits from the Fan Drive?***

For over 25 years the fans generated by the Fan Drive have given comfort to low-income seniors, adults with disabilities and families with children. **In 2017 we distributed over 6,300 fans** through approximately 42 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?***

Fans can lower the core body temperature by up to 8 degrees!! 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.

### ***What is Fans from Fans?***

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 or join us for Happy Hour at our North Location. KXAN broadcasts 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.

### **Important Information:**

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

Fan Drive Coordinator: Leila Francis at 512-483-3570 or [lfrancis@familyeldercare.org](mailto:lfrancis@familyeldercare.org)

Website: [SummerFanDrive.org](http://SummerFanDrive.org) and [FamilyEldercare.org](http://FamilyEldercare.org)

Official Summer Fan Drive dates: May 1 – August 31