GETTING STARTED GUIDE

Ready to engage and educate fathers, but not sure where to start? We’ve got a number of ideas to jump-start your efforts, plus some recommended resources:

1. **FOCUS YOUR EFFORTS.** What kind of fathers do you want to engage? Before you implement a program, think about the fathers that may come to your organization, the types of families you serve, or the kind of fathers you’re looking to serve. What are these fathers’ interest points, and what barriers may they have for father involvement? The answers to these questions will inform what kind of resources you use, and how you structure and market your programs.

2. **ASSESS YOUR FATHER-FRIENDLINESS.** When fathers come to your organization, do they only see images of mothers? Are there any male staff members in your organization? Your father involvement efforts won’t be successful unless fathers feel comfortable. Not sure how father-friendly your organization is? Take our Father-Friendly Check-Up™ for a customized evaluation and helpful recommendations.

3. **THINK ABOUT SUSTAINABILITY.** Funding is a key part of any father involvement program. Many organizations sustain their efforts through local, state, and federal grants. Click here for a review of our “Funding Your Fatherhood Program” webinar and get ideas for program sustainability. Also, learn about donor and foundation support with this webinar on Financial Sustainability.

4. **GET TO KNOW 24/7 DAD™.** NFI’s researched and evaluated 24/7 Dad™ curriculum meets the needs of all types of dads, and allows you to run the program over a 12-week period. 24/7 Dad™ is the most comprehensive fatherhood program available with innovative tools, strategies, and exercises for fathers of all races, religions, cultures, and backgrounds. Developed by fathering and parenting experts, it focuses on the characteristics men need to be good fathers 24 hours a day, 7 days a week. The program also includes everything you need to successfully market, run, and evaluate a fatherhood program! Learn more about what’s included when you purchase the program, FAQs, and what people are saying about the program at www.fatherhood.org/247dad.

5. **PARTNER WITH OTHER ORGANIZATIONS.** Be creative and look for a variety of non-profit and for-profit partners that will help you increase your reach and provide valuable resources that you may not have on your own. You can use partners to create a referral network — have other organizations who aren’t prepared to work with fathers refer them to you. Or, for-profit partners may be able to fund your efforts or help with promotion. Also, community partnerships can provide volunteers to help facilitate your fatherhood programs thereby increasing your capacity to educate fathers.

6. **PURCHASE 24/7 DAD™ CURRICULUM KIT.** Purchase 24/7 Dad curriculum kit from NFI. Most organizations start with 24/7 Dad™ AM (or AM & PM if you are planning for the year and would like to host AM in the first part of the year and PM in the latter part of the year.) Don’t forget to plan ahead for how many fathers you anticipate in attendance, and purchase extra Fathering Handbooks for your class (the 24/7™ Dad curriculum kit includes 10 fathering handbooks, but you may need more for your class.)

7. **TRAIN YOUR FACILITATORS.** Consider investing in an NFI Training Institute to train your staff and/or volunteers to facilitate the 24/7 Dad™ program. Not only will you learn the basics of the curricula, you’ll also receive best practices and strategies to help ensure that your program is successful. Our expert trainers cover:
   - Characteristics of a successful facilitator
   - Program format and customization
   - How to evaluate your program
   - Recruitment and retention, and more!

8. **LAUNCH YOUR PROGRAM.** Hold a community-wide kick-off event to create exposure and excitement! Whether it is a family fun day, father-child activities, or a basketball tournament, an event will help you expand your reach and create excitement for your upcoming programs and efforts.

9. **KEEP THEM COMING BACK.** Consider an incentive or some type of reward if the attendees join you for “x” number of sessions; or offer points for participation during the program sessions. Partner with a local restaurant to receive a donation of dinner or refreshments to offer during your sessions to encourage participation. In exchange for the food donation, offer to give out promotional materials or coupons for that restaurant to encourage future business by your session attendees.

10. **PLAN AHEAD: YOUR 24/7 DAD™ ALUMNI PROGRAM.** Think ahead about what happens after the dads finish your program! Download NFI’s FREE Alumni Guide to plan for what your Alumni Program will look like. By incorporating the alumni concept on the front-end of your fatherhood program(s), it will be a natural follow-on and help sustain your future fatherhood work.
Developed by parenting and fatherhood experts, 24/7 Dad® teaches men the characteristics they need to be good fathers 24 hours a day, 7 days a week. Used by a wide variety of organization across the country, this program is easy to use and proven to work.

**NEWLY UPDATED — SECOND EDITION**
Now with more tools and relevant content than ever before! See reverse side for details.

24/7 Dad® is a unique set of programs designed to equip fathers with the self-awareness, compassion, and sense of responsibility that every good parent needs.

This program is available in both a basic and a more in-depth version. 24/7 Dad® A.M., the basic version, is targeted for first-time dads, or for fathers lacking vital skills, knowledge, and attitudes. 24/7 Dad® P.M includes more in-depth information for more experienced fathers, or for dads who have completed the A.M. program.

**Flexible and Customizable!**
- Use in group settings or home visits.
- 24/7 Dad® A.M. and P.M. can be used together, or as stand alone programs.
- Each program includes twelve sessions with topics like:
  - DISCIPLINE
  - WORKING WITH MOM AND CO-PARENTING
  - SHOWING AND HANDLING FEELINGS
  - AND MORE

**Each Complete Program Kit Includes:**
Everything you need to get started:
- Facilitator’s Manual
- 10 Fathering Handbooks the dads can keep
- CD-ROM with an evaluation tool, marketing resources, and more!

**Proven to Work**
Research shows that 24/7 Dad® successfully changes fathers’ attitudes, knowledge, and skills.

**Learn More**
www.fatherhood.org/247dad

To Order: www.fathersource.org | call 301-948-0599 | fax 301-948-6776
NATIONAL FATHERHOOD INITIATIVE
20410 Observation Drive, Suite 107 | Germantown, MD 20876 | www.fatherhood.org
YOU ASKED, WE ANSWERED!

24/7 Dad® was updated based on feedback from facilitators like you.
Here’s what’s new in the 24/7 Dad® fatherhood program:

• Expanded Information for Even Easier Facilitation.
  We’ve expanded the program’s facilitator resources to make 24/7 Dad®
  even easier to facilitate! The program now includes information on how
  to be an effective facilitator, strategies for recruitment and retention,
  facilitator notes throughout the sessions, and more!

• Simplified, Comprehensive Facilitator’s Manual.
  The Facilitator’s Manual is your in-depth guide to successfully
  facilitating the 24/7 Dad® program. Broken into two sections —
  Session Guide and Program Guide, this Manual will guide you
  through each of the program sessions and provide you with the
  program implementation tactics and principles you need for
  program success!

• Easy-To-Use Evaluation Tool.
  24/7 Dad® now includes one short, simple, effective tool to evaluate
  the impact of the program. Plus, we’ve added an evaluation section at
  the end of each session for real-time evaluation and assessment of the
  fathers in your program!

• New, Relevant Topics and Program Sessions.
  Based on your feedback, we’ve added sessions on co-parenting and
  effective communication skills and included more information for
  non-custodial/non-residential and unemployed/underemployed fathers.

• Updated, Engaging Content.
  24/7 Dad® is now more engaging than ever with added interactive
  activities and visually engaging Fathering Handbooks. Plus, the
  already relevant, easy-to-read content and references are updated
  and simplified for fathers with a variety of reading levels.
24/7 Dad® is the most comprehensive fatherhood program available with innovative tools, strategies, and exercises for all fathers.

What’s Included

24/7 Dad® A.M. includes 12 two-hour sessions that can be implemented in a group setting, or in a one-on-one home-based program.

Topics Covered

24/7 Dad® focuses on key fathering characteristics like masculinity, discipline, and work-family balance - and helps men evaluate their parenting skills.

Topics Include:

• 24/7 Dad® A.M. Family History
• What it Means to Be a Man
• Discipline
• Communication

• Working with Mom and Co-Parenting
• Showing and Handling Feelings
• And more!

Order your complete program kit today!

24/7 Dad® AM Complete Program Kit - $549.00

Additional 24/7 Dad® AM Fathering Handbook - $7.99 ea

visit: store.fatherhood.org/24-7-dad-am-complete-program-kit