



National Fatherhood InitiativeSM

INVOLVED RESPONSIBLE COMMITTED



National Fatherhood InitiativeSM

Recruitment and Retention for Responsible Fatherhood Programs

Goals For Today's Presentation

- Increased knowledge about the basics of fatherhood program recruitment
- Increased knowledge about the basics of retaining dads in fatherhood programs
- At least one new idea regarding practical ways to improve recruitment and retention in my program

Fatherhood Program Recruitment

#1

Know Your Fathers Inside and Out

Know Your Fathers

To understand which type of father(s) you serve – his **characteristics, needs, and wants** – is vital to effective service.



Fatherhood Program Recruitment

#2

Focus Recruitment Strategies on the Needs
and Wants of Specifically Targeted Groups
of Fathers

Focused Programs and Recruitment Efforts

Knowledge of the type of father(s) served as well as knowledge of the surrounding community **directs the selection of programs and recruitment efforts** offered in a fatherhood program.

Focused Recruitment

- Where are the fathers we'd like to serve?
- How can we most effectively communicate with them?
- What would we like them to know about our program?
- What do we want the targeted fathers to do?

Fatherhood Program Recruitment

#3

A Few Things **That Work** in Recruitment
for Fatherhood Programs

What Works--Recruitment

- Helping Community Partners
- Word-of-Mouth Recruitment
- Low Cost Publicity
- Donated Sports Activities and Events
- Donated Food and Food Related Events
- Involving Mom & Entire Family

Helping Community Partners

- Continually ask community partners (non-profit, gov't, and business organizations) how you can support their efforts
- ALWAYS refer your fathers to community partners for service when appropriate
- Ask community partners for help in designing and implementing recruitment strategies
- Ask for referrals from community partners

Word-of Mouth Recruitment

- Ask participants to “bring a friend”
- Market through well-respected men in the community
- Staff the program with men
- Have a predominantly male advisory board
- Continually survey fathers on needs and wants

Word-of-Mouth Recruitment (Continued)

- Go to where the fathers are (e.g., workplaces, schools, homeless shelters, prisons, worship facilities, bars)
- Conduct programs and events where the fathers are, not at your office/facility
- Target businesses frequented by men (e.g., barber shops, auto repair shops, sporting goods stores, flea markets)
- Invite family, friends, and community to fatherhood events and activities

Low Cost Publicity

- Community/organizational bulletin boards
- Pizza Box Flyers
- “Free” local newspapers
- Organizational/employer newsletters
- Supermarket bulletin boards
- Worship organization newsletters & bulletins
- Publicize the program in schools

Fatherhood Program Recruitment

- Fatherhood Resource Kiosks
 - One-stop shop
 - Reaches the masses
 - Creates “unveiling” event
 - Cost effective



Donated Sports Activities (Discuss With Your FPO)

- Donated Recreational Sports Activities (e.g., basketball, softball, soccer)
- Donated Trips to sporting events (e.g., college/pro basketball, football, baseball, hockey)
- Donated “Fathers and kids” or “Fathers and families” recreational/sporting events
- Donated Fishing events, tournaments, etc.

Note: All activities mentioned above must have a clear fatherhood/parenting purpose and must be discussed with your FPO.

Donated Food and Food Related Events

- Donated snacks or meals at program sessions or events
- Donated picnics, barbeque events where dads cook, etc.
- Donated “pot-luck” dinners for fathers and families

Note: Discuss these ideas with your FPO before implementing them

Involving Mom & Entire Family

- When Mom is “on board” about the importance of fatherhood programs, it’s more likely that Dad will participate—whether or not they live together.
- Some fathers find it easier to participate in fatherhood programs when the entire family is involved in some way.
- Kick-off events including the entire family can help with recruitment of Dads.

Include the Entire Family

A father's involvement in the life of his children is affected not only by his own **beliefs, attitudes, values, and behavior**, but is affected by the **dynamics** that exist **within and between his own family and the family of the mother(s) of his kids.**

Innovative Recruitment Strategies



- Innovation is the key
 - Flyers on pizza boxes
 - Audio testimonies
 - Barber training
 - Kick-off event for the entire family

Fatherhood Program Retention

#4

Some Retention Strategies **That Work**

What Works--Retention

- Mentoring by program's leaders—"Father the Father"
- Peer support (man-to-man)
- Case management and referrals
- Encouraging fathers to shape the program (planning, evaluation, survey fathers on needs and wants)

Recognition (Discuss With Your FPO)

- Progressive recognition system emphasizing importance of persistent participation
- Gives participating fathers something to which they can look forward with anticipation

Recognition and Program Promotion

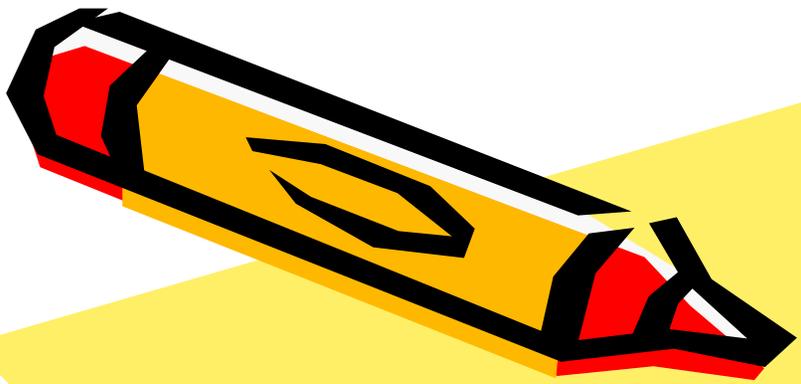


Actively promoting the program in the community so that fathers know they can be part of something that is successful, growing and hot



National Fatherhood InitiativeSM

Thank You



Father Focus

Richmond's
Father Resource Center

An Initiative of
Metropolitan Family Services, Inc.

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Metropolitan Family Services, Inc. is a 501(c)(3) tax exempt, non-profit, human services organization.

Our mission is to provide services needed to build strong kids, strong families and strong communities.

Our vision is to empower families and individuals to achieve their potential by overcoming barriers.

Our flagship program is
Father Focus, a family empowerment initiative
working to strengthen families by strengthening fathers.

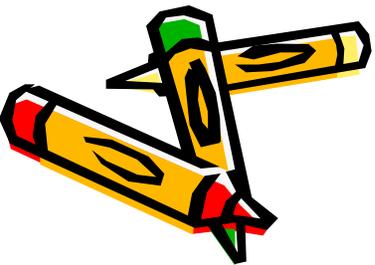
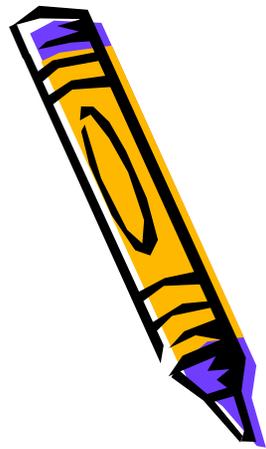
Goals:

1. Increase fathers' understanding of their roles
2. Strengthen fathers' capacities to fulfill their roles
3. Increase community awareness of the role of fathers



Driving Value

Our mission is driven by our commitment to improve children's readiness for early education.



*Recruitment & Retention: Getting & Keeping Fathers
Involved In Program Services*

A-B-Cs

of

Recruitment & Retention



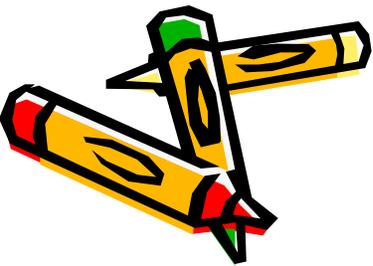
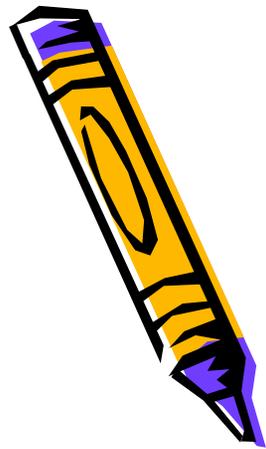
A = Awareness

What - Why - What

What is Marketing & Recruitment?

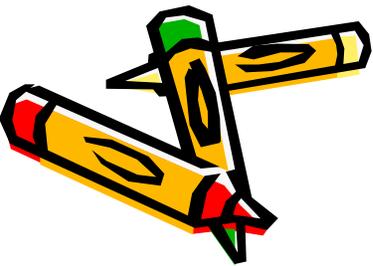
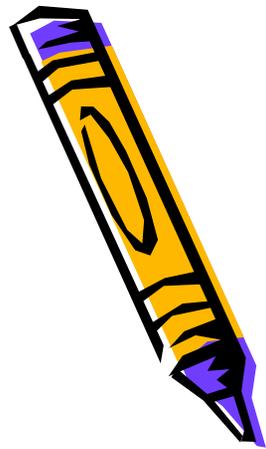
Why is it important?

What makes it successful?

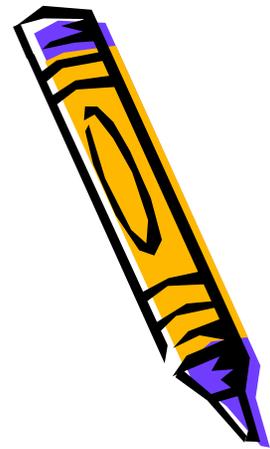


What is Marketing & Recruitment?

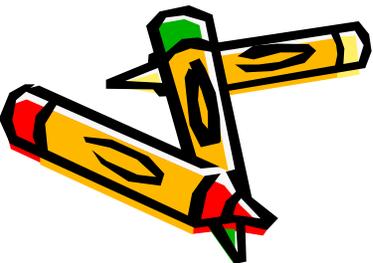
A combination of activities, from overall strategic planning, to determining your target audience and key messages, to identifying and utilizing specific communication channels to reach the target audience.



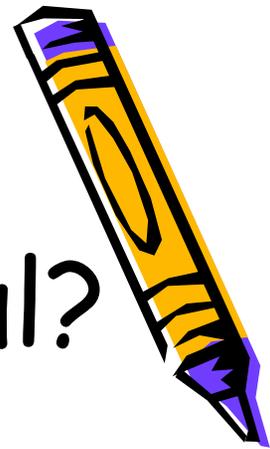
Why is Marketing & Recruitment Important?



- To educate the community about your organization, programs and mission
- To generate participation in classes or programs
- To develop support from key constituents and stakeholders
- To nurture valuable partnerships
- To attract and develop quality staff
- To raise money and increase resource base
- To increase the sustainability of your programs

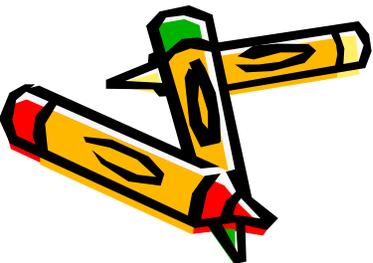


What Makes it Successful?



- A Comprehensive Plan
- An Effective Website Presence
- Sustainable Partnerships
- Effective Advertising tools

i.e. brochures, pamphlets, flyers, newsletters, display boards, business cards, letterhead, print, radio, television ads, presentation packets.



B - Branding

How Well You Create and Communicate Who You Are?

Determine your key assets and issues...

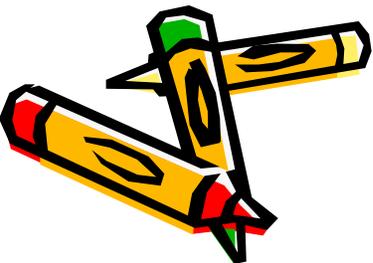
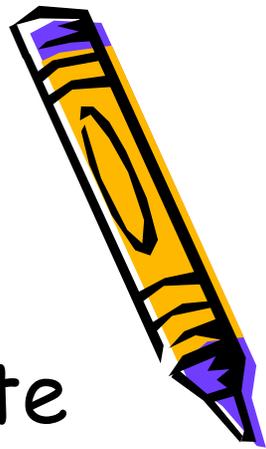
What makes you different?

Identify and be clear to yourself who's your target audience...

Who is really important to you and what's important to them?

Create a budget...

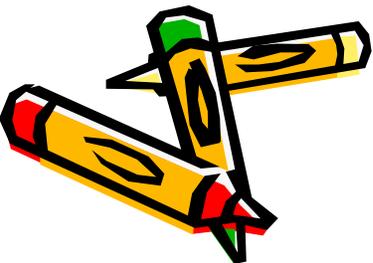
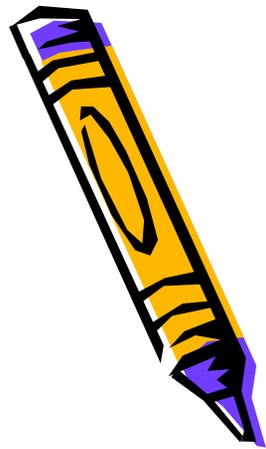
How much will it really cost to reach your target audience?



C = Collaboration

Collaboration first starts inside...

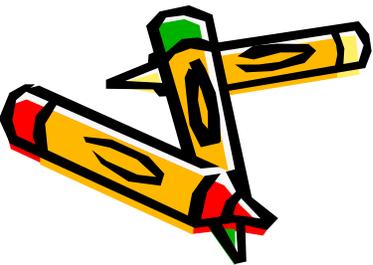
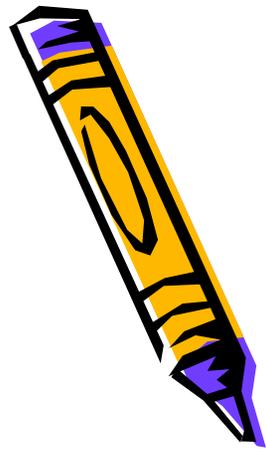
Work within your organization's leadership and staff throughout the marketing and recruitment process to maintain open communication and create buy-in and support



WORD - of - MOUTH

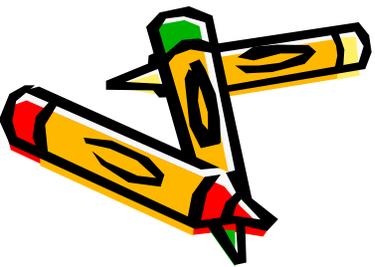
Use strategies that maximize word-of-mouth marketing such as bring-a-friend with additional incentives

FIND or EVEN CREATE OPPORTUNITIES FOR PARTICIPANTS TO BOOST YOUR PROGRAM'S SUCCESS!



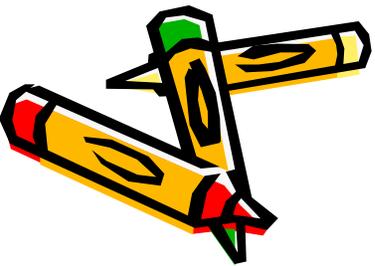
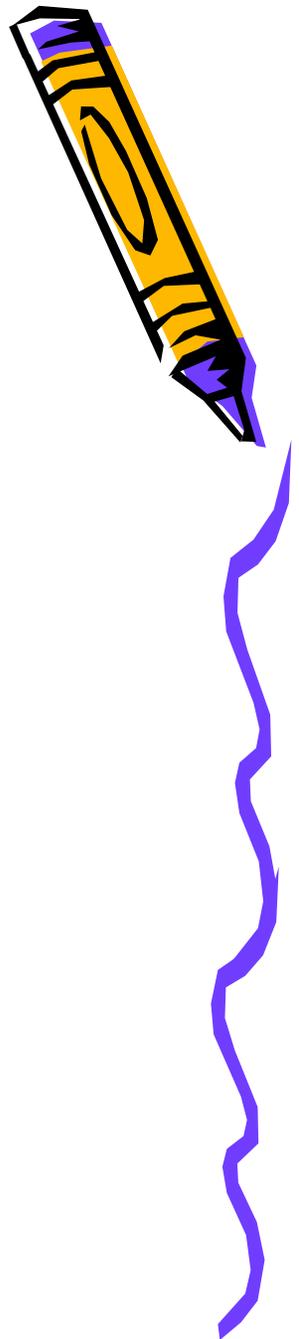
Rentention

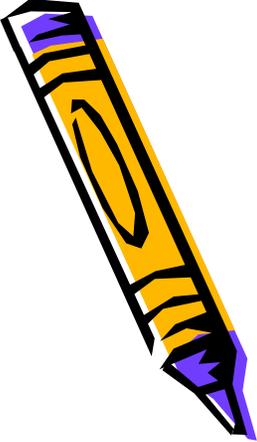
CHALLENGES &
OPPORTUNITIES



What Works?

Peer Support
Be Mindful of Time
Confidentiality
Incentives
Case Management
Friendly/Safe
Fathers Own Program
Celebrate Fathers





Dr. Khalil Ali

www.FatherFocusRichmond.org

