

24:7 DAD® Getting Started Guide

Ready to engage and educate fathers with the 24:7 Dad® program, 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' interests, and what barriers may they have for attending your program and coming back regularly? The answers to these questions will inform what kind of resources you use, and how you structure and market your program.

2. ASSESS YOUR ORGANIZATION'S 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 in the environment of your organization. Not sure how father friendly your organization is? Take our [Father Friendly Check-Up™](#). And check out these great [posters](#) to help you create a father-friendly environment.

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. Download our [FREE fundraising guide](#) and get ideas for program sustainability. It will help you learn about raising funds from donors, foundations, and other sources.

4. GET TO KNOW 24:7 DAD®

NFI's evidence-based 24:7 Dad® program 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. Learn more about what's included when you purchase the program, FAQ's, and what people are saying about the program at www.fatherhood.org/247dad.

5. PARTNER WITH OTHER ORGANIZATIONS TO RECRUIT FATHERS

Be creative in marketing your fatherhood program. 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. Even 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 program thereby increasing your capacity to educate fathers. Check out our [Recruitment and Retention Guide](#) for tons of great ideas and links to resources that will help you recruit fathers.

6. PURCHASE THE 24:7 DAD® FACILITATOR'S KIT

Purchase the [24:7 Dad® Facilitator's Kit](#) from NFI. Most organizations start with 24:7 Dad® A.M. (or A.M. & P.M. if you are planning for the year and would like to run A.M. in the first part of the year and P.M. in the latter part of the year). Don't forget to plan ahead for how many fathers you anticipate to attend, and purchase extra Fathering Handbooks for your program. (The 24:7 Dad® Facilitator's Kit includes one Fathering Handbook for facilitator reference.)

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 program and its curriculum, you'll also receive best practices and strategies to 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!

We offer in-person, live webinars or on-demand trainings. Our in-person trainings emphasize practice in facilitating the program.

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 fathers. Check out our [Recruitment and Retention Guide](#) for tons of great ideas and links to resources that will help you keep fathers coming back.

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 Program Guide](#) to plan for what your Alumni Program will look like. By incorporating the alumni concept on the front end of your fatherhood program, it will be a natural follow-on and help sustain your future fatherhood work.