

TIP CARD FOR FATHERHOOD PRACTITIONERS

RECRUITMENT



DID YOU KNOW?



Most fatherhood programs use a mix of outreach and recruitment methods, including community outreach, referrals from community partners, and mandatory referrals from child support agencies, family courts, or child welfare programs.



Printed brochures and materials are an important part of a comprehensive outreach strategy. Materials should be simple, easy to understand, and tailored to those the program wants to reach. Smaller, postcard- or pocket-size materials can be particularly appealing to fathers.



Providing effective services that meet the needs of participating fathers can be a program's best recruitment tool when those fathers become satisfied customers who spread the word to others.

MORE INFORMATION

NRFC Resources

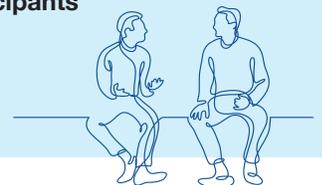
- Responsible Fatherhood Toolkit: Build Your Program (Communications and Recruitment) <https://www.fatherhood.gov/toolkit/build>
- Webinar (2014): Outreach and Recruitment: Best Practices for Fatherhood Practitioners <https://bit.ly/2KMAFGp>

Other Resources

- Bringing Fathers In—resources and tips from the UK's Fatherhood Institute <https://bit.ly/2jLVHIX>
- Recruiting Young Fathers: Five Things to Know—tips from the Office of Adolescent Health <https://bit.ly/2LvZx5R>
- Recruitment and Retention: Preparing for and Following Through on Group Connections—tips from Parents as Teachers <https://bit.ly/2seMXPA>

WHAT YOU CAN DO

- **Hire staff or volunteers** who can genuinely relate to fathers in your community. Provide thorough training to ensure they are professional and responsive to the needs of potential participants.
- **Create and maintain a father-friendly environment** throughout your organization. Make sure that fathers feel welcome and are treated with respect by all staff members from the first point of contact.
- **Establish a referral network** of community organizations and individuals who work with boys, men, or families.
- **Go where the dads are:** both physically in the community and online via social media.
- **Make sure all staff and board members understand the program goals** and can share information on available services with any interested fathers.
- **Understand that potential participants** will want to know “What’s in it for me?” – so be prepared to emphasize this in presentations and printed materials.
- **Remember that printed materials are primarily a tool** to start a conversation with a potential participant. Include a “hook” to get attention and limit the written information to the essentials.
- **Listen carefully to what fathers have to say.** Focus on their needs, not your enrollment goals. Offer relevant advice or services, but don’t promise immediate solutions.
- **If brochures are available** at a community location (e.g., a barbershop, child welfare office, or Head Start program), make sure people there can describe your program’s services effectively.
- **Share individual success stories** and information about program events with local media; ask them to feature these in upcoming broadcasts or publications.
- **Encourage graduating participants** to spread the word in the community.



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