

NRFC WEBINAR

USING VIRTUAL TECHNOLOGY IN FATHERHOOD PROGRAMS

April 22, 2020





About Us

- HHS/ACF Office of Family Assistance provides funds to support fathers and families through the National Responsible Fatherhood Clearinghouse.
- Resources are available for dads, fatherhood programs, researchers, and policy makers.



National
Responsible
Fatherhood Clearinghouse

Contact Us

Visit the NRFC: fatherhood.gov

- fatherhood.gov/toolkit for *Responsible Fatherhood Toolkit*.
- fatherhood.gov/webinars for archives of all our webinars.

Contact us: Help@FatherhoodGov.info

Encourage fathers or practitioners to contact our national call center toll-free at:

- **1-877-4DAD411** (877-432-3411)

Engage with us via social media:

- Facebook - @Fatherhoodgov
- Twitter - @Fatherhoodgov



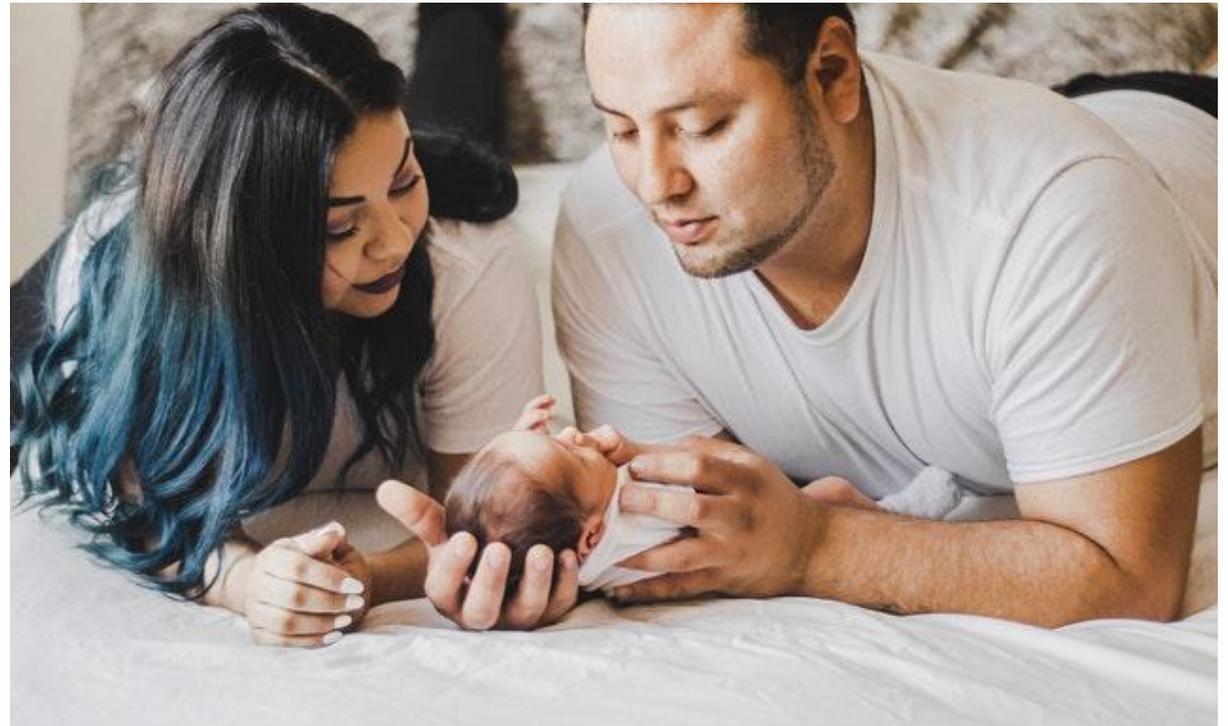
Save the **(new)** Date!

NRFC WEBINAR

COPARENTING 201

Tips for Fatherhood Programs

May 20, 2020
2:30–4:00 pm EDT

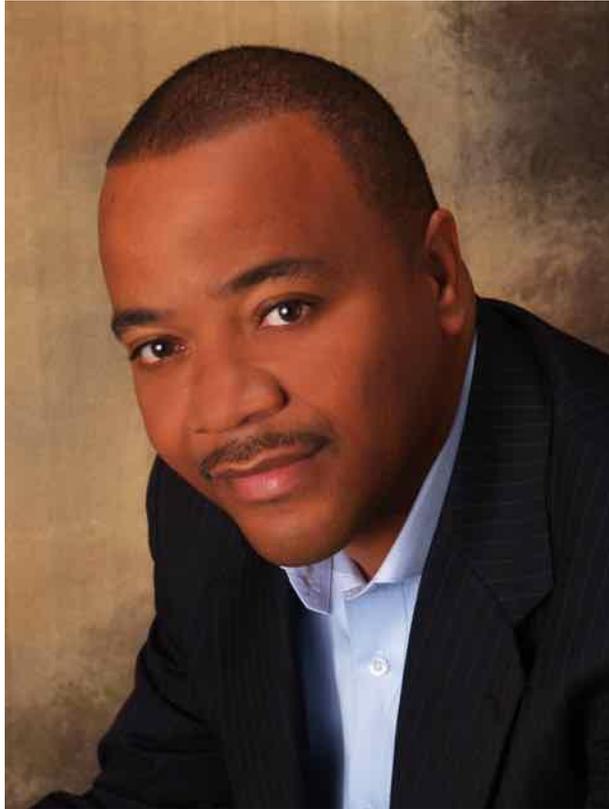


Today's Webinar

- A discussion of ideas and strategies on ways to remain engaged with program participants using virtual technology.
- Presentations from:
 - **Jeff Street**
Managing Founder and CEO, VIA Consulting Group
 - **Kenneth Braswell**
Project Director, National Responsible Fatherhood Clearinghouse, and CEO, Fathers Incorporated
 - **Patrick Patterson**
Program Manager, National Responsible Fatherhood Clearinghouse
 - **Justin Batt**
Founder and CEO, Daddy Saturday
- Presenter handouts and a list of helpful resources will be available for download during the webinar.
- "Question and Answer" session with the presenters at the end of the webinar.

Q & A

**If you have time, please stay until
4:15 pm EDT for an extended
Q&A session!**



Understanding Virtual Technology and Selecting the Right Tools

Jeff Street

Managing Founder/CEO
VIA Consulting Group

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Virtual Technology Rules

Rule #1

You can only move (change, impact) what you can manage.
You can only manage what you can measure.

Rule #2

Business drives technology.
Technology does not drive your business.

Real Example of a Prospect's Virtual Tool Selection Process

- “We use **Highrise** as a Customer Relationship (CRM) tool. It costs us **\$600** a year. ”
 - “We are looking into a national CRM that everyone can buy into, but do not have pricing on that as of today. Thinking **Salesforce.org** or the like but still searching.”
 - “Many of our partners are poor at tracking people, **thus the need to build a collaborative system.**”
- “We use a **Pushpay** system to manage our national app and donation service. It runs **\$3,156** a year plus a small fee **per transaction.**”
 - “**Mailchimp** costs us **\$60** a month but most of our chapters use the **free version** because their database is smaller than ours.”
- “We pay **\$7.50** a month for **Zoom**, with non-profit pricing through **techsoup.org**.”
- “We are buying into **Teachable.com** for our system. It costs **\$29** a month to educate our new and experienced leaders.”

My hope was and still is for a unified platform that brings all these pieces together on one platform. Someday!!

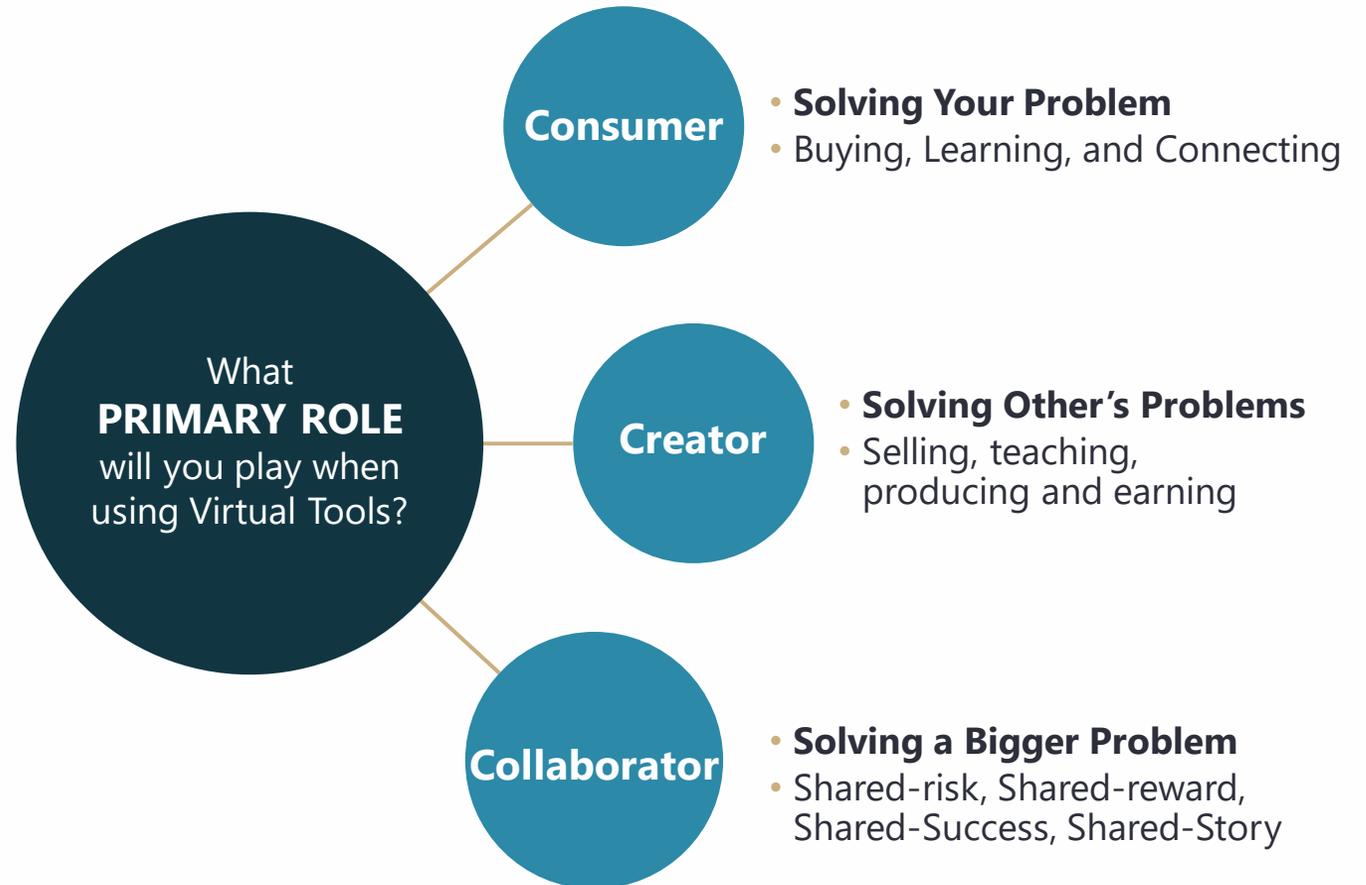
Questions

QUESTION #1

What problem are you trying to solve?

QUESTION #2

What is **your** role in solving that problem?

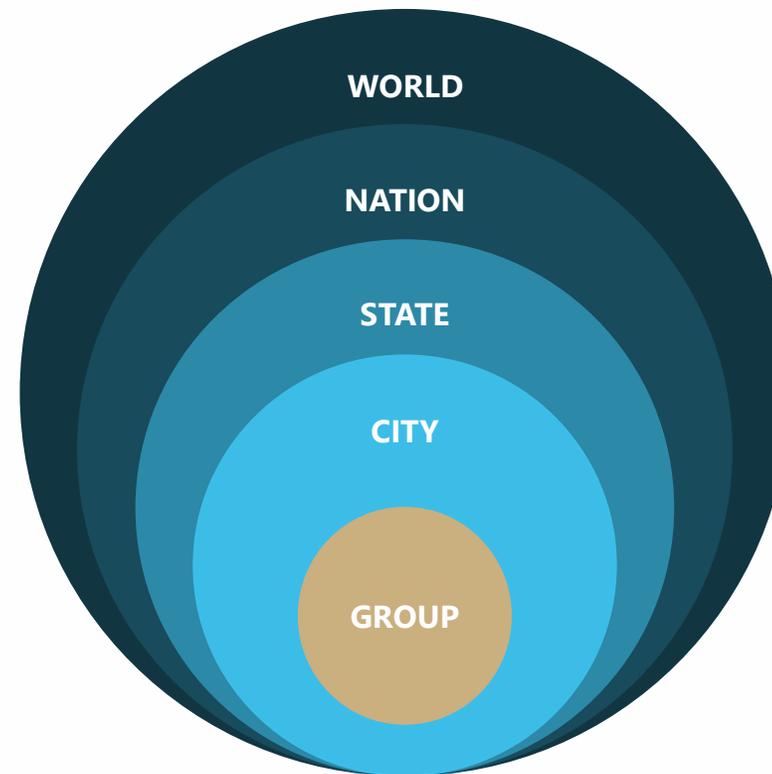


Questions (cont.)

QUESTION #3

Can the tool(s) you select support your growth?

How Big is the Problem?



Types of Virtual Tools



Virtual Gathering

- Facebook
- Google Hangouts
- Zoom
- Microsoft Teams
- Skype
- *Others*



Virtual Communication

- LinkedIn
- Twitter
- Facebook
- Messenger
- WhatsApp
- Instagram
- *Others*



Virtual Learning

- WebEx
- Online Universities
- Distance Learning



Crowd Servicing?

- Uber
- AirBNB

Def.: *Rapid Service Delivery*



Crowd Funding

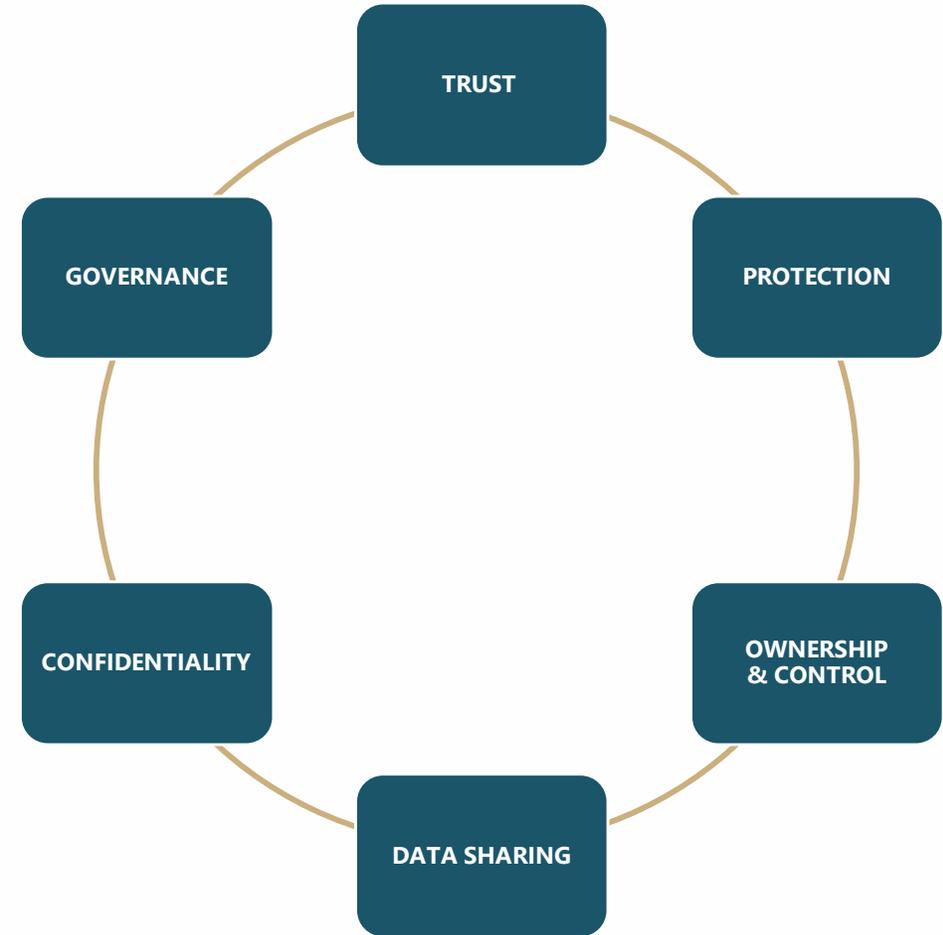
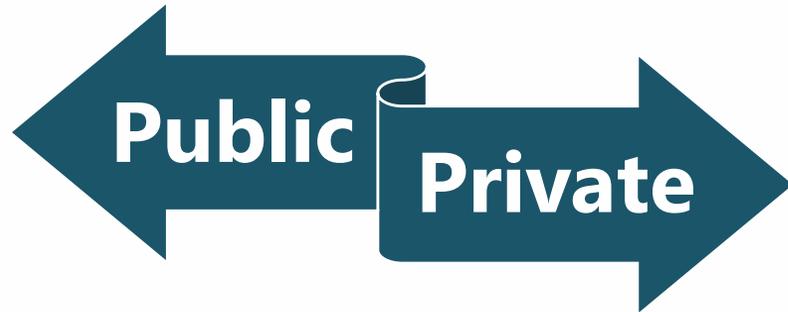
- GoFundMe
- Kickstarter



The Future?

- *Crowd.....*

Security & Data Governance



Virtual Technology Rules

Rule #3

Mine your own business.

Rule #4

Look to buy technology before you try building your own.

Contact Information

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Assessing and Using Technological Tools

Kenneth Braswell

Chief Executive Officer
Fathers Incorporated

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Assessment of the Technology

Examine the tools that are necessary to accomplish your goals

- Equipment
- Software or Platform
- Internet Access
- Environment





Assessment of your Technological Aptitude

What is your relationship with technology?

- Your comfort level with innovation
- Level of comfort with multi-tasking
- How much are you willing to learn on your own?
- What do you want to control?

The Right Tools for the Right Outcomes

You could be interacting with several technological systems

- What are your programmatic goals?
- What can you do, what can't you do via technology?
- Adjust your outcome goals.
- Protect Intellectual Property



Presentation

How are you managing your presentation?

- Know your audience
- Professionalism
- Preparation
- Product



Contact Information



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Running Virtual Groups and other Events

Patrick J. Patterson, MSW, MPH

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Icebreakers

A **fun icebreaker** is key to engaging participants from the start.

- What did you all call this when you were a kid?
- Drop your response in the comments.

Icebreakers

A **fun icebreaker** is key to engaging participants from the start.

- If you were playing spades with this hand, how many books do you have?
- Drop your response in the comments.



Five Key Elements of a Virtual Workshop with Fathers

1 Facilitators should log on early to minimize issues for participants who might log on early.

2 Use a co-facilitator/co-host to ensure that the virtual session can continue if primary host loses connection.

- Co-facilitator can also help monitor group and keep track of questions.
- If you have a break-out room feature, they can work with participants individually or in a small group if needed.

Five Key Elements of a Virtual Workshop with Fathers (cont.)

3 Use visuals to keep participants engaged. (See image)

4 Utilize open ended questions to facilitate conversation
– like you would if you were in-person.

5 Devote 5-10 minutes at end of session to share
resources (Job Openings, Websites, etc.).

Name 3 Good Father/Child Activities



A graphic illustrating a list of activities. It consists of three horizontal lines for writing, each followed by a checkbox. The top checkbox is checked with a blue checkmark, while the other two are empty.

Be Creative

Virtual Hiring Event in NC



A proud partner of the
AmericanJobCenter®
network

VIRTUAL HIRING EVENT

The NCWorks Career Center invites you to join us
Thursday, April 16, 2020 10:30 AM
and connect to companies that are hiring now!

- Learn who's got jobs and get links to apply
- Chat live with employers about their openings

See below for instructions
on how to attend
the NCWorks Virtual Hiring Event



Contact Information

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The Future of Fatherhood Technology

Justin Batt

Founder and Chief Dad Officer
Daddy Saturday

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What is Daddy Saturday?

International movement engaging fathers across multiple channels

- YouTube and Social media
- Daddy Saturday book
- Alexa skill and Podcast
- Daddy Saturday “Live” events (in-person and virtual)
- DadBOSS video series
- 501(c)(3) foundation – National Guard, First Responders, Incarcerated, Opportunity Zones, and International Fatherhood Fellows



DADDY SATURDAY



DADDY SATURDAY

What is Daddy Saturday? (cont.)

GOALS

- **HELP** dads (physically present and non-residential) be more connected and emotionally available for their children.
- **CREATE** intentional fathers who raise good kids who become great adults.
- **IMPACT** 10 million fathers in the next 10 years and end fatherlessness.

Tips for Practitioners

Getting the most from your technological tools:

- Blogs
- Podcasts
- Videos
- Social Media
- YouTube
- Zoom and other meeting platforms



Omni Channel Platform

- **Community**
Hard to be a father in isolation
 - Connected through virtual networks
- **On Demand Access**
Accessible anytime, anywhere
 - Use apps that dads can access on their phones
- **Knowledge Economy**
Provide links to existing resources that dads can access on their own time (blogs/podcasts/books/video courses)
- **Innovate**
Create your own resources to fill a need with the fathers in your audience

TEAM GIRLDAD

TEAM GIRLDAD GIVES FATHERS AND THEIR MIDDLE SCHOOL DAUGHTERS A PLAN TO BUILD AN EPIC RELATIONSHIP.

BUILD RELATIONSHIP | INCREASE COMMUNICATION | DEVELOP TRUST

BY JUSTIN & HAYDEN BATT

Daddy Saturday Resources

- Book
- Podcast
- Blog
- Alexa Skill – 52 seasonal activities



Contact Information

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Q&A with Today's Presenters



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- Help@FatherhoodGov.info
- Comments, questions, suggestions for future webinar topics, information or resources that you recommend.

NRFCC