

# 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.

