**Promoting Your Fatherhood Initiative**

**Tip Sheet**

* **Plan Ahead**
* *Consider setting the schedule for the upcoming school year during May or over the summer whenever possible*
* **Promote Early and Often**
* *Promote the initiative and first event at enrollment, open house, porch visits if possible*
* *Make promotion for the initiative an ongoing process; utilize every opportunity to generate excitement and gain support*
* *Allow at least 2 weeks for promoting events*
* **Utilize a Variety of Methods to Promote the Initiative and Events**
* *When promoting events, less is not more. Utilize multiple methods on multiple occasions to get the word out.*
* *Utilize traditional methods: flyer, postcard, reminder sticker, sign in office/hall, newsletter, ParentLink call, marquee*
* *Take advantage of non-traditional methods: website, personal phone call, face-to-face invitation, letter from the principal, student-made banners and invitations, e-mail invitation, do “commercial breaks” at other school events to promote the initiative, labels on coffee cups at Coffee at the Curb, etc.*
* **Encourage Community Participation**
* *Host a community information meeting. Invite businesses, churches, neighborhood groups, civic groups and residential neighbors to learn about the school and be a part of the fatherhood program.*
* *Capitalize on opportunities to make connections through the Neighborhood Association*
* *Ask local businesses, churches and other groups to display promotional materials inviting community participation and share successes*
* **Include Mom**
* *Moms may initially feel left out when they learn that there is a program just for fathers and father figures. Provide moms with information to explain why fatherhood initiatives are valuable and what their role is*
* *Use moms to recruit fathers and father figures to get involved*
* *Consider hosting an event for moms, such as Muffins with Mom, in correlation with a male-focused activity*
* **Host Recruitment Events**
* *Recruitment events provide opportunities for men to get informed, get inspired and get involved*
* *Host a Kick-Off recruitment event at the beginning of the year and another toward the middle of the year to maintain momentum*
* **Request Media Coverage**
* *Complete and submit a USD 259 Tip Sheet 2 weeks prior to your event*
* *Contact Media Services directly to request video coverage. Video footage may be utilized for future promotion at either the school level or district level.*
* **Distribute a Recap Flyer After Promotional Events**
* *Provide an overview of the information shared at the event; include pictures*
* *Include an invitation for others to get involved and instructions on how to do so*