



Tips for recruiting fathers into programs

Once your organization is ready to serve fathers, ask yourself:
How do you get dads to your program?



Invite fathers

Ask fathers to join in! Let fathers know that they are welcome and encouraged to participate in services for the good of their family.



Address all mailings and documents to both parents, and include space for both parents' names

Encourage both parents to provide contact information and enroll in services make it clear that both parents are welcome to participate



Talk to fathers at the hospital, home visit, child care center, etc.

Recruit fathers from community areas they already visit with their child (e.g., little league sports, barbershops, after school care)



Support fathers as a support for mothers

Inform fathers about how their support of their child's mother helps the whole family (e.g., breastfeeding, postpartum depression)