

## HELP NON- CUSTODIAL DADS LEARN PRACTICAL SKILLS

Around Child Support,  
Money Management,  
Visitation, and more.

SEE PAGE 13



**FATHERTOPICS™  
COLLECTION**  
*For Non-Custodial Dads*



**National  
Fatherhood  
Initiative®**

www.fatherhood.org



FatherSOURCE™ resources are organized by intensity level to help you understand the amount of staff involvement and monetary investment needed to offer them to your clients. It also allows you to customize programs that engage fathers in ways that are unique to your organization!

LOW INTENSITY RESOURCES:

- Tip Cards
- Brochures
- Posters
- Kiosks
- Interactive Programs (CDs)
- A Guide to Strengthening Fatherhood in Your Community™

MEDIUM INTENSITY RESOURCES:

- Half or One Day Workshops such as:
- The 7 Habits of a 24/7 Dad™
  - DoctorDad®
  - Why Knot?™
  - 24/7 Dad™ Power Hour
  - Men's Ministry Remolded™
  - FatherTopics™ Workshops

HIGH INTENSITY RESOURCES:

- 12-week programs such as:
- 24/7 Dad®
  - InsideOut Dad®
  - InsideOut Dad® Christian
  - FatherTopics™ Workshops as add-on enhancements to comprehensive fatherhood programs

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A Variety of Fatherhood Program Training Options!



**ONLINE WEBINAR TRAINING INSTITUTE:**  
From the comfort of your office! Dynamic, online curricula training delivered by expert NFI staff with engaging content and interactive polls. Open to the public.



**NFI HEADQUARTERS TRAINING INSTITUTE:**  
You come to us! In-person, public curricula training delivered by expert NFI staff in Germantown, MD. Everything and more that you get in webinar training, plus the chance to network and hear from other fatherhood facilitators from around the U.S.



**ON-LOCATION CURRICULA TRAINING INSTITUTES:**  
We come to you! 1 or 2-day curricula training institutes available for purchase and scheduling throughout the year on dates of your choosing. Invite area practitioners and interested colleagues, and have NFI customize portions of the training to target your organizational needs and goals. Email [training@fatherhood.org](mailto:training@fatherhood.org) for details and scheduling.

Visit [www.fatherhood.org/register](http://www.fatherhood.org/register) to learn more and register for a training today!

PACKS OF 50 FOR JUST \$9.99

[www.fatherhood.org/tipcards](http://www.fatherhood.org/tipcards)

12 QUESTIONS TO ASK BEFORE BECOMING A FATHER

It's important to think about results before acting, and be ready to step up. This tip card helps men who are not yet fathers think critically about one of the most important decisions they will ever make—whether or not to become a dad.

NFI-81 - 50 PACK, \$9.99

12 WAYS TO BALANCE WORK AND FAMILY

Balancing work and family can be challenging. Children spell love “T-I-M-E”, but providing for them financially is also important. This tip card provides twelve simple things fathers can do to succeed at work and at home.

NFI-83 - 50 PACK, \$9.99

10 WAYS TO BE A BETTER DAD

Our most popular brochure in a tip card. This tip card offers easy suggestions to help any father become a great dad!

NFI-72 - 50 PACK, \$9.99  
NFI-75 (SPANISH)

10 TIPS FOR NEW DADS

New dads face a series of exciting challenges. This tip card provides new and expectant fathers with 10 tips for enjoying and succeeding at the job of a lifetime — being a dad!

NFI-73 - 50 PACK, \$9.99  
NFI-76 (SPANISH)

FOR BABY'S HEALTH

Help moms understand the importance and benefits of dad's involvement for the health of their baby. This tip card covers 6 ways baby's health is improved when dad is involved, and gives mom 6 tips for being a gateway to, and encouraging dad's involvement.

NFI-79 - 50 PACK, \$9.99

THE 7 BENEFITS OF MARRIAGE FOR MEN

Marriage is good for men (and benefits children!) This tip card helps men learn about the impact of marriage on a man's sex life, financial future, and most importantly, his relationships with his children.

NFI-82 - 50 PACK, \$9.99

10 TIPS TO HELP YOUR CHILD IN SCHOOL

Studies show that children with involved dads do better in school. This tip card offers ten practical tips to help dads give their children a jumpstart for academic success.

NFI-74 - 50 PACK, \$9.99  
NFI-77 (SPANISH)



FOR MOMS

NEW



NEW

BEST SELLER







## PACKS OF 50 FOR JUST \$15.99



[www.fatherhood.org/brochures](http://www.fatherhood.org/brochures)

## HEALTH TOPICS

### 12 WAYS TO STAY HEALTHY

Keep dads healthy with this educational brochure containing important health tips and information for men of all ages. Also includes a helpful check-up chart dads can use to make sure they're staying healthy. 50 Pack.

NFI-70 (ENGLISH ONLY)



### HOW TO KEEP YOUR CHILD HEALTHY

These practical tips will help dad keep his kids happy, healthy, and safe—starting before they're even born. Also includes a quiz that helps dads realize their important role. 50 Pack.

NFI-71 (ENGLISH ONLY)

### HELPING YOUR CHILDREN MAINTAIN A HEALTHY WEIGHT

COMO AYUDAR A SUS HIJOS A MANTENER UN PESO SALUDABLE  
This brochure outlines 15 practical ways that dads can help their families stay active and eat healthy. 50 Pack.

NFI-41 (ENGLISH)  
NFI-51 (SPANISH)



### 10 WAYS TO BE A BETTER DAD

10 CONSEJOS PARA SER UN MEJOR PADRE

Our best selling brochure offers easy suggestions to help any father become a great dad. 50 Pack.

NFI-01 (ENGLISH) NFI-02 (SPANISH)



### HOW TO HELP YOUR CHILD DO WELL IN SCHOOL

COMO AYUDAR A SU HIJO A TENER UN BUEN DESEMPEÑO EN LA ESCUELA

Children with involved dads have a better chance of succeeding in school. This brochure offers ten practical tips to help dads give their children a jump-start for academic success. 50 Pack.

NFI-32 (ENGLISH) NFI-48 (SPANISH)



### SO YOU'RE A NEW FATHER

New fathers face a series of new and exciting challenges. This brochure provides new and expectant fathers with a ten point plan for enjoying and succeeding at the job of a lifetime—being a dad! 50 Pack.

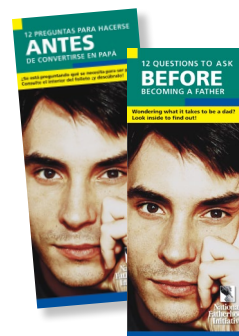
NFI-13 (ENGLISH) NFI-15 (SPANISH)

### KEEPING YOUR CHILD SAFE

COMO MANTENER A SU HIJO SEGURO

Keeping children healthy and safe is a priority for all parents, especially during those exploratory toddler years. This helpful checklist provides the information needed to childproof a home and prevent common household accidents. 50 Pack.

NFI-12 (ENGLISH) NFI-47 (SPANISH)



### 12 QUESTIONS TO ASK BEFORE BECOMING A FATHER

12 PREGUNTAS PARA HACERSE ANTES DE CONVERTIRSE EN PAPÁ

Filled with practical advice, this brochure helps men who are not yet fathers think critically about one of the most important decisions they will ever make—whether or not to become a dad. 50 Pack.

NFI-39 (ENGLISH) NFI-52 (SPANISH)

### THE SEVEN BENEFITS OF MARRIAGE FOR MEN

LOS 7 BENEFICIOS QUE EL MATRIMONIO BRINDA A LOS HOMBRES

Does marriage really matter? Yes, it does! This brochure speaks directly to men about the impact of marriage on a man's sex life, financial future, and most importantly, his relationships with his children. 50 Pack.

NFI-30 (ENGLISH)  
NFI-46 (SPANISH)

PACKS OF 50 FOR \$15.99



### 12 WAYS TO BALANCE WORK AND FAMILY

12 FORMAS DE LOGRAR UN EQUILIBRIO ENTRE EL TRABAJO Y LA FAMILIA

This brochure outlines twelve simple things that fathers can do to succeed at work and at home. Perfect for human resource managers and employers alike. 50 Pack.

NFI-37 (ENGLISH) NFI-54 (SPANISH)



### CREATING A SAFE HOME FOR YOUR FAMILY

COMO CREAR UN HOGAR SEGURO PARA SU FAMILIA

An emotionally and physically safe home environment is vital for healthy children and families. This brochure helps dads create a loving, caring environment where children can thrive. 50 Pack.

NFI-40 (ENGLISH) NFI-53 (SPANISH)



## MILITARY TOPICS

### 10 WAYS TO STAY INVOLVED WITH YOUR CHILDREN DURING DEPLOYMENT

Military deployment is tough on families, especially those that don't prepare for it. Here are ten great tips that can help military dads stay connected to their children even when they are far away. 50 Pack.

NFI-36 (ENGLISH ONLY)



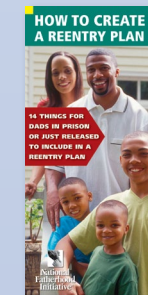
## CORRECTIONS TOPICS

### STAYING INVOLVED WITH YOUR CHILDREN WHILE INCARCERATED

COMO PARTICIPAR EN LA VIDA DE SUS HIJOS MIENTRAS PERMENECE EN PRISION

Incarcerated fathers may be locked up, but they don't have to be locked out of healthy relationships with their kids. This brochure offers incarcerated fathers ten tips on staying connected to their children. 50 Pack.

NFI-11 (ENGLISH) NFI-16 (SPANISH)



### HOW TO CREATE A REENTRY PLAN

Help incarcerated dads make a successful reentry transition! This brochure helps inmates create a plan for their lives after release with ideas for reuniting with family, taking care of finances, getting employment, and more. 50 Pack.

NFI-61 (ENGLISH ONLY)

### 20 WAYS TO CONNECT WITH YOUR CHILDREN AND FAMILY AFTER RELEASE

Fathers face many challenges upon release. With these 20 tips, dads can prepare, prevent, and partner for post-release success and connect for the long haul. Research shows that when dads connect with their children and families after release, they are more likely to stay out of prison. 50 Pack.

NFI-05 (ENGLISH ONLY)



### WELCOME HOME DAD!

Ease the strain of returning home from military deployment! These ten tips will prepare military dads and their families as they make the transition home from deployment back into everyday life. 50 Pack.

NFI-60 (ENGLISH ONLY)





# Guides

In English and in Spanish with a wide variety of helpful topics!



**POCKET GUIDES**

PACKS OF 5 FOR \$12.99

[www.fatherhood.org/pocketguides](http://www.fatherhood.org/pocketguides)

## NEW DAD'S POCKET GUIDE™

This handy guide has essential hints, tips, and strategies that every new dad needs to know! The New Dad's Pocket Guide™ helps dad get involved right from the start by increasing health literacy; includes important child health and safety information, ideas for connecting to his newborn, and more.

NFI-102 - 5 PACK, \$12.99  
NFI-104 (SPANISH)



## DAD'S POCKET GUIDE™

It's never been easier to give dads of preschoolers and school-aged children the information they need to stay involved in their children's lives in meaningful ways. An updated version of the popular Dad's Pack, this handy guide has essential health and education hints, tips, and strategies that every dad needs to know.

NFI-103 - 5 PACK, \$12.99  
NFI-105 (SPANISH)

## MILITARY DAD'S POCKET GUIDE™ :

20 Ways to Connect with Your Children During Deployment and Reconnect After Deployment  
Deployment happens, and can be a little easier when you and your family take the necessary steps to prepare for it in advance, as well as taking the same care with planning for dad's return. This pocket guide provides dads and families with 10 tips to make it through deployment, and 10 tips to help ease dad's return from deployment. **NFI-114 - 5 PACK, \$12.99**



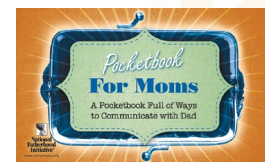
## POCKETBOOK FOR NEW MOMS:

A Pocketbook Full of Reasons for New Moms to Involve Dads™  
Helps new or expectant moms understand the benefits that she, her baby — and even dad! — will experience when dad is involved right from the start. Moms learn why its important to get dads involved and tips to get him “in the game.” **NFI-109 - 5 PACK, \$12.99**



## POCKETBOOK FOR MOMS:

A Pocketbook Full of Ways to Communicate with Dad™  
Helps moms understand how to talk with dads so they can raise healthy children together. Creating trust and a good communication pattern with dad is important, and this guide will help. **NFI-108 - 5 PACK, \$12.99**



**HELP ME GROW™ GUIDES**

[www.fatherhood.org/helpmegrow](http://www.fatherhood.org/helpmegrow)

## GUIDES TO THE AGES & STAGES OF CHILD GROWTH

Children grow at different rates, and dads need to know what to expect and not to expect in terms of child growth so they can be involved, responsible fathers. That's why NFI pulled some of our most popular content — the Ages and Stages Charts — out of our flagship fatherhood curriculum 24/7 Dad®, and placed it into 3 Help Me Grow guides for Dads based on their child's age range — Infant, Toddler/Pre-School, and Elementary School Years.

- ▶ THE FIRST YEAR  
**NFI-120 (ENGLISH) 5 PACK, \$12.99**  
**NFI-124 (SPANISH)**
- ▶ THE TODDLER & PRE-SCHOOL YEARS  
**NFI-121 (ENGLISH) 5 PACK, \$12.99**  
**NFI-125 (SPANISH)**
- ▶ THE ELEMENTARY SCHOOL YEARS  
**NFI-122 (ENGLISH) 5 PACK, \$12.99**  
**NFI-126 (SPANISH)**
- ▶ HELP ME GROW BUNDLE:  
(1) OF EACH 5-PACK SHOWN HERE  
**NFI-123 (ENGLISH) \$25.99**  
**NFI-127 (SPANISH) \$25.99**



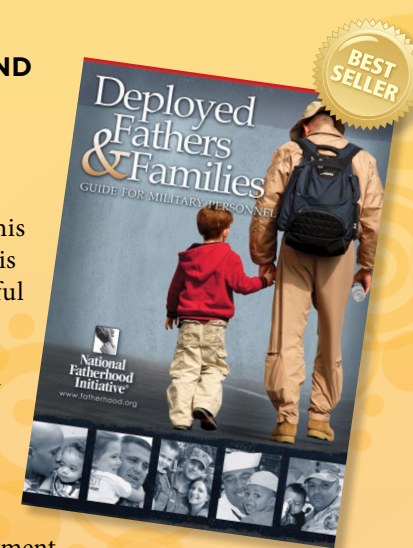
PACKS OF 5 FOR \$12.99  
OR SAVE \$12.98 ON THE HELP ME GROW BUNDLE!

# Guides & E-Books

## DEPLOYED FATHERS AND FAMILIES™ GUIDE

Used by all branches of the armed forces, this practical guide is filled with helpful tips, exercises, and strategies to help military fathers and their families prepare for and successfully navigate deployment challenges. The Deployed Fathers and Families™ Guide addresses several important topics, including money matters, legal issues, medical concerns, and staying connected during deployment. Increase military family readiness with this essential guide.

**NFI-35 \$4.99 EACH**



[www.fatherhood.org/dffg](http://www.fatherhood.org/dffg)

## INSIDEOUT DAD™ GUIDE TO FAMILY TIES

Incarcerated fathers who create meaningful ties with their children and family on the outside are the best prisoners on the inside. And, research shows that fathers who connect with their children (and families) prior to release have a higher likelihood of staying out of jail/prison.

The InsideOut Dad™ Guide to Family Ties helps incarcerated fathers address many important “connection” topics, including the importance of getting in touch — and staying in touch — with their family, maybe even for the first time.

Uses: short-term stay facilities (not just prisons, but jails, half-way houses, etc.), one-on-one case management, counseling, coaching, or mentoring, or as a stand-alone, self-paced resource to reach fathers who are unable to participate in the group-based InsideOut Dad® Program.

**NFI-107 25 PACK, \$179.99 (ENGLISH)**  
**NFI-113 25 PACK, \$179.99 (SPANISH)**  
**NFI-106 EACH, \$9.99 (ENGLISH)**  
**NFI-112 EACH, \$9.99 (SPANISH)**



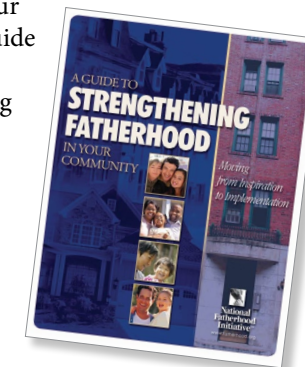
[www.fatherhood.org/iod-guide](http://www.fatherhood.org/iod-guide)

## SELECT GUIDES AVAILABLE AS E-BOOKS!

### A GUIDE TO STRENGTHENING FATHERHOOD IN YOUR COMMUNITY: Moving from Inspiration to Implementation

Want to start working with fathers in your community but don't know how? This guide provides helpful information on how to: start your own organization, start serving fathers from an existing organization, offer fatherhood programming in your community, raise funds, and mobilize your community around the issue of father absence. The most comprehensive resource available for those interested in promoting father involvement locally.

**DLD-01 \$19.99**



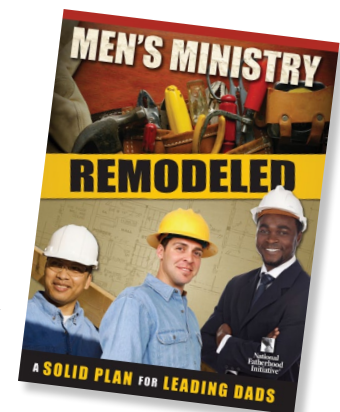
Once purchased, you will receive instant access to your new resource via an email allowing you to download, save and/or print the ebook.  
[www.fatherhood.org/gsfcc](http://www.fatherhood.org/gsfcc)



## MEN'S MINISTRY REMODELED™

Build a sustainable men's ministry that welcomes and engages dads with this comprehensive one-year plan. Customizable and easy to implement, Men's Ministry Remodeled™ is perfect for both churches and para-church organizations. Includes a guidebook and CD-ROM with helpful supplemental materials.

**BNA-10 \$19.99 each**  
**DLD-08 Downloadable E-Book \$19.99**



Use in Your Church, Ministry, or Outreach!

Once purchased, you will receive instant access to your new resource via an email allowing you to download, save and/or print the ebook.  
[www.fatherhood.org/mmr-dnld](http://www.fatherhood.org/mmr-dnld)



# Fatherhood Resource Kiosks

Convenient Kiosks You Can Stock with High-Quality Fatherhood Resources



## 2 KIOSK OPTIONS AVAILABLE!

Fatherhood Resource Kiosks™ can be stocked with helpful brochures, CD-ROMs, and more, allowing you to provide high quality resources in a format that's easy for fathers and families to access—all with a polished, professional look!

Use your Fatherhood Resource Kiosk™ to:

- Make events father-friendly
- Provide information in your waiting room
- Increase your program's exposure
- Expand community partnerships

No matter what your budget, there is a Fatherhood Resource Kiosk™ for your organization! We'll work with you to customize a resource solution that suits your needs. Choose from our wide variety of brochures, posters, CD ROMs, and more.

There's never been a better—or easier!—way to engage and educate the men in your company or community!

Please note: Brochures, Tip Cards, and other fatherhood resources are not included with your kiosk purchase, and must be purchased separately.

We can ADD your logo on KIOSK-01.\*

This versatile display unit can be easily mounted to a wall or placed on a table top (mounting hardware is included). Posters can be purchased for the upper portion of the kiosk. Please see page 21 for item numbers NFI-78 and NFI-88 if you would like to order posters. Dimensions are 21 x 42".

KIOSK-01 \$599



[www.fatherhood.org/frc](http://www.fatherhood.org/frc)



Please allow extra time for shipping.

Our newest Fatherhood kiosk display holds up to 8 NFI brochures or tip cards, and is great for standing out in a room or displaying during events. The two 4-brochure holders and top poster frame can also be easily mounted to a wall without the base (mounting hardware included) and is able to hold up to 8 brochures, or a combination of brochures and larger printed pieces. This kiosk also includes three 22 x 28" father-friendly posters! Dimensions are 23 x 67".

KIOSK-04 \$399

KIOSK-04 Includes 3 - 22 x 28" Posters!



\*Add your organization's logo to KIOSK-01 for only \$50 more!  
Call 240-912-1263 for this option.

# Fatherhood Program for All Dads



Download samples and evaluation data at [www.fatherhood.org/247dad](http://www.fatherhood.org/247dad)



24/7 Dad® is the most comprehensive fatherhood program available with innovative tools, strategies, and exercises for fathers of all races, religions, cultures, and backgrounds! Developed by fathering and parenting experts, 24/7 Dad® focuses on the characteristics men need to be good fathers 24 hours a day, 7 days a week. The program includes everything you need to successfully market, run, and evaluate the fatherhood program.

Independent, third-party research shows that 24/7 Dad® improves attitudes towards fathering, fathering knowledge, and fathering skills.

24/7 DAD® is available in a more basic format — 24/7 Dad® A.M. — and a more in-depth version — 24/7 Dad® P.M. Both curricula consist of 12 two-hour sessions that can be implemented in a group setting, or in a one-on-one home-based program.

24/7 DAD® A.M. is perfect for the first time dad who lacks the knowledge and skills to be a good father.

24/7 DAD® P.M. is for dads who have already been through the A.M. program or who want to keep improving their fathering skills.

The Complete Program Kit Includes:

- ▶ 1 - 24/7 Dad® Facilitator's Manual with the in-depth information you need to easily facilitate the program.
- ▶ 10 - 24/7 Dad® Fathering Handbooks that the dads can keep as a reference.
- ▶ 1 - CD-ROM with an evaluation tool, marketing resources, and more!

**\$549**  
PER KIT  
**\$7.99**  
PER HANDBOOK

\$549 PER KIT

A.M. KIT CNA-105 P.M. KIT CNA-106

## EXTRA 24/7 DAD® FATHERING HANDBOOKS

Order extra handbooks to include more dads in your program or to restock for another group! \$7.99 each

A.M. FATHERING HANDBOOKS (ENGLISH) CNA-101

A.M. FATHERING HANDBOOKS (SPANISH) CNA-108

P.M. FATHERING HANDBOOKS (ENGLISH) CNA-103

P.M. FATHERING HANDBOOKS (SPANISH) CNA-109



24/7 Dad® is Approved by Y of USA!



traininginstitute

We can train you to facilitate our quality curricula and workshops!

- ▶ 24/7 DAD®
- ▶ INSIDEOUT DAD®
- ▶ THE 7 HABITS OF A 24/7 DAD™
- ▶ DOCTORDAD® WORKSHOPS
- ▶ UNDERSTANDING DAD™



See page 16 or email [training@fatherhood.org](mailto:training@fatherhood.org) for more information





# Program for Moms to Involve Dads

# Fatherhood Workshops for New Dads and All Dads

Quality, easy-to-facilitate fatherhood programs, workshops, and more!



**Do you serve mothers who struggle to understand and communicate with the fathers of their children?**

NFI, the nation's #1 provider of resources for fathers, has developed a unique program that helps mothers improve the relationships they have with fathers, for the benefit of their children.

Data show that one in three children in the U.S. grows up in a home without his or her biological father, and the lack of father involvement increases the risk that children will suffer from a range of social, emotional, and physical ills.

Unfortunately, many times it's the mothers' gatekeeping behavior that can prevent or reduce fathers' access to their children—when fathers' involvement in their children's lives would actually benefit their children. In addition, mothers can lack the self-awareness and communication skills they need to improve their relationships with the fathers of their children.

Enter Understanding Dad™ a Complete Program Kit consisting of 8 sessions, each lasting approximately 2 hours, with the goal of accomplishing 4 objectives that are vital to improving the relationships between mothers and fathers.



## Program Goals:

- Increase mothers' knowledge, positive attitudes (e.g. toward fathers' involvement), and skills (e.g. communication) associated with improving their relationships with the fathers of their children.
- Increase mothers' awareness of the impact that their upbringing (e.g. their relationships with their own fathers) has had on their relationships with the fathers of their children and men in general.
- Increase mothers' understanding of the importance of fathers' involvement in the lives of their children.
- Increase positive interactions between mothers and the fathers of their children.

## The Complete Program Kit includes:

- Understanding Dad™ Facilitator's Manual
- 10 Understanding Dad™ Mother's Handbooks for use during the program and that the moms can keep
- CD-ROM with an evaluation tool, marketing resources, videos and more!
- DVD video content for some sessions

## Program Uses:

- ✓ Run Understanding Dad™ as a stand-alone program for moms.
- ✓ Offer Understanding Dad™ for moms as a complementary program to your fatherhood program, such as NFI's 24/7 Dad™ program.
- ✓ Complement Understanding Dad™ with NFI's Mom as Gateway™ FatherTopics™ Workshop: (see page 14) a 3-session add-on workshop which moves mothers from being a "gatekeeper" regarding fathers' access to their children to a "gateway," thus increasing fathers' access to their children.



**DOCTORDAD® WORKSHOPS** are great for new and expectant dads! Increase fathers' health literacy by providing the knowledge and skills men need to successfully care for their young children right from the start.

Based on feedback from fatherhood practitioners, we've updated and reformatted our popular DoctorDad® curriculum—now offered as four separate DoctorDad® Workshops for individual purchase or as a set.

Presented as 60-90 minute stand-alone workshops, or as supplemental sessions to your current fatherhood programming, DoctorDad® Workshops allow you to focus on the health and safety issue(s) that matters most to your dads—from keeping children well, to taking care of a sick child, along with preventing injuries, and creating a safe home. Or purchase all four workshop kits to cover each of these important issues with your dads!

The Complete Program Kit includes:

- 1 DoctorDad® Workshop Guide with information to facilitate each session
- DoctorDad® CD-ROM which contains the following:
  - ▶ Facilitator's Guide complete with information about the program's underlying principles and themes
  - ▶ Marketing Materials including posters and postcards
  - ▶ Evaluation and Survey Materials including Participant Questionnaire and Certificate of Completion
- 10 DoctorDad® Father's Handbooks for dads to use during the session and keep as a reference



Child Health & Safety Workshops  
for New & Expectant Dads

INDIVIDUAL WORKSHOPS \$79 EACH  
OR  
Buy all four workshops for the price of three!  
**\$239** CNA-145



DoctorDad® Workshops cover a wide range of important child health and safety skills:

- **THE WELL CHILD:** New! Crying Flowchart, Infant Nutrition, Immunization, Temperament, and more **CNA-140**
- **THE SICK CHILD:** Fevers, The Common Cold, Dehydration, and more **CNA-142**
- **THE INJURED CHILD:** Burns, Scrapes, Choking, and more **CNA-146**
- **THE SAFE CHILD:** Safety in the car, Safety in the Kitchen, Parental Anger, and more **CNA-148**

## EXTRA FATHER'S HANDBOOKS

Order extra handbooks to include more dads in your program or to restock for another group! 20 PACK, \$49.99

**CNA-161** - WELL CHILD      **CNA-163** - SICK CHILD  
**CNA-167** - INJURED CHILD      **CNA-169** - SAFE CHILD



## The 7 Habits of A 24/7 Dad™



COMPLETE PROGRAM KIT \$379 CNA-60  
ADDITIONAL FATHERING GUIDEBOOKS \$59.99 PACK OF 5 BOOKS CNA-61

## THE 7 HABITS OF A 24/7 DAD™

National Fatherhood Initiative's fathering expertise and FranklinCovey's organizational principles come together in this dynamic workshop. This one-day workshop is a great starting point for fathers in many situations and is perfect for corporations, military installations, churches—anyone looking for a basic way to engage fathers.

## The Complete Program Kit includes:

- 1 - Facilitator's Guide
- 1 - PowerPoint® presentation CD-ROM
- 10 - 2.25 x 4.25 inch wallet-size Reference Cards
- 1 - Workshop Video CD-ROM
- 10 - Fathering Guidebooks
- CNA-60 \$379 KIT**

## ADDITIONAL FATHERING GUIDEBOOKS & REFERENCE CARDS

Order extra Fathering Guidebooks and Reference Cards to include more dads in your program or to restock for another group!

**CNA-61** 5 PACK & CARDS, \$59.99

TO ORDER: [www.fathersource.org](http://www.fathersource.org) | (240) 912-1263 | (301) 948-6776 fax



**Understanding Dad™ 1 or 2-Day  
Training Institute Now Available!**

Let NFI's Program Specialists train you to effectively facilitate the new Understanding Dad™ program.

See page 16 or email  
[training@fatherhood.org](mailto:training@fatherhood.org)  
for more information





[www.fatherhood.org/iod](http://www.fatherhood.org/iod)

INSIDEOUT DAD®

Research indicates that when inmates are connected to their family, they are less likely to return to prison. Specifically developed for the challenges incarcerated fathers face, InsideOut Dad® connects incarcerated fathers to their children while they're on the inside and prepares them for reentry when they get out.

Popular among both inmates and ex-offenders, InsideOut Dad® has been proven to increase family contact and improve inmate knowledge and attitudes. Hundreds of state and federal facilities, pre-release programs, community organizations, and more are using this life-changing reentry program.

Standardized programming for 25 states and the City of New York's corrections system, InsideOut Dad® has 12 core sessions and 4 optional sessions—making it customizable for different settings. Studies show that InsideOut Dad® is an effective, evidence-based tool for preparing men to reenter society and may help lower recidivism rates.



COMPLETE PROGRAM KIT  
**\$599** CNA-170  
ADDITIONAL FATHERING HANDBOOKS  
**\$8.99** EACH CNA-172



The Complete Program Kit includes:

- 1 - InsideOut Dad® Facilitator's Manual
- 10 - InsideOut Dad® Fathering Handbooks
- 1 - InsideOut Dad® DVD/CD-ROM (includes Father's Survey and Father's Survey Answer Key, Marketing Flyer with sign-up sheet, and Certificate of Completion)

CNA-170 \$599 KIT

ADDITIONAL INSIDEOUT DAD® FATHERING HANDBOOKS

Order extra handbooks to include more dads in your program or to restock for another group!

CNA-172 \$8.99 SPANISH HANDBOOK - CNA-175



COMPLETE PROGRAM KIT  
**\$599** CNA-79  
ADDITIONAL FATHERING HANDBOOKS  
**\$9.99** EACH CNA-82

INSIDEOUT DAD® CHRISTIAN: FIRST EDITION

Created in partnership with Prison Fellowship, InsideOut Dad® Christian: First Edition adds a firm Biblical foundation to the program's sessions, allowing inmate fathers to grow not only personally, but also spiritually, as they become better fathers. This program contains 12 core sessions and 26 optional sessions and is perfect for churches and prison ministries who are looking for a curriculum that is easy to facilitate and proven to change lives.

The Complete Program Kit includes:

- 1 - Activities Manual
- 1 - Facilitator's Guide
- 10 - Fathering Handbooks for the Inmates
- 1 - CD-ROM with evaluation tools

INSIDEOUT DAD® CHRISTIAN: FIRST EDITION FATHERING HANDBOOKS

Include more dads in your group or stock up for another class!

CNA-82 \$9.99 EACH

[www.fatherhood.org/iodchristian](http://www.fatherhood.org/iodchristian)



FATHERTOPICS™ COLLECTION FOR NON-CUSTODIAL DADS

Developed as a result of NFI's work with the City of New York's Department of Youth and Community Development, these five workshop sessions help non-custodial fathers explore their knowledge, attitudes, emotions, and behavior on 5 specific topics that are critical to their success as fathers.

These topical sessions are crucial for fathers who do not reside in the same home as their children. Facilitators and non-custodial fathers in New York City, found these sessions extremely helpful and their feedback was overwhelmingly positive.

The Collection Kit Includes:

- CD-ROM with Instruction Guide, and Session Handouts
- Binder-Ready, 3-Hole Punched Sessions with Divider Tabs:
  - ▶ Workforce Readiness Session
  - ▶ Rights & Responsibilities Session
  - ▶ Visitation
  - ▶ Child Support Session
  - ▶ Money Management Session

Session Uses:

- Run one or all 5 sessions with non custodial fathers you serve
- Use whichever sessions you need, when you need them, to meet the needs of on-custodial dads you serve
- Add one or more session(s) to an existing fatherhood program
- Substitute one or more sessions for non-applicable sessions in your current programming for non-custodial fathers

PER PACK  
**\$149**  
CNA-190



SESSIONS IN THE COLLECTION:

- ✓ **Workforce Readiness** - Provides fathers with information about the importance of being gainfully employed and emphasizes the balance needed to handle the demands of employment and parenting. Fathers meet a local career or workforce readiness expert and discuss the issues and challenges related to finding and maintaining employment.
- ✓ **Rights and Responsibilities** - Helps fathers to understand their legal rights as fathers and, specifically, their rights as non-custodial parents. Fathers learn to appreciate their parental responsibilities from a moral, legal, financial, emotional, and holistic perspective, and to assess their ability to serve as a both a nurturer and guide to their children.
- ✓ **Visitation** - This session focuses on the purpose and goals of fathers' visits with their children, what the fathers should look for to evaluate the success of visits, and what the fathers can do to have successful visits with their children.
- ✓ **Child Support** - This session helps fathers to better understand the importance of providing child support, what this type of support means for their children, and for their self-identification as a father. This session emphasizes the value of all types of support given by a father (e.g. financial, emotional, and physical). Fathers meet a local child support expert/representative and learn about child support enforcement and how to navigate the child support system.
- ✓ **Money Management** - This session helps fathers to understand the costs associated with raising a child. Dads learn how to access and best use/leverage government assistance (e.g. Temporary Assistance for Needy Families (TANF), the Supplemental Nutrition Assistance Program (SNAP)—[formerly known as food stamps], and Medicaid) as a means to provide for their children as temporary assistance during times of under/unemployment. A money management expert discusses the value of creating and maintaining a budget, planning for their children's future, and fathers can complete a budget.





## FATHERTOPICS WORKSHOPS

### TOPICS COVERED IN WORKSHOPS:

- ☒ Communication between mom and dad
- ☒ Domestic Violence
- ☒ Co-parenting
- ☒ Culture
- ☒ Spirituality



Learn More at [www.fatherhood.org/fathertopicsworkshops](http://www.fatherhood.org/fathertopicsworkshops)

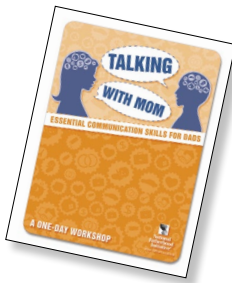
Everything you need to run 3-4 hour workshops for dads on topics that matter to them most! FatherTopics Workshops™ are cost effective, easy to facilitate, engaging workshops you can run by themselves, or alongside another fatherhood program.

Once purchased, you will receive instant access to your new resource(s) via an email allowing you to download, save and/or print the workshop guide(s).

### TALKING WITH MOM™ Essential Communication Skills for Dads

Our newest workshop allows you to deliver a three-session workshop to help fathers become better communicators with the mother(s) of their children by learning about communication patterns, creating a safe environment for effective communication, and developing effective listening skills.

DLD-05 \$39.99



### MOM AS GATEWAY™

Studies show that mothers' perceptions greatly influence fathers' involvement. This workshop helps you break down barriers between mothers and fathers and facilitate helpful discussions and efforts towards co-parenting.

DLD-03 \$39.99



### LET'S CELEBRATE CULTURE!™ Working with Culturally Diverse Fathers

This one-day workshop increases both facilitators' and fathers' understanding of the role that culture plays in shaping fathers' knowledge and attitudes. Let's Celebrate Culture! equips facilitators to effectively engage and educate fathers from a variety of backgrounds and provides three, interactive sessions that will help fathers explore and celebrate their culture.

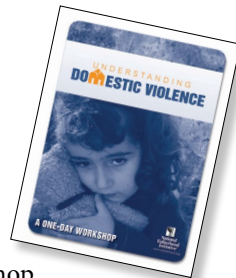
DLD-02 \$39.99



### UNDERSTANDING DOMESTIC VIOLENCE™

Healthy, nurturing, and loving fathers play a significant role in preventing domestic violence. This three session workshop helps your organization proactively reduce domestic violence in your community by increasing awareness. The perfect complement to your fatherhood or domestic violence program, this workshop will help you create awareness among men and, ultimately, decrease the impact of intimate partner abuse.

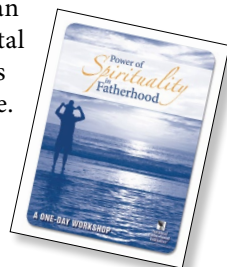
DLD-06 \$39.99



### POWER OF SPIRITUALITY IN FATHERHOOD™

Spirituality can be instrumental in how fathers view their role. This one-day workshop contains three interactive sessions that help fathers explore the relationship between spirituality and fathering and how spirituality and faith can help improve their fathering skills.

DLD-04 \$39.99



## 24/7 DAD™ POWER HOUR



Download a sample at [www.fatherhood.org/powerhour](http://www.fatherhood.org/powerhour)

Developed by seasoned ministers, 24/7 Dad™ Power Hour is a revolutionary men's small group or individual study that helps men explore God's intentions and design for fathers and families.

It takes just one hour a week for men to become the fathers God is calling them to be. The 24/7 Dad™ Power Hour kits contain everything leaders need to facilitate a study group quickly and easily! It also contains everything a dad needs for individual study! Each session encourages men to "Reach Up" to God and "Reach Out" to their families through activities and strategies they can try at home. The studies focus on key fathering characteristics — like masculinity, discipline, and work/family balance — with a Biblical foundation so that men can explore God's design for fathers and families. Groups and individuals will benefit from the following helpful resources:

- ▶ The 24/7 Dad™ Power Hour DVD complements each session with inspiring teaching and engages group members
- ▶ The *Small Group Instruction Manual* serves as a guide to help the host run a successful small group or to use for individual study
- ▶ The *Participant's Guide* helps dads focus their study and apply what they have learned

Great for Men's Ministries at Pregnancy Care Centers



### FATHERHOOD SKILLS AND THE CHRISTIAN DAD

Topics Include:

- Fatherhood Skills and the Lord's Instruction
- God Versus Nurture
- God & Discipline — Styles, Power, & Control
- God & Discipline — Being a Fair & Loving Father
- Having Fun
- Competition and Fathering

KIT CNA-127 \$19.99  
ADDITIONAL PARTICIPANTS GUIDES CNA-126 \$7.99



### RELATIONSHIPS AND THE CHRISTIAN DAD

Topics Include:

- Honor the Mother
- Handling Stress and Anxiety
- You and Mom — One Flesh
- Work-Sabbath Balance
- Your Body is a Temple
- Iron Sharpens Iron

KIT CNA-132 \$19.99  
ADDITIONAL PARTICIPANTS GUIDES CNA-131 \$7.99



### THE CHRISTIAN DAD

Topics Include:

- Christian Fatherhood
- Expectations and Fatherhood
- The "Heart" of Fatherhood
- Honor the Father
- Raising Adams and Eves
- First Fruits Mentality

KIT CNA-122 \$19.99  
ADDITIONAL PARTICIPANTS GUIDES CNA-121 \$7.99



## Partner with NFI on State and Local Fatherhood Initiatives

NFI's Project Design & Consulting staff works with federal, state, and local agencies to implement our Community Mobilization Approach, increase their agencies' networks and grantees' father-friendliness, and implement state or city-wide fatherhood initiatives. If you are a federal, state, or local agency interested in partnering with NFI, contact Project Design & Consulting today at [community@fatherhood.org](mailto:community@fatherhood.org).



### Receive NFI's Father-Readiness Assessment and Planning Services™

Consists of a 1 or 2-day site visit, where NFI staff assess the organization's father-readiness to train and serve fathers, resulting in recommendations for the best combination of NFI resources and offerings to meet the organization's fatherhood programming objectives.

### Engage your Organization or Team in Compression Planning®

Jumpstart your fatherhood program—or enhance an existing one—with an interactive planning session facilitated by NFI staff. Compression Planning®, is a process which helps leaders make better decisions faster through more effective collaborative time, resulting in an action plan with specific design ideas. Available in a half-day, full-day, and two-day session.

### Engage and Mobilize Your Community Around Fatherhood

NFI can conduct a training/workshop to help organizations create a Community Mobilization Approach™ (CMA) which engages 11 sectors of society. Includes a needs and assets assessment, planning and/or facilitating a Leadership Summit on Fatherhood, and creating your local fatherhood initiative.

For more information contact [community@fatherhood.org](mailto:community@fatherhood.org)



traininginstitute

### TRAINING INSTITUTE FEES

**1-Day Workshop**  
**\$3999**

including travel expenses

**2-Day Workshop**  
**\$4999**

NFI has trained nearly 12,000 facilitators in person, plus 10,000 via webinar, from approximately 5,500 diverse organizations in all 50 states!

Our expert staff will travel to your location to train you to facilitate the following programs:

- 24/7 Dad®**  
This program teaches men the characteristics they need to be good fathers 24 hours a day, 7 days a week.
- InsideOut Dad®**  
This ground-breaking program is designed to address the specific needs of incarcerated fathers. Trainings also available for *InsideOut Dad™ Christian*.
- DoctorDad® Workshops**  
These interactive workshops teach fathers the essentials of child health and safety, and equip men to successfully care for their small children.
- Understanding Dad™**  
Designed specifically for use with mothers, to help them improve the relationships they have with fathers for the benefit of their children.



FATHER SOLUTIONS

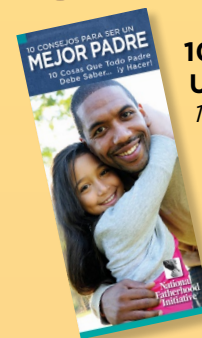
For more information visit [www.fatherhood.org/training](http://www.fatherhood.org/training)  
To schedule your customized support, contact a Programming Support Consultant at 240-912-1290 or [training@fatherhood.org](mailto:training@fatherhood.org)

Our **Capacity-Building Workshops** give you targeted solutions and best practices that are designed to help your fatherhood program succeed and thrive! Our workshops cover a variety of relevant topics and we can create customized workshops specifically for your organization's needs.



**PACKS OF 50 FOR JUST \$15.99**

[www.fatherhood.org/brochures](http://www.fatherhood.org/brochures)



### 10 CONSEJOS PARA SER UN MEJOR PADRE

10 WAYS TO BE A BETTER DAD

Our best selling brochure offers easy suggestions to help any father become a great dad. 50 Pack. NFI-02

### COMO MANTENER A SU HIJO SEGURO

KEEPING YOUR CHILD SAFE

Keeping children healthy and safe is a priority for all parents, especially during those exploratory toddler years. This helpful checklist provides the information needed to childproof a home and prevent common household accidents. 50 Pack. NFI-47



### COMO CREAR UN HOGAR SEGURO PARA SU FAMILIA

CREATING A SAFE HOME FOR YOUR FAMILY

An emotionally and physically safe home environment is vital for healthy children and families. This brochure helps dads create a loving, caring environment where children can thrive. 50 Pack. NFI-53

### LOS 7 BENEFICIOS QUE EL MATRIMONIO BRINDA A LOS HOMBRES

THE SEVEN BENEFITS OF MARRIAGE FOR MEN

Does marriage really matter? Yes, it does! This brochure speaks directly to men about the impact of marriage on a man's sex life, financial future, and most importantly, his relationships with his children. 50 Pack. NFI-46



### COMO PARTICIPAR EN LA VIDA DE SUS HIJOS MIENTRAS PERMENECE EN PRISION

STAYING INVOLVED WITH YOUR CHILDREN WHILE INCARCERATED

Incarcerated fathers may be locked up, but they don't have to be locked out of healthy relationships with their kids. This brochure offers incarcerated fathers ten tips on staying connected to their children. 50 Pack. NFI-16



### COMO AYUDAR A SU HIJO A TENER UN BUEN DESEMPEÑO EN LA ESCUELA

HOW TO HELP YOUR CHILD DO WELL IN SCHOOL

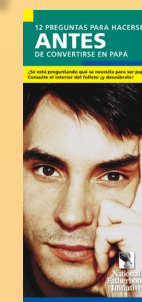
Children with involved dads have a better chance of succeeding in school. This brochure offers ten practical tips to help dads give their children a jump-start for academic success. 50 Pack. NFI-48



### ASI QUE ACABA DE SER PADRE

SO YOU'RE A NEW FATHER

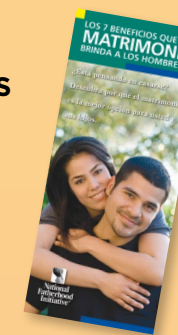
New fathers face a series of new and exciting challenges. This brochure provides new and expectant fathers with a ten point plan for enjoying and succeeding at the job of a lifetime—being a dad! 50 Pack. NFI-15



### 12 PREGUNTAS PARA HACERSE ANTES DE CONVERTIRSE EN PAPÁ

12 QUESTIONS TO ASK BEFORE BECOMING A FATHER

Filled with practical advice, this brochure helps men who are not yet fathers think critically about one of the most important decisions they will ever make—whether or not to become a dad. 50 Pack. NFI-52



### COMO AYUDAR A SUS HIJOS A MANTENER UN PESO SALUDABLE

HELPING YOUR CHILDREN MAINTAIN A HEALTHY WEIGHT

This brochure outlines 15 practical ways that dads can help their families stay active and eat healthy. 50 Pack. NFI-51



### 12 FORMAS DE LOGRAR UN EQUILIBRIO ENTRE EL TRABAJO Y LA FAMILIA

12 WAYS TO BALANCE WORK AND FAMILY

This brochure outlines twelve simple things that fathers can do to succeed at work and at home. Perfect for human resource managers and employers alike. 50 Pack. NFI-54





# Resources in Spanish

Brochures, Posters, Fathering Handbook, Tip Cards, and Pocket Guides



## TIP CARDS

[www.fatherhood.org/tipcards](http://www.fatherhood.org/tipcards)

### 10 WAYS TO BE A BETTER DAD

This tip card offers easy suggestions to help any father become a great dad! 50 Pack.

NFI-75 (SPANISH)

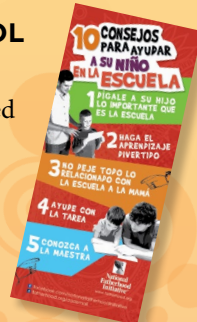


### 10 TIPS TO HELP YOUR CHILD IN SCHOOL

Studies show that children with involved dads do better in school. This tip card offers ten practical tips to help dads give their children a jumpstart for academic success. 50 Pack.

NFI-77 (SPANISH)

PACKS OF 50 FOR \$9<sup>99</sup>



### 10 TIPS FOR NEW DADS

New dads face a series of exciting challenges. This tip card provides new and expectant fathers with 10 tips for enjoying and succeeding at the job of a lifetime — being a dad! 50 Pack.

NFI-76 (SPANISH)



## POSTERS

Full-color, High-quality

NFI-88 \$15.00 FOR SET OF 3

Full-color 16"x20" Spanish language posters. Not sold separately. Posters read: "Give Your Kids What They Need To Succeed. You." and "Every girl needs a leading man" Tagline on each poster: "Have You Been A Dad Today?"



SET OF 3 16" x 20" \$15



## POCKET GUIDES

[www.fatherhood.org/pocketguides](http://www.fatherhood.org/pocketguides)

PACKS OF 5 FOR \$12<sup>99</sup>

### NEW DAD'S POCKET GUIDE™

Newly revised, this handy guide has essential hints, tips, and strategies that every new dad needs to know! The New Dad's Pocket Guide™ helps dad get involved right from the start by increasing health literacy with important child health and safety information, ideas for connecting to his newborn, and more. 5 Pack. NFI-104 (SPANISH)



### DAD'S POCKET GUIDE™

It's never been easier to give dads of preschoolers and school-aged children the information they need to stay involved in their children's lives in meaningful ways. An updated version of the popular Dad's Pack, this handy guide has essential health and education hints, tips, and strategies that every dad needs to know. 5 Pack.

NFI-105 (SPANISH)



## HELP ME GROW™ GUIDES

[www.fatherhood.org/helpmegrow](http://www.fatherhood.org/helpmegrow)

PACKS OF 5 FOR \$12<sup>99</sup>

### GUIDES TO THE AGES & STAGES OF CHILD GROWTH

Children grow at different rates, and dads need to know what to expect and not to expect in terms of child growth so they can be involved, responsible fathers. That's why NFI pulled some of our most popular content — the Ages and Stages Charts — out of our flagship fatherhood curriculum 24/7 Dad®, and placed it into 3 Help Me Grow guides for Dads based on their child's age range — Infant, Toddler/Pre-School, and Elementary School Years. 5 Pack.

- THE FIRST YEAR NFI-124 (SPANISH)
- THE TODDLER & PRE-SCHOOL YEARS NFI-125 (SPANISH)
- THE ELEMENTARY SCHOOL YEARS NFI-126 (SPANISH)
- HELP ME GROW BUNDLE: (1) OF EACH 5-PACK SHOWN HERE NFI-127 (SPANISH)



NEW



## SPANISH ADAPTATIONS OF OUR FATHERING HANDBOOKS

Many fathers who speak and understand both English and Spanish are unable to read and write in English.

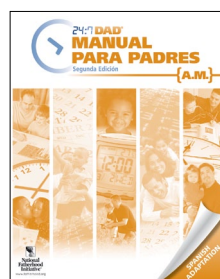
Therefore, it's important to provide those dads with a Spanish adaptation handbook that they are able to read and also allows them to fully participate in the handbook writing exercises.

Available for our 24/7 Dad® AM and PM fatherhood programs, as well as InsideOut Dad®.

### 24/7 DAD® A.M. FATHERING HANDBOOK SPANISH

CNA-108 (SPANISH) \$7.99 EACH

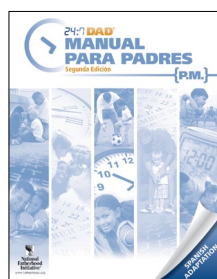
See page 9 for the 24/7 Dad® Program.



### 24/7 DAD® P.M. FATHERING HANDBOOK SPANISH

CNA-109 (SPANISH) \$7.99 EACH

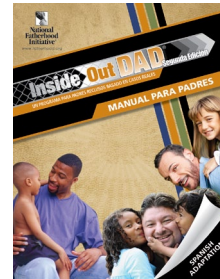
See page 9 for the 24/7 Dad® Program.



### INSIDEOUT DAD® FATHERING HANDBOOK SPANISH

CNA-175 (SPANISH) \$8.99 EACH

See page 12 for the InsideOut Dad® Program.



## La InsideOut Dad™ GUÍA PARA FORTALECER LOS LAZOS FAMILIARES

THE INSIDEOUT DAD™ GUIDE TO FAMILY TIES

Provide our Spanish adaptation of the InsideOut Dad(r) Guide to Family Ties to incarcerated fathers whose primary reading and writing language is Spanish.

Incarcerated fathers who create meaningful ties with their children and family on the outside are the best prisoners on the inside. And, research shows that fathers who connect with their children (and families) prior to release have a higher likelihood of staying out of jail/prison.

The InsideOut Dad™ Guide to Family Ties helps incarcerated fathers address many important "connection" topics, including the importance of getting in touch — and staying in touch — with their family, maybe even for the first time.

See page 7 for implementation suggestions.



[www.fatherhood.org/iod-guide](http://www.fatherhood.org/iod-guide)



\$179<sup>99</sup> 25-PACK (\$2.75 savings per book!) NFI-113

\$9<sup>99</sup> EACH INDIVIDUAL GUIDE NFI-112



# Interactive Resources

Perfect for home visits and a great complement to any class or program.



## WHEN DUCT TAPE WON'T WORK™: An Interactive Program for Dads of Infants and Toddlers (CD-ROM)

Based on NFI's Doctor Dad® Workshops, this self-paced, interactive CD-ROM uses a comic/cartoon style to help new and expectant dads learn health and safety guidelines for infants and toddlers. Increases health literacy, helping new and expectant dads learn health and safety guidelines for infants and toddlers. Give Dad what he needs to know about fevers, injuries, immunizations, child safety, and more in order to care for his children. **NFI-66** \$39.99 EACH



## 24/7 DAD® INTERACTIVE (CD-ROM)

The 24/7 Dad® Interactive CD-ROM is a self-paced, interactive version of NFI's 24/7 Dad® program, taking dads on a personal journey to help them learn more about their parenting style and improve their relationships. On-screen narrators take dads through exercises and information in 12 sections. This CD-ROM is perfect for home visits and parenting resource libraries! **NFI-56** \$39.99 EACH

## BOYZ 2 DADS™

This CR-ROM program uses a "throw-back" 3-D video game style to engage adolescent boys and teaches them that their choices matter. Users travel through six different levels of social situations, making decisions and experiencing the consequences of their choices. Boyz 2 Dads™ includes a User's Guide for any concerned adult—parents, educators, social workers, and more. Prepare teens for important life choices around the issues of relationships, sex, and peer pressure with this unique and engaging resource.

Minimum system requirements: PC: Windows XP/2000/800 MHz Pentium III or AMD Athalon XP Processor/256 MB RAM; MAC: OS X/G4 Processor/256 MB RAM

Single User Install Disk **NFI-63** \$39.99 EACH Volume License Install Disk (30 Users) **NFI-64** \$149.99 EACH



[www.fatherhood.org/dadventurespreschool](http://www.fatherhood.org/dadventurespreschool)

## DADVENTURES™ PRESCHOOL FATHER-CHILD ACTIVITIES

Filled with 13 fun activities that preschool-aged kids and dads can do together, this interactive program teaches children important character traits—like honesty and generosity—and connects kids directly to dads for a fun time they'll never forget.

### Dadventures™ Preschool Kit includes:

- 1 - Activities Manual
- 10 - Golden Rulers
- 1 - Inches for Your Effort™ Poster
- Certificates of Celebration

**CNA-39P** \$149 kit Age group: 3-5 years

## DADVENTURES™ PRESCHOOL REFILL KIT

Order this refill kit to include more children and fathers in your program, or stock up for another group! Contains 10 Golden Rulers and 1 Inches For Your Efforts™ Poster. **CNA-40P** \$29.99



[www.fatherhood.org/dadventures](http://www.fatherhood.org/dadventures)

## DADVENTURES™

This program is filled with fun activities dads and elementary school-aged kids can do together! Eighteen easy-to-facilitate sessions interactively engage kids with their dads and help build important character traits (like generosity and honesty) in a fun way.

### Dadventures™ Kit includes:

- 1 Activities Guide
- 1 101 Secrets A Good Dad Knows Book
- 1 Inches For Your Efforts™ Poster
- 10 Golden Rulers

**CNA-39** \$149 KIT. Age group: 6-9 years

## DADVENTURES™ REFILL KIT

Order this refill kit to include more children and fathers in your program, or stock up for another group! Contains 10 Golden Rulers and 1 Inches For Your Efforts™ Poster.

**CNA-40** \$29.99



## POSTERS: Full-color, High-quality

Encourage dads with these full-color posters that remind fathers of their important and irreplaceable role!

**NFI-68** \$45.00 for set of 5 (Large) Full-color 22 x 28" posters. Not sold separately. Not available in Spanish.

SET OF 5 22" x 28" **\$45** NFI-68



**NFI-78** \$25.00 for set of 5 (Small) Full-color 16 x 20" posters. Not sold separately. Not available in Spanish.

SET OF 5 16" x 20" **\$25** NFI-78

SET OF 3 SPANISH POSTERS 16" x 20" **\$15** NFI-88

**NFI-88** \$15.00 for set of 3 (Spanish) Full-color 16 x 20" Spanish language posters. Not sold separately. Posters read: "Give Your Kids What They Need To Succeed. You." and "Every girl needs a leading man" Tagline on each poster: "Have You Been A Dad Today?"



**NFI-80** \$35.00 for set of 3 Full-color 22"x28" posters. Not sold separately. Not available in Spanish.

SET OF 3 22" x 28" **\$35** NFI-80



Have you had your ... **FREE** Father Friendly Check-Up™?

Take the Father Friendly Check-Up at [www.fatherhood.org/ffcu](http://www.fatherhood.org/ffcu)

Our FREE Father Friendly Check-Up™ is designed to help you determine just how father-friendly your organization is! This assessment will analyze your physical environment/location, organizational philosophies, staff attitudes, and more to determine your score.







## GET THE FACTS ON FATHER ABSENCE

Also Available as a Downloadable E-Book at  
[www.fatherhood.org/ff6-dnld](http://www.fatherhood.org/ff6-dnld)

### FATHER FACTS™ SIXTH EDITION

Father Facts™ Sixth Edition is the most up-to-date, comprehensive collection of statistics, charts, and research summaries ever assembled on the extent and effects of father absence. A large section on the benefits of father involvement is also included. Father Facts™ 6 is a must-have reference manual for fatherhood programs, family practitioners, social service agencies, researchers, and anyone concerned about the well-being of children in America today. Get the Facts!

New to this edition — the CD-ROM comes standard, making data easy to search and simple to use. Pull out relevant statistics and charts for your own reference, or for a presentation.

Father Facts™ Sixth Edition provides a comprehensive survey of the last 5 years of Census Bureau data and social science research, giving a clear picture of the causes and consequences of father absence.

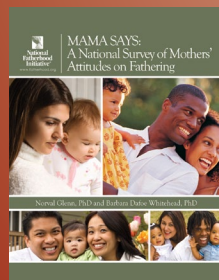
BNA-11 (BOOK + CD-ROM) \$19.99



DLD-09 DOWNLOADABLE  
E-BOOK \$24.99



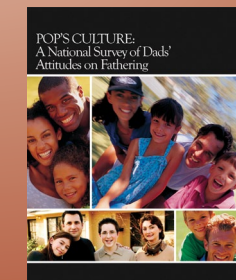
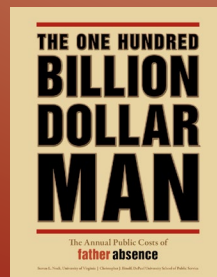
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### Mama Says:

A National Survey of Mothers' Attitudes on Fathering

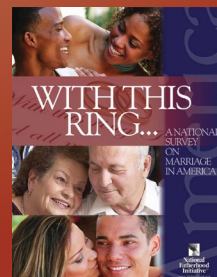
**The 100 Billion Dollar Man:**  
The Annual Public Costs of Father Absence



### Pop's Culture:

A National Survey of Dads' Attitudes on Fathering

**With This Ring:**  
A National Survey of Marriage in America



There's a popular phrase which states "build it and they will come." This saying is sometimes true but oftentimes not realistic—especially when it comes to developing and implementing fatherhood programs.

There are a great number of fatherhood programs with great staff, curriculum, facilities, and community support—but lack participants. Logic dictates that there is no actual program without participants to serve. Unfortunately, some fatherhood program practitioners are very skilled in the business of program operations but do not know the location of their target population or how to get them in the door.

**This may surprise you: It's not usually the fatherhood program itself that gets them in the door.**

We've all heard the saying "Proper Planning Prevents Poor Performance." That's why successful fatherhood practitioners plan ahead by strategizing how they will draw fathers in, what other services they will offer that has a "hook", and lay out the demographics and location of their target population.

### BEGIN BY ASKING YOURSELVES:

- What kind of other "wrap-around" resources do we offer that have a "draw" for potential participants? What could be the "hook"?
- What kind of fathers are our target? e.g. New fathers, teen fathers, single fathers, non-custodial fathers, etc.
- What is our target father's age range? Children's age(s)? Marital status?

### NOW ANSWER THE QUESTIONS:

- Where can we find the specific types of fathers we want to reach (that we listed above)?
- Where are the fathers that have the "need" we serve? Where would they hang out?
- Where can we post a flyer? e.g. Bulletin board in community center or grocery store; flyer on pizza boxes or other food delivery service, etc.
- Do we already serve mothers and can we get the message to fathers through them?
- What are some other creative things we can offer to attract the fathers to our center? (food, prizes, credits, etc.)

Regarding effective "hooks", NFI's own research has found that most fathers enroll in a fatherhood program because it helps them address their immediate needs (e.g. job training and placement, access and visitation with their children, getting a GED, etc.) They often only realize the benefits of learning fatherhood skills after they've been enrolled in a program for awhile. So from a marketing and recruitment standpoint, it's more important to stress how your program or organization can meet the fathers'

immediate needs and then introduce them to the fatherhood program. Ultimately, make the fatherhood program an integral part of a larger set of programs or services fathers receive.

### WHAT'S NEXT?

Create a flyer or other invitation materials to invite the fathers to your center for your services. (And, based on the above, you may or may not decide to specifically advertise a fatherhood program at this point in the game.)

### FURTHER TIPS FOR FINDING FATHERS

Depending on your location and types of fathers you will serve, you may find fathers in different places. For example:

If your program is located in a rural setting, you may find program participants in locations such as hunting lodges, fire stations, fishing equipment stores, and sporting events.

If your setting is more urban in nature, you might recruit program participants at shopping malls, libraries, social service buildings, business venues, and sporting events.

If you're looking to recruit teen and younger adult fathers, skateboard parks, shopping malls, computer gaming facilities, and dance clubs tend to serve as prime locations for recruitment.

Here is a list of some common male or father-friendly locations (as reported by successful **24/7 Dad™** program practitioners):

- |                              |   |
|------------------------------|---|
| • Fishing Locations          | • Hunting Locations                         |
| • Sporting Events            | • "Bass Pro" type venues                    |
| • Barbershops                | • Fire Stations                             |
| • Correctional Facilities    | • Healthcare Facilities                     |
| • Educational Facilities     | • Entertainment Facilities                  |
| • Restrooms                  | • Businesses                                |
| • Religious Institutions     | • Military                                  |
| • Airports                   | • Racing Facilities                         |
| • Computer Gaming Facilities | • Social Service Facilities                 |
| • Judicial Courts            | • Basketball Courts & Gyms                  |
| • Health Clubs               | • Night Clubs                               |
| • Hip-Hop Clothing Stores    | • Public or Private Recreational Facilities |

With this knowledge, wrap-around service offerings, and ideas for father-friendly locations that may be unique to your community, you will be more effective and efficient in strategically targeting your program marketing and recruitment efforts.

Get more FREE fatherhood program tips and resources at

[www.blog.fatherhood.org/fathertopics](http://www.blog.fatherhood.org/fathertopics)



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