



“HELLO: MY NAME IS DAD” JUMP START GUIDE

Questions to ask yourself to help kick off your Dad public education and outreach campaign

First Things First

- **Why is reaching Dads important for your commission?**
- **What are the goals of your commission’s Dad outreach plans?**
 - Will you assess your Dad outreach needs on a case-by-case communications basis, or would you like to incorporate Dad communications into all of your outreach efforts?
- **What is the Dad make-up in your County?**
 - Is there a specific demographic of Dads that is more dominant than others in your community that you could use as your initial communications focus?
- **Is any research needed – qualitative or quantitative – for you to better understand the Dad make-up in your county?**
 - Such as an informal online focus group or a survey at an event?

Research Your Resources

- **Have you reviewed the programs you fund for available resources tailored to Dads?**
- **Do you know the Dad make-up of your commission and staff for potential spokesperson opportunities?**
- **Have you polled the Dads among your staff, grantees and their families to determine their “Dad groups” involvement for potential partnerships?**
- **Have you researched the Dad-focused media outlets/opportunities in your area for pitching opportunities?**
- **Are you familiar with local Dad Web sites that could mention your Web site?**
- **Does anyone on your staff participate in online activities that could help you conduct Dad outreach on these sites?**
- **Are there Dad grantees or staff members that could represent each of the generations and diverse Dads on a special advisory board for communications and outreach needs?**
- **Is there a company or local organization you think markets effectively to Dads?**
 - Can you tweak any of their tactics to fit your communications needs?
- **Do you have internal resources in which it would be easy to incorporate more Dad messaging?**
 - Such as through an e-newsletter or your Web site?

Evaluation

- **How will you measure your Dad marketing efforts?**
 - Are there more Dads coming to events? Have you seen increased program participation among Dads?
- **How can you showcase your results to commissioners and the community?**
 - Consider creating a PowerPoint highlighting year-end results. You might also look into grassroots approaches, such as e-mail salutations or outgoing voice mails.