

# Million Fathers March

## The Power of Presence Planning Toolkit

Developed by  
Fathers Incorporated



2394 Mt. Vernon Road, STE 210  
Dunwoody, Georgia 30338

Office Phone:  
770-804-9800

Email Address:  
[info@fathersincorporated.com](mailto:info@fathersincorporated.com)

# About the Toolkit



Welcome to the Million Fathers March Toolkit! I am Kenneth Braswell, CEO of Fathers Incorporated, and I am thrilled that you have chosen to embark on this journey to promote father engagement in education.

Our mission is to support fathers, father figures, and male role models in becoming actively involved in the academic, emotional, and social lives of their children.

The Million Fathers March is a nationwide event that celebrates and highlights the importance of father engagement in children's education. The event takes place on the 3rd Friday of September each year.

As you use this toolkit, our goal is to provide you with the resources, guidance, and support you need to implement successful father-engagement initiatives at your school or in your community.

This toolkit is designed to help you achieve several objectives: raise awareness about the significance of father engagement, empower fathers to play an active role in their children's education and build strong, supportive communities that value and encourage father involvement. In addition, this toolkit offers practical tools and resources to help you plan and execute successful Million Fathers March events and other father-engagement initiatives.

We recognize that father engagement is a shared responsibility among schools, families, and communities. By working together, we can create a lasting impact on children's lives and help them reach their full potential. As you delve into this toolkit, we encourage you to share your experiences, successes, and challenges with us so that we can continue to learn from one another and grow as a community.

On behalf of Fathers Incorporated, I want to thank you for your commitment to promoting father engagement in education. Your dedication to making a difference in the lives of children and their families is truly inspiring. Together, we can transform the educational landscape and create a brighter future for our children.

Sincerely,

A handwritten signature in black ink that reads "Kenneth Braswell". The signature is written in a cursive, slightly stylized font.

Kenneth Braswell  
CEO, Fathers Incorporated

## Dedication

This toolkit is dedicated to our Brother and Founder of the Million Fathers March, Phillip Jackson.

Phillip Jackson, a man of diverse experiences, founded The Black Star Project in 1996 and served as its Chairman of the Board until his passing in 2018.

Throughout his career, Jackson held various prestigious positions such as Senior Vice President of Kroch's & Brentano's, Assistant Budget Director for the City of Chicago, Chief Executive Officer for the Chicago Housing Authority, Chief of Education for the City of Chicago, President and CEO of the Boys and Girls Clubs of Chicago, and Deputy Chief of Staff, Director of Intergovernmental Affairs, and Chief of Staff of the Chicago Public Schools. In 2002, he committed himself full-time to The Black Star Project as its Executive Director.

Phillip Jackson established The Black Star Project (TBSP) with the aim of improving the lives of people in low-income Black and Latinx communities, focusing on closing the academic achievement gap in the communities served by the organization.

In 2004, the first annual Million Fathers March was introduced as a nationwide initiative to encourage Black fathers and male caregivers to accompany their children to school on the first day of the academic year. Fathers Incorporated is honored and humbled that Phillip Jackson entrusted them with coordinating the national effort and determining its future direction in 2017.



---

|   |    |
|---|----|
| I. Introduction                                 | 10 |
| A. Overview of Million Fathers March            |    |
| B. Importance of father engagement in education |    |
| C. Objectives of the toolkit                    |    |

---

|   |    |
|---|----|
| II. Building a Planning Committee               | 18 |
| A. Identifying and recruiting committee members |    |
| B. Defining roles and responsibilities          |    |
| C. Establishing a timeline and meeting schedule |    |

---

|   |    |
|---|----|
| III. Engaging Fathers and the Community       | 22 |
| A. Creating promotional materials             |    |
| 1. Flyers                                     |    |
| 2. Posters                                    |    |
| 3. Social media content                       |    |
| B. Outreach strategies                        |    |
| 1. Parent-teacher meetings                    |    |
| 2. Community events                           |    |
| 3. Local media                                |    |
| C. Collaborating with community organizations |    |

---

|                                       |    |
|---------------------------------------|----|
| IV. Event Logistics                   | 26 |
| A. Date and time                      |    |
| B. Location and route                 |    |
| C. Permits and permissions            |    |
| D. Safety and security considerations |    |

---

|                                      |    |
|--------------------------------------|----|
| V. Activities and Program            | 30 |
| A. Welcome address                   |    |
| B. Icebreaker activities             |    |
| C. Father-child bonding activities   |    |
| D. Educational resources for fathers |    |
| E. Closing remarks and next steps    |    |

---

|   |    |
|---|----|
| VI. Mobilizing Volunteers               | 36 |
| A. Recruiting volunteers                |    |
| B. Assigning tasks and responsibilities |    |
| C. Training and orientation             |    |

---

|  |    |
|--|----|
| VII. Communication and Coordination      | 36 |
| A. Regular committee meetings            |    |
| B. Email updates                         |    |
| C. Social media groups for collaboration |    |

---

|   |    |
|---|----|
| VIII. Sponsorship and Funding               | 44 |
| A. Identifying potential sponsors           |    |
| B. Creating a sponsorship package           |    |
| C. Requesting donations and in-kind support |    |

---

|   |    |
|---|----|
| IX. Evaluation and Follow-Up                        | 40 |
| A. Post-event survey for participants               |    |
| B. Debrief meeting with the planning committee      |    |
| C. Documenting successes and lessons learned        |    |
| D. Planning for future Million Fathers March events |    |

---

|  |    |
|--|----|
| X. Additional Resources                                    | 52 |
| A. Sample promotional materials                            |    |
| B. Useful links and references                             |    |
| C. Tips for engaging fathers in education beyond the event |    |

---

|             |    |
|-------------|----|
| Appendix A  | A1 |
| Appendix B. | B1 |
| Appendix C. | C1 |

---

# The Power of Presence:

## Celebrating Fathers Engaged in Education through the Million Fathers March

As the saying goes, “It takes a village to raise a child.” This belief becomes more relevant than ever when it comes to the education and well-being of our children. Among the most critical members of this “village” are fathers, who play a significant role in shaping their children’s lives.



Research has shown that children with engaged fathers experience numerous benefits, such as improved academic performance, better emotional well-being, and enhanced social skills.

With the Million Fathers March, we seek to honor and support these dedicated fathers and male role models who are actively engaged in their children’s education.

### The Power of Presence:

The Power of Presence is a project centered around the Million Fathers March, an initiative designed to encourage fathers, father figures, and male role models to become more present and involved in their children’s education.

### Million Fathers March: A Celebration of Fatherhood

The Million Fathers March serves as a powerful reminder of the significant impact that fathers have on their children’s lives. By escorting their children to school on this special day, fathers demonstrate their commitment to their children’s education and well-being. This event not only brings together fathers from all walks of life but also fosters a sense of community and support among them.

### Project Components:

The Power of Presence project goes beyond the Million Fathers March event by providing various opportunities for fathers to engage with their children, schools, and communities.

# The Power of Presence:

## Father-Child Learning Workshops:

These interactive workshops offer fathers and their children a chance to bond and learn together, fostering a love for learning and creating lasting memories.

## Fatherhood Seminars and Webinars:

Educational sessions featuring experts in education and fatherhood provide fathers with valuable insights, tips, and advice on supporting their children's education and development.

## Mentoring Program:

This program connects experienced fathers with those dads seeking guidance or support, creating a network of mentorship and shared experiences.

## School Volunteering Opportunities:

Fathers are encouraged to take part in school activities, events, and programs, demonstrating their commitment to their children's education and contributing to the school community.

## Online Resource Hub:

A digital platform offering resources, tools, and information for fathers to learn more about effective engagement in their children's education and find local events and opportunities.



**Together, we can  
create a brighter  
future for our  
children.**

## Join the Movement

The Power of Presence project aims to create a lasting impact on the lives of children and their families by celebrating and supporting engaged fathers.

By participating in the Million Fathers March and the various project components, fathers can strengthen their bonds with their children, contribute to their educational success, and help create a more inclusive and supportive community.

To learn more about the Power of Presence project and the Million Fathers March, visit our website and join the movement to celebrate and support engaged fathers in education.



## **Section 1:**

# **The Crucial Role of Father Engagement in Education**

**Father engagement in education plays a vital role in the overall development and well-being of children. As an essential figure in a child's life, a father's active participation in their education can contribute to academic success, emotional stability, and social development. This toolkit delves into the importance of father engagement in education and the profound impact it can have on children's lives.**

# The Crucial Role of Father Engagement in Education

## The Positive Impact of Engaged Fathers:

An engaged father can significantly influence a child's educational journey. Research has consistently shown that children with involved fathers experience numerous benefits, including:

- **Improved academic performance:** Children with engaged fathers are more likely to perform well in school, achieve higher grades, and have better attendance records. Engaged fathers often provide guidance, support, and motivation, contributing to their children's academic success.
- **Enhanced emotional well-being:** Fathers who are actively involved in their children's lives offer emotional support and stability, fostering a sense of security and well-being in their children. They help build self-esteem and confidence, empowering children to face challenges with resilience.
- **Stronger social skills:** Engaged fathers play a crucial role in their children's social development. Children with involved fathers tend to have better social skills, enabling them to form healthier relationships with their peers and navigate various social situations more effectively.
- **Reduced risk of behavioral issues:** Studies have shown that children with engaged fathers are less likely to engage in risky behaviors, such as substance abuse or criminal activity. Engaged fathers can serve as positive role models, instilling values of responsibility and respect in their children.



## The Role of Fathers in the School Community:

Father engagement extends beyond the home, reaching into the school community. Fathers who participate in school events, volunteer in classrooms, and collaborate with teachers contribute to a supportive educational environment.

Engaged fathers help build strong school communities by:

1. **Fostering a culture of support:** Fathers who are actively involved in school activities demonstrate the value of education and contribute to a supportive learning environment for all students.
2. **Encouraging other fathers to engage:** As more fathers participate in school events and activities, they inspire and encourage other fathers to do the same, creating a ripple effect of positive change.
3. **Providing diverse perspectives:** Fathers bring unique skills, talents, and perspectives to the school environment, enhancing the educational experiences of all students.
4. **Strengthening the home-school connection:** Engaged fathers bridge the gap between home and school, facilitating better communication and collaboration between parents and educators, ultimately benefiting the children.

Father engagement in education is a critical factor in children's academic success, emotional well-being, and social development. By actively participating in their children's education, fathers not only strengthen their bond with their children but also contribute to building a supportive and thriving school community.

Encouraging and supporting father engagement in education is a shared responsibility among schools, families, and communities. Together, we can create a brighter future for our children and help them reach their full potential.



## Project Overview:

The Power of Presence is a year-long project aimed at encouraging fathers, father figures, and male role models to take an active role in their children's education.

By promoting father engagement in schools and emphasizing its significance in shaping children's lives, this project seeks to create a supportive network for fathers and a thriving learning environment for children.

## Project Goals:

- ✓ Increase father involvement in children's education both at school and at home.
- ✓ Enhance awareness among fathers about the impact of their presence on children's academic success and emotional well-being.
- ✓ Foster strong partnerships between schools, community organizations, and fathers to support children's learning.
- ✓ Provide resources and tools for fathers to engage effectively in their children's education.
- ✓ Celebrate and recognize the positive contributions of fathers in their children's lives.



## Project Activities

---

1. **Kick-off Event - Million Fathers March:** Host the Million Fathers March at local schools, where fathers, father figures, and male role models escort their children to school. This event will serve as the project's launch, emphasizing the importance of father engagement in education.
2. **Father-Child Learning Workshops:** Organize a series of workshops where fathers and their children can participate in fun and engaging educational activities together, fostering a strong bond and a love for learning.
3. **Fatherhood Seminars and Webinars:** Host seminars and webinars featuring experts in education and fatherhood, offering practical tips and advice on how fathers can effectively support their children's education and development.
4. **Mentoring Program:** Establish a mentoring program connecting experienced fathers with new fathers or fathers seeking guidance, providing an opportunity to share knowledge, experiences, and support.
5. **School Volunteering Opportunities:** Collaborate with schools to create volunteer opportunities specifically for fathers, such as classroom assistance, event coordination, and extracurricular support.
6. **Father-Teacher Meet and Greets:** Organize informal gatherings for fathers to meet and network with their children's teachers, promoting open communication and collaboration in support of children's learning.
7. **Online Resource Hub:** Develop an online resource hub with articles, videos, and tools for fathers to learn more about how to engage effectively in their children's education and access information on local events and opportunities.
8. **Father Recognition and Celebration:** Host an annual event to celebrate and recognize fathers for their involvement in their children's education, showcasing success stories and the positive impact of their engagement.





## Project Outcomes

- Improved academic performance and emotional well-being of children with engaged fathers.
- Increased number of fathers actively participating in their children's education.
- Strengthened connections between fathers, schools, and community organizations.
- Greater awareness among fathers about the importance of their involvement in their children's education.
- A supportive network of fathers working together to promote educational success for all children.



## The Objectives of the Million Fathers March Toolkit:

- **Raise Awareness:** Increase understanding and awareness of the importance of father engagement in education and its positive impact on children's academic success, emotional well-being, and social development.
- **Empower Fathers:** Provide resources, guidance, and support to fathers, father figures, and male role models to help them actively engage in their children's education and participate in school activities.
- **Strengthen School-Parent Partnerships:** Foster strong connections between schools and families by promoting open communication, collaboration, and mutual support, leading to a more inclusive and supportive school environment.
- **Build a Supportive Community:** Encourage schools, families, and communities to work together to create a culture that values and supports father engagement, recognizing the crucial role fathers play in children's education.
- **Facilitate Event Planning:** Offer practical tools and resources to help schools and organizations plan and execute successful Million Fathers March events and other father-engagement initiatives.
- **Share Best Practices:** Provide examples of successful father-engagement programs and initiatives, enabling schools and communities to learn from one another and implement effective strategies.
- **Measure Impact:** Develop and provide methods to track and evaluate the effectiveness of father-engagement initiatives, allowing schools and communities to assess their progress and continuously improve their efforts.
- **Inspire Long-Term Commitment:** Encourage ongoing father engagement in education beyond the Million Fathers March event, promoting a lasting impact on children's lives and the school community as a whole.





## **Section 2:**

# **Building a Planning Committee**

**A well-organized and effective planning committee is essential to the success of your Million Fathers March event. In this section of the toolkit, we will guide you through the process of building a planning committee, including identifying and recruiting members, defining roles and responsibilities, and establishing a timeline and meeting schedule.**

# Building a Planning Committee

## A. Identifying and Recruiting Committee Members

The foundation of a strong planning committee is its members. In this subsection, we'll discuss strategies for identifying and recruiting individuals who are passionate about supporting father engagement and have the skills and experience needed to plan a successful event.

- **Identify Potential Members:** Compile a list of potential committee members, including school staff, parents, community members, and representatives from local organizations.
- **Diverse Representation:** Ensure your committee represents diverse perspectives by including members with different backgrounds, skills, and experiences.
- **Personal Invitation:** Reach out to potential members individually, either in person, by phone, or via email. Explain the purpose of the committee and the Million Fathers March event and express why you believe they would be a valuable addition to the committee.
- **Promote the Committee:** Share information about the planning committee at school events, in newsletters, and on social media, encouraging interested individuals to get involved.



## B. Defining Roles and Responsibilities

Establishing clear roles and responsibilities for committee members is crucial for maintaining focus and ensuring that tasks are completed efficiently. In this subsection, we'll outline various roles and responsibilities for planning committee members.

1. **Committee Chair:** The chairperson leads the planning committee, sets meeting agendas, and ensures that the committee's objectives are met. They also serve as the primary liaison between the committee and school administration or community partners.
2. **Event Coordinator:** The event coordinator is responsible for overseeing all aspects of the event planning process, including venue selection, scheduling, and logistics.
3. **Communications Coordinator:** The communications coordinator manages all publicity and outreach efforts, including drafting press releases, creating promotional materials, and maintaining social media accounts.
4. **Volunteer Coordinator:** The volunteer coordinator recruits and manages event volunteers, assigns tasks, and provides guidance and support.
5. **Fundraising Coordinator:** The fundraising coordinator identifies funding sources, develops fundraising strategies, and oversees the collection and management of event funds.
6. **Committee Members:** Committee members contribute to the planning and execution of the event by providing input, expertise, and support in their respective areas.



## C. Establishing a Timeline and Meeting Schedule

Developing a clear timeline and meeting schedule is crucial for keeping your planning committee on track and ensuring that milestones and deadlines are met. In this subsection, we'll discuss strategies for establishing a timeline and scheduling meetings.

- **Set a Timeline:** Determine a timeline for your event planning process, including key milestones and deadlines. Consider factors such as venue availability, scheduling conflicts, and the time needed to secure funding and resources.
- **Schedule Meetings:** Establish a regular meeting schedule for the planning committee. Meetings should be held frequently enough to maintain momentum and ensure progress but not so frequently as to overwhelm committee members.
- **Set Meeting Agendas:** Prior to each meeting, the chairperson should develop and distribute an agenda outlining the topics to be discussed, tasks to be completed, and any updates or progress reports.
- **Track Progress:** The committee should regularly assess their progress against the established timeline and adjust their plans and schedules as needed.

By following these steps, you can create an effective planning committee that will work together to plan a successful Million Fathers March event at your school or in your community.



## **Section 3:**

# **Engaging Fathers and the Community**

**In this section of the toolkit, we will focus on engaging fathers, father figures, and the community in your Million Fathers March event. We'll cover strategies for creating promotional materials, conducting outreach, and collaborating with community organizations to ensure a successful and well-attended event.**

# Engaging Fathers and the Community

## A. Creating Promotional Materials

A successful Million Fathers March event depends on effective promotion. In this subsection, we'll explore various promotional materials that can help raise awareness and generate excitement for your event.

- **Flyers:** Design eye-catching flyers with essential event details, such as date, time, location, and contact information. Distribute them at school, in the community, and through email or social media.
- **Posters:** Create visually appealing posters to display in high-traffic areas at your school and in the community, such as bulletin boards, local businesses, and community centers.
- **Social Media Content:** Develop engaging social media content, including graphics, videos, and event updates, to share across your school's or organization's social media channels. Encourage parents, staff, and community members to share the content with their networks.

## B. Outreach Strategies

Effective outreach is essential to ensure that fathers, father figures, and community members are aware of and excited about your Million Fathers March event. In this subsection, we'll discuss various outreach strategies to maximize engagement.

- **Parent-teacher meetings:** Utilize parent-teacher meetings as an opportunity to promote the event, share information, and encourage participation from fathers and father figures.
- **Community events:** Attend local community events, such as fairs, festivals, or farmers' markets, to distribute promotional materials and engage with potential participants face-to-face.
- **Local media:** Reach out to local newspapers, radio stations, and TV news outlets to share information about your event and secure coverage, increasing visibility and engagement in the community.

## C. Collaborating with Community Organizations

Building partnerships with community organizations can help expand your event's reach, resources, and impact. In this subsection, we'll explore strategies for collaborating with community organizations to support your Million Fathers March event.

1. **Identify potential partners:** Make a list of community organizations that align with the mission and goals of your event, such as local businesses, nonprofits, faith-based organizations, and civic groups.
2. **Establish mutual benefits:** Approach potential partners with a clear understanding of how collaboration can benefit both parties. Offer promotional opportunities, networking, or shared resources in exchange for their support and involvement.
3. **Develop clear roles and responsibilities:** Clearly define the roles and responsibilities of each partner organization, ensuring that all parties understand their commitments and contributions to the event.
4. **Maintain open communication:** Regularly communicate with your partner organizations to keep them informed of event updates, progress, and any changes that may affect their involvement.

By following these steps, you can effectively engage fathers, father figures, and the broader community in your Million Fathers March event, ensuring a successful and impactful experience for all involved.





## **Section 4:**

# **Essential Event Logistic Considerations**

**In this section of the toolkit, we'll cover essential logistical considerations for planning your Million Fathers March event. From selecting the date and time to addressing safety and security concerns, we'll provide guidance on making sure your event runs smoothly and successfully.**

# Essential Event Logistic Considerations

## A. Date and Time

Choosing the right date and time for your event is crucial for maximizing attendance and participation. In this subsection, we'll discuss factors to consider when selecting the date and time for your Million Fathers March event.

- **Align with the national event:** Coordinate your event date with the official Million Fathers March date to show solidarity and unity with other participating schools and communities.
- **Consider school and community schedules:** When selecting the date and time, consider potential scheduling conflicts, such as school holidays, exams, or other community events, that could impact attendance.
- **Allow for flexibility:** If possible, provide alternative dates or times for those who cannot attend the primary event, ensuring that all interested participants have an opportunity to engage.

## B. Location and Route

Selecting an appropriate location and route for your event is essential for ensuring accessibility, visibility, and enjoyment. In this subsection, we'll discuss considerations for choosing the right location and planning the route for your Million Fathers March event.

1. **Accessibility:** Choose a location that is easily accessible to participants, considering factors such as transportation, parking, and proximity to the school or community center.
2. **Visibility:** Select a location and route that maximizes visibility, both for participants and the wider community, to raise awareness and generate excitement.
3. **Route planning:** Plan a route that is manageable for all participants, taking into account factors such as distance, terrain, and accessibility for those with disabilities.

## C. Permits and Permissions

Obtaining necessary permits and permissions is an important step in ensuring your event complies with local regulations and guidelines. In this subsection, we'll outline the steps to secure permits and permissions for your Million Fathers March event.

1. **Research requirements:** Determine the permits and permissions required for your event by contacting your local government, school administration, or community center.
2. **Application process:** Complete and submit any required applications, ensuring that you provide all necessary documentation and adhere to submission deadlines.
3. **Follow-up:** Regularly follow up with the appropriate authorities to check the status of your applications and address any questions or concerns that may arise.



## D. Safety and Security Considerations

Ensuring the safety and security of all participants is a top priority for any successful event. In this subsection, we'll discuss considerations and precautions for maintaining a safe and secure environment at your Million Fathers March event.

- **Risk assessment:** Conduct a risk assessment to identify potential hazards and develop strategies to mitigate or eliminate them.
- **Emergency plan:** Develop an emergency plan that outlines procedures for responding to potential emergencies, such as medical issues, weather-related incidents, or security concerns.
- **First aid and medical support:** Ensure that first aid supplies are available and designate individuals who are trained in first aid to provide assistance in case of emergencies.
- **Crowd control and security:** If necessary, arrange for crowd control and security personnel to maintain order and ensure participant safety during the event.

By addressing these logistical considerations, you can create a well-organized and successful Million Fathers March event that provides a safe and enjoyable experience for all participants.



## **Section 5:**

# **Activities and Programs**

**An engaging and well-structured program is key to a successful Million Fathers March event. In this section of the toolkit, we will guide you through planning a variety of activities and components for your event, from the welcome address to closing remarks, ensuring a meaningful and memorable experience for all participants.**

# Activities and Programs

## A. Welcome Address

A warm and engaging welcome address sets the tone for your event and ensures participants feel valued and included. In this subsection, we'll discuss elements to consider when planning the welcome address.

- **Speaker:** Select a speaker, such as the school principal or a respected community member, who is passionate about father engagement and can effectively communicate the importance and purpose of the event.
- **Acknowledgments:** Recognize any key individuals, sponsors, or organizations that have contributed to the event.
- **Event Overview:** Provide a brief overview of the day's activities, highlighting any key elements or special features.

## B. Icebreaker Activities

Icebreaker activities help participants feel more comfortable and connected, fostering a positive atmosphere for the event. In this subsection, we'll discuss ideas for fun and engaging icebreaker activities.

1. **Group Introductions:** Encourage participants to introduce themselves and share a fun fact or personal story related to fatherhood or their involvement in their child's education.
2. **Father-Child Trivia:** Pair fathers and children together for a friendly trivia game, encouraging teamwork and communication.
3. **Human Bingo:** Provide participants with bingo cards featuring various characteristics or experiences related to fatherhood, and have them mingle to find others who meet the criteria.

## C. Father-Child Bonding Activities

The heart of the Million Fathers March event is the opportunity for fathers and children to bond and create lasting memories. In this subsection, we'll provide ideas for meaningful father-child bonding activities.

1. **Collaborative Art Project:** Have fathers and children work together to create a mural or other art piece that represents their shared experiences and values.
2. **Team-building Games:** Plan games that require teamwork, communication, and problem-solving, strengthening the father-child relationship.
3. **Storytelling Circle:** Invite fathers and children to share personal stories about their experiences, challenges, and successes related to fatherhood and education.

## D. Educational Resources for Fathers

Providing educational resources for fathers can help equip them with the knowledge and skills needed to effectively support their children's education. In this subsection, we'll discuss ideas for sharing educational resources at your event.

1. **Information Booths:** Set up booths with resources on topics such as effective communication, discipline strategies, and supporting learning at home.
2. **Guest Speakers:** Invite experts in the field of education or parenting to share insights and tips with participants.
3. **Handouts:** Provide participants with handouts, such as brochures, articles, or resource lists, on relevant topics that they can take home and reference later.



## E. Closing Remarks and Next Steps

Concluding the event with thoughtful closing remarks and outlining next steps can help maintain momentum and encourage continued engagement in fatherhood and education. In this subsection, we'll discuss elements to include in the closing remarks.

- **Recap:** Summarize the highlights of the event and acknowledge the efforts and contributions of all participants.
- **Future Opportunities:** Inform participants about upcoming events, workshops, or initiatives related to father engagement, encouraging them to stay involved.
- **Call to Action:** Encourage fathers to continue their commitment to supporting their children's education and being active in their school community.

By incorporating these activities and program components into your Million Fathers March event, you can create a meaningful and impactful experience for fathers, children, and the wider community.



## Sample father-child activities to encourage bonding:



- **Breakfast with Dad:** Organize a special breakfast at the school where fathers and their children can enjoy a meal together. This will provide an opportunity for fathers and children to bond and share their excitement for the Million Fathers March event.



- **Storytelling Circle:** Set up a storytelling circle where fathers can read a short story or share a personal experience with their children. This activity fosters communication, listening skills, and encourages fathers and children to learn more about each other's lives.



- **Art Project:** Plan a collaborative art project that allows fathers and their children to work together on a creative piece. Provide art supplies such as paint, markers, and paper for participants to express themselves and create lasting memories.



- **Team-Building Games:** Organize age-appropriate team-building games that require father-child cooperation and problem-solving skills. Examples include a three-legged race, puzzle-solving challenge, or a scavenger hunt.



- **Sports Clinic:** Invite local coaches or sports enthusiasts to lead a sports clinic focused on a popular sport or physical activity. Fathers and children can learn new skills together and participate in fun, friendly competitions.

## Sample father-child activities to encourage bonding:



- **DIY Workshop:** Set up a DIY workshop where fathers and children can work together on a small woodworking or crafting project. This activity encourages teamwork, creativity, and teaches practical skills.



- **Photo Booth:** Create a fun and themed photo booth with props and backdrops, where fathers and children can take memorable photos together to remember the special day.



- **Community Service Activity:** Organize a community service project, such as a school clean-up or beautification project, that allows fathers and their children to give back to their school and community while working together.



- **Talent Show:** Host a talent show where fathers and their children can showcase their unique talents, such as singing, dancing, or playing a musical instrument. This activity encourages bonding and provides an opportunity for participants to share their interests with others.



- **Reflection and Goal-Setting Session:** Arrange a session where fathers and their children can discuss their aspirations and set goals for the school year. Provide guidance on how to set SMART goals and encourage ongoing conversations about education and personal growth throughout the year.

## **Section 6:**

# **Mobilizing Volunteers**

**Volunteers play a crucial role in the success of your Million Fathers March event, providing essential support and resources throughout the planning process and on the day of the event. In this section of the toolkit, we will guide you through recruiting, assigning tasks, and training volunteers to ensure a smooth and effective volunteer experience.**

# Mobilizing Volunteers

## A. Recruiting Volunteers

A strong team of volunteers is essential for the successful execution of your event. In this subsection, we'll discuss strategies for recruiting dedicated and enthusiastic volunteers.

- **Personal Invitations:** Reach out to potential volunteers directly, either in person, by phone, or via email, sharing the purpose and goals of the event and explaining the role they could play in its success.
- **Promotion:** Share information about volunteer opportunities at school events, in newsletters, and on social media, encouraging interested individuals to get involved.
- **Community Outreach:** Contact local organizations, clubs, and community groups to seek their assistance in recruiting volunteers.
- **School Staff and Parents:** Encourage school staff and parents to volunteer, emphasizing the important role they play in supporting father engagement and education.



## B. Assigning Tasks and Responsibilities

Clearly defined tasks and responsibilities help ensure that volunteers are focused and effective in their roles. In this subsection, we'll discuss strategies for assigning tasks and responsibilities to volunteers.

1. **Skills and Interests:** When assigning tasks, consider the skills, interests, and strengths of each volunteer to ensure the best fit and maximize their contributions.
2. **Role Descriptions:** Provide each volunteer with a written description of their role and responsibilities, including specific tasks, timelines, and expectations.
3. **Team Leaders:** Designate team leaders to oversee groups of volunteers, providing guidance and support and ensuring that tasks are completed efficiently.



## C. Training and Orientation

Proper training and orientation help ensure that volunteers are well-prepared and confident in their roles. In this subsection, we'll discuss strategies for providing effective training and orientation for your volunteers.



1. **Orientation Session:** Schedule an orientation session for all volunteers prior to the event, covering topics such as event goals, volunteer roles and responsibilities, and event logistics.
2. **Role-specific Training:** Provide training for specific volunteer roles, as needed, to ensure that volunteers are equipped with the knowledge and skills necessary to carry out their tasks.
3. **Volunteer Handbook:** Provide volunteers with a handbook containing important information about the event, including event details, contact information, and emergency procedures.
4. **Ongoing Support:** Offer ongoing support and guidance to volunteers throughout the planning process and on the day of the event, addressing any questions or concerns they may have.

By following these steps, you can effectively mobilize a dedicated team of volunteers to help ensure the success of your Million Fathers March event.



## **Section 7:**

# **Communication and Coordination**

**Effective communication and coordination are vital for the successful planning and execution of your Million Fathers March event. In this section of the toolkit, we will provide guidance on maintaining regular communication with your planning committee, volunteers, and participants.**

# Communication and Coordination

## A. Regular Committee Meetings

Regular committee meetings help ensure that all team members stay informed and engaged throughout the planning process. In this subsection, we'll discuss strategies for scheduling and conducting effective committee meetings.

1. **Frequency:** Schedule committee meetings at regular intervals, such as biweekly or monthly, depending on the stage of planning and the needs of your team.
2. **Agenda:** Prepare and distribute an agenda for each meeting, outlining the topics to be discussed and any required preparations.
3. **Action Items:** Assign action items to committee members and establish deadlines for completion, ensuring that tasks are completed in a timely manner.

## B. Email Updates

Email updates can help keep team members informed of progress, news, and important dates. In this subsection, we'll discuss strategies for crafting and distributing effective email updates.

1. **Regularity:** Send email updates on a regular basis, such as weekly or monthly, depending on the needs of your team and the stage of planning.
2. **Content:** Include updates on completed tasks, upcoming deadlines, and any important news or announcements.
3. **Clarity:** Ensure that your email updates are clear, concise, and well-organized, making it easy for recipients to understand and act upon the information provided.

## C. Social Media Groups for Collaboration

Social media groups can provide a valuable platform for collaboration, allowing team members to share ideas, ask questions, and offer support. In this subsection, we'll discuss strategies for creating and managing effective social media groups.

1. Platform: Choose a social media platform that is familiar and accessible to all team members, such as Facebook or WhatsApp.
2. Guidelines: Establish guidelines for group members, outlining expectations for behavior, posting frequency, and content.
3. Moderation: Assign a group moderator to monitor the group, ensuring that all posts adhere to the guidelines and addressing any issues that arise.





## **Section 8:**

# **Sponsorship and Funding**

**Securing sponsorship and funding can help cover the costs associated with your Million Fathers March event, allowing you to offer a high-quality experience for participants. In this section of the toolkit, we will guide you through identifying potential sponsors, creating a sponsorship package, and requesting donations and in-kind support.**

# Sponsorship and Funding

## A. Identifying Potential Sponsors

Identifying potential sponsors is a crucial step in securing financial support for your event. In this subsection, we'll discuss strategies for finding sponsors that align with your event's goals and values.

1. **Local Businesses:** Approach local businesses that may be interested in supporting your event, particularly those with a connection to education, parenting, or community development.
2. **Corporate Partners:** Research larger corporations with a history of supporting educational or community initiatives, reaching out to their corporate social responsibility or community engagement departments.
3. **Nonprofit Organizations:** Contact nonprofit organizations with a focus on education, parenting, or community development to explore potential sponsorship or partnership opportunities.



## B. Creating a Sponsorship Package

A well-designed sponsorship package can help attract potential sponsors by showcasing the benefits of supporting your event. In this subsection, we'll discuss strategies for creating an effective sponsorship package.

1. **Sponsorship Levels:** Offer a range of sponsorship levels, each with varying benefits and financial commitments, catering to businesses of all sizes.
2. **Benefits:** Clearly outline the benefits for sponsors, such as logo placement on event materials, recognition in speeches, or opportunities to distribute promotional materials at the event.
3. **Impact:** Emphasize the positive impact that sponsorship will have on the community, highlighting the importance of father engagement in education and the lasting effects it can have on children's lives.



## C. Requesting Donations and In-kind Support

In addition to financial sponsorship, donations and in-kind support can help cover event costs and provide valuable resources for your Million Fathers March event. In this subsection, we'll discuss strategies for requesting donations and in-kind support from businesses and organizations.



1. **Donation Requests:** Prepare a donation request letter or email, outlining the purpose of your event, the impact it will have on the community, and the specific resources or support you are seeking.
2. **In-kind Support:** Reach out to businesses and organizations that may be able to provide in-kind support, such as food and beverages, event space, or supplies.
3. **Follow-up:** Follow up with potential donors and sponsors to discuss their level of interest and to answer any questions they may have about supporting your event.

By following the guidance provided in this toolkit, you can successfully plan and execute a memorable Million Fathers March event, fostering father engagement and promoting the importance of education in your community.



## **Section 9:**

# **Evaluation and Follow-Up**

**Evaluating the success of your Million Fathers March event and following up with participants and organizers can provide valuable insights for future events and help maintain momentum for father engagement in education. In this section of the toolkit, we will guide you through conducting post-event surveys, debriefing with the planning committee, documenting successes and lessons learned, and planning for future events.**

# Evaluation and Follow-Up

## A. Post-event Survey for Participants

Gathering feedback from participants can help you understand the impact of your event and identify areas for improvement. In this subsection, we'll discuss strategies for creating and distributing an effective post-event survey.

1. **Survey Design:** Create a brief, easy-to-complete survey that includes questions about participants' experiences, the impact of the event on their engagement in their children's education, and suggestions for future events.
2. **Distribution:** Distribute the survey to participants via email, social media, or in-person at the event, encouraging them to provide their feedback.
3. **Analysis:** Review the survey responses, noting trends and areas for improvement, and use the feedback to inform planning for future events.

## B. Debrief Meeting with the Planning Committee

A debrief meeting with the planning committee provides an opportunity to discuss the event's successes and challenges, as well as to share feedback and lessons learned. In this subsection, we'll discuss strategies for conducting an effective debrief meeting.

- **Timing:** Schedule the debrief meeting shortly after the event, while memories are still fresh and participants are available.
- **Agenda:** Prepare an agenda for the meeting, outlining topics for discussion, such as event highlights, challenges encountered, and feedback from participants.
- **Action Items:** Assign action items to committee members based on the meeting discussion, such as documenting lessons learned, sending thank-you notes to volunteers and sponsors, or beginning planning for the next event.

## C. Documenting Successes and Lessons Learned

Documenting successes and lessons learned from your event can help inform future planning and demonstrate the impact of your efforts. In this subsection, we'll discuss strategies for capturing and sharing these insights.

1. **Event Summary:** Create a summary of the event, highlighting key successes, challenges, and lessons learned.
2. **Sharing:** Share the event summary with planning committee members, volunteers, sponsors, and other stakeholders, showcasing the results of your hard work and the impact of the Million Fathers March event.
3. **Storage:** Save the event summary and any related documentation in a centralized location, making it easy to access and reference in the future.



## D. Planning for Future Million Fathers March Events

Building on the success of your event and maintaining momentum for father engagement in education requires planning for future events. In this subsection, we'll discuss strategies for initiating planning for future Million Fathers March events.

- **Set a Date:** Establish a date for the next event, providing ample time for planning and promotion.
- **Utilize Feedback:** Incorporate feedback from participants and lessons learned from your previous event into the planning process for the next event.
- **Engage Stakeholders:** Involve key stakeholders, such as planning committee members, volunteers, and sponsors, in the planning process, leveraging their insights and expertise to create an even more successful event.



## **Section 10:**

# **Additional Resources**

**To further support your Million Fathers March event planning efforts, this section of the toolkit provides additional resources, including sample promotional materials, useful links and references, and tips for engaging fathers in education beyond the event.**

# Additional Resources

## A. Sample Promotional Materials

Sample promotional materials can serve as inspiration and guidance for creating your own event materials, ensuring consistent messaging and branding.

- **Sample Flyers:** Templates and examples of event flyers, customizable to your specific event details.
- **Sample Posters:** Templates and examples of event posters, customizable to your specific event details.
- **Sample Social Media Content:** Templates and examples of social media posts, adaptable for your event and audience.

## B. Useful Links and References

Useful links and references can provide additional information and resources to support your event planning and father engagement efforts.

1. **Fathers Incorporated Website:** Access resources, research, and best practices related to father engagement in education.  
<https://www.fathersincorporated.com/>
2. **Million Fathers March Official Page:** Find updates, news, and resources related to the national Million Fathers March initiative.  
<https://fathersincorporated.com/million-fathers-march/>
3. **Parenting and Education Resources:** Explore external resources on parenting, education, and community involvement to further support your event and father engagement initiatives.

## C. Tips for Engaging Fathers in Education Beyond the Event

The Million Fathers March event is just the beginning; sustaining father engagement in education requires ongoing efforts and support. In this subsection, we'll share tips for engaging fathers in education beyond the event.

- **Encourage School Involvement:** Promote opportunities for fathers to participate in school activities, such as volunteering, attending parent-teacher conferences, and joining parent-teacher organizations.
- **Offer Parenting Workshops:** Organize workshops and seminars focused on topics relevant to fathers, such as effective communication, co-parenting, and supporting academic success.
- **Foster a Supportive Community:** Create opportunities for fathers to connect, share experiences, and learn from one another, such as through support groups or social events.

By utilizing the resources and guidance provided in this toolkit, you can plan and execute a successful Million Fathers March event that promotes the importance of father engagement in education and fosters lasting connections within your community.

**Appendix A:**

# **Sample Letters**

# Sample letter to encourage school to join the Million Fathers March

---

[Your Name]  
[Your Address]  
[City, State, ZIP]  
[Email Address]  
[Phone Number]  
[Date]

[Principal's Name]  
[School Name]  
[School Address]  
[City, State, ZIP]

Dear [Principal's Name],

I hope this letter finds you well. As a concerned parent and community member, I am writing to encourage [School Name] to join the Million Fathers March movement, an initiative that aims to promote father engagement in children's education. The importance of fathers being present and involved in their children's lives cannot be overstated, as research has shown that engaged fathers contribute to improved academic performance, better emotional well-being, and enhanced social skills for children.

The Million Fathers March is a nationwide event that takes place annually, during which fathers, father figures, and male role models are encouraged to escort their children to school. This powerful gesture symbolizes their commitment to their children's education and well-being. Participating in the Million Fathers March is an excellent opportunity for [School Name] to demonstrate its support for father engagement and to foster a strong sense of community within the school.

In addition to the Million Fathers March, I recommend planning activities at the school that specifically involve dads, such as:

- ✓ **Father-Child Learning Workshops:** Interactive workshops where fathers and their children can participate in educational activities together, fostering a strong bond and a love for learning.
- ✓ **Fatherhood Seminars and Webinars:** Host seminars and webinars featuring experts in education and fatherhood, offering practical tips and advice on how fathers can effectively support their children's education and development.
- ✓ **School Volunteering Opportunities:** Create volunteer opportunities specifically for fathers, such as classroom assistance, event coordination, and extracurricular support.
- ✓ **Father-Teacher Meet and Greets:** Organize informal gatherings for fathers to meet and network with their children's teachers, promoting open communication and collaboration in support of children's learning.

By embracing the Million Fathers March movement and organizing activities that involve fathers, [School Name] can create a supportive environment for children's learning and personal growth. I believe that this initiative will have a lasting positive impact on our children and the entire school community.

Thank you for considering this proposal. I am confident that with your leadership, [School Name] can become a shining example of father engagement in education. I would be more than happy to discuss this further and offer my assistance in planning and implementing these activities.

Sincerely,

[Your Name]

# Sample Email Encouraging School to Register for the Million Fathers March

---

Subject: Join the Million Fathers March Movement – Register Your School Today!

Dear [Principal's Name],

I hope this email finds you well. My name is [Your Name], and I am a representative of the Million Fathers March, a nationwide initiative that seeks to promote father engagement in children's education. We are reaching out to encourage your school, [School Name], to join this empowering movement and register to participate in the upcoming Million Fathers March event.

The Million Fathers March is an annual event during which fathers, father figures, and male role models are encouraged to escort their children to school. This powerful gesture demonstrates their commitment to their children's education and well-being. By participating in the Million Fathers March, [School Name] can strengthen its support for father engagement and foster a strong sense of community within the school.

To register your school for the Million Fathers March, simply visit our website at [Million Fathers March Registration URL] and complete the registration form. Upon registration, your school will receive resources and support to help plan and promote the event within your community.

In addition to the Million Fathers March, we encourage schools to plan activities that involve fathers, such as:

- ✓ Father-Child Learning Workshops
- ✓ Fatherhood Seminars and Webinars
- ✓ School Volunteering Opportunities for Fathers
- ✓ Father-Teacher Meet and Greets

These activities not only create a supportive environment for children's learning and personal growth but also provide opportunities for fathers to connect with their children, the school, and the community.

We hope you will consider registering [School Name] for the Million Fathers March and joining the movement to promote father engagement in education. Together, we can create a lasting positive impact on our children and the entire school community.

If you have any questions or need further information, please feel free to contact us at [Your Email Address] or [Your Phone Number].

Thank you for your time and consideration. We look forward to having [School Name] join the Million Fathers March movement!

Best regards,

[Your Name]

[Your Title]

Million Fathers March Initiative

[Your Email Address]

[Your Phone Number]

# Sample Press Release for Local Media

---

FOR IMMEDIATE RELEASE

[Your School Name]  
[Your School Address]  
[City, State, ZIP]  
[Phone Number]  
[Email Address]  
[Website]

Contact: [Your Name, Title]  
Phone: [Your Phone Number]  
Email: [Your Email Address]

Local School Joins Nationwide Million Fathers March [current year] to Promote Father Engagement in Education

[CITY, State] – [Date] – [Your School Name] is proud to announce its participation in the nationwide Million Fathers March taking place on [event day, month, date and year]. This annual event encourages fathers, father figures, and male role models to escort their children to school, demonstrating their commitment to their children’s education and well-being.

This year’s theme, “The Power of Presence: Fathers Engaged in Education,” highlights the importance of fathers being actively involved in their children’s education and the significant impact their presence can have on children’s lives. Studies have shown that children with engaged fathers tend to perform better academically, have higher self-esteem, and develop stronger social skills.

[Your School Name] is excited to join schools and communities across the nation in this inspiring movement, emphasizing the invaluable role fathers play in shaping their children’s futures. The Million Fathers March aims to foster a supportive environment for children’s learning and personal growth while promoting a strong sense of community within schools.

“We believe that father engagement is a crucial aspect of children’s education and overall well-being,” said [Principal’s Name, Title]. “By participating in the Million Fathers March, we hope to inspire and empower more fathers in our community to be present and engaged in their children’s lives.”

In addition to the Million Fathers March, [Your School Name] will also host a variety of father-focused activities and workshops throughout the year, aiming to foster father engagement and involvement in children's education. These activities include Father-Child Learning Workshops, Fatherhood Seminars and Webinars, School Volunteering Opportunities for Fathers, and Father-Teacher Meet and Greets.

For more information about the Million Fathers March or to participate in the event, please contact [Your Name] at [Your Phone Number] or [Your Email Address].

About [Your School Name]:

[Include a brief description of your school, its mission, and any relevant information about your school's commitment to promoting father engagement in education.]

If you would like more information about this event, please contact [Your Name] at [Your Phone Number] or email [Your Email Address].

**Appendix B:**

# **Million Fathers March Pledge**

## Million Fathers March Pledge

As a dedicated father, caregiver, or male role model participating in the Million Fathers March, I pledge the following commitments to support and uplift my child(ren) and their education:

**Presence:** I will strive to be present and engaged in my child's life, understanding that my active involvement has a lasting and positive impact on their academic success, emotional well-being, and personal development.

**Encouragement:** I will encourage my child to pursue their dreams, set high expectations, and foster a love for learning. I will recognize their achievements and help them learn from their challenges.

**Communication:** I will maintain open and honest communication with my child, their teachers, and school administrators, fostering a collaborative and supportive environment that promotes my child's educational growth.

**School Involvement:** I will actively participate in school events, parent-teacher conferences, and volunteer opportunities, demonstrating my commitment to my child's education and the school community.

**Support:** I will provide my child with the necessary resources, guidance, and assistance to excel in their academic pursuits, and I will seek additional support when needed.

**Safe Environment:** I will create a safe, nurturing, and positive home environment that supports my child's educational journey, fostering their self-esteem and resilience.

**Continuous Learning:** I will model a commitment to lifelong learning, embracing opportunities for personal and professional growth that will benefit both myself and my child.

**Mentorship:** I will seek out and foster positive relationships with other fathers and male role models, understanding the importance of mentorship and shared wisdom in our collective journey as engaged and supportive fathers.

By taking this pledge, I promise to honor these commitments and actively engage in my child's education, understanding that my involvement is essential to their success and well-being. I stand with the Million Fathers March, dedicated to fostering a brighter future for our children and our communities.



Appendix C:

# Sample Social Media Posts to Encourage Dads to Participate

👨👧👦 Calling all dads, granddads, uncles, and male role models! Join the Million Fathers March and support your child's education by escorting them to school on [date of event]. Let's show our commitment to their bright future! ✨ #MillionFathersMarch

📖 Father involvement is key to a child's success in school. Take part in the Million Fathers March and make a lasting impact on your child's educational journey! ⭐ #MFM[currentyear] #FatherhoodMatters

👨👧👦 Walk hand-in-hand with your child on the first day of school as part of the Million Fathers March. Show them that you're there to support their dreams every step of the way! 🤝 #MillionFathersMarch #FathersEngaged

👊 Strong fathers build strong communities! Join the Million Fathers March and inspire other dads to actively participate in their child's education. Let's make a difference together! 🤝 #MFM[currentyear] #DadsUnited

🌍 Create a ripple effect of positive change in your community by participating in the Million Fathers March. Your presence matters, and your involvement can inspire others to follow suit! 🏠 #MillionFathersMarch #FatherhoodPower

🏆 Show your child that you're their biggest cheerleader by joining the Million Fathers March! Escort them to school and start their year off with the support they need to succeed! 🎓 #MFM[currentyear] #FathersInEducation

👨👧👦 Dad, it's time to step up and show your child that education is a priority! Join the Million Fathers March and make this school year the best one yet. 📖 #MillionFathersMarch #InvolvedDads

🌱 Plant the seeds of success for your child by participating in the Million Fathers March. Your presence and engagement can help them grow and flourish in their academic journey! 📖 #MFM[currentyear] #GrowingTogether

👔 Suit up, dads! The Million Fathers March is your chance to show your child that you're dedicated to their educational success. Let's make this year count! 🏆 #MillionFathersMarch #DadsMatter

👨👧👦 Celebrate the start of the school year with your child by taking part in the Million Fathers March! Together, we can create a legacy of engaged, supportive fathers for generations to come. ⭐ #MFM[currentyear] #FatherhoodLegacy





# The Power of Presence Planning Toolkit

---

Developed by  
Fathers Incorporated

2394 Mt. Vernon Road, STE 210  
Dunwoody, Georgia 30338

Office Phone:  
770-804-9800

Email Address:  
[info@fathersincorporated.com](mailto:info@fathersincorporated.com)