



Reconnecting Families and Dads

The Countdown is ON!!!

May 2014

The Countdown is on and Father's Day is just around the corner with some housing authorities holding their events as early as **June 2nd**! Included below are some important resources we've developed, along with some important reminders as you prepare for your events.

Multimedia Resources:

The Father's Day Team has developed several multimedia resources to help PHAs promote Father's Day in your community.

Videos featuring the importance of fatherhood:

HUD Media – Short Version: http://youtu.be/M7Ix_6BtG5Q

HUD Media – Long Version: http://youtu.be/Aw_tAM00ih0

PSA for radio, available for download via the link below:

http://portal.hud.gov/hudportal/HUD?src=/program_offices/public_indian_housing/programs/ph/hope6/css/rfd

Media Promotion Guide:

The attached media promotion guide “How to Use Local TV and Radio Stations to Promote your Father’s Day program” will help you get the word out and support the success of your event!

Father’s Day Reminders

- Participate in our Father’s Day Survey via SurveyMonkey!
- Please send us your photos of fathers and kids, and your photo releases! (see attached release)
- Send us your event flyers! We would love to display them at HUD HQ the week of Father’s Day!
- We want to hear about your success—send us your stories after your event to be compiled and showcased on our website!

A few final words about SurveyMonkey:

As we approach Father’s day events, we ask you to participate in a very important, short survey that will allow us to measure the success of your event. The survey will be sent to you via SurveyMonkey, a free online survey service. We will be asking questions about your event; particularly:

- The number of participating fathers
- The number of participating children

Obtaining this information is critical to the success of the Father’s Day Initiative. It’s how we learn what is successful and where we can be stronger, and it’s how we improve the event for you. We will be sending out the link to the survey throughout the month of June. We ask that only one completion per PHA is submitted. Please remember that the questions will be distributed via SurveyMonkey and must be received via SurveyMonkey. We cannot accept your data via any other method.

Thanks to the **229** PHAs who have registered to date!

Planning your event but haven’t registered yet? You can register your event, [here](#).

Looking forward to another successful year, strengthening families and dads!