

The Down To Earth Dad®
The National Dads Matter!™ Project

Cost (and Other Specifics) Information...

There are three levels of involvement in The National Dads Matter!™ Project —*Silver*, *Gold*, and *Platinum*. Cost is determined by the number of families your program or school serves, the size of the geographic area the Project will serve, and other factors.

SILVER

For Small programs and schools serving **up to 400 families** in a “local” area

GOLD

For Medium-Sized programs and schools serving **up to 1,000 families** in a “local” area

PLATINUM

For Large programs, schools, school districts, Tribes, regional, state, or national outreach efforts, and/or programs or schools serving a relatively large geographic area, such as multiple counties, or a state.

**The National Dads Matter!™
Project – “SILVER” Level ...**

*...For **Small** programs and schools serving **up to 400 families** in a “local” area*

You get the standard “**Online Version**” of The National Dads Matter!™ Project for your small, local program or school (for example, a Head Start program serving 395 children in a local service area would qualify to implement the **The National Dads Matter!™ Project** at the *Silver* level).

“SILVER” level includes the following:

1. A Customized Father-Involvement **Publication** spotlighting one of **YOUR** dads (or grandfathers) every month...

This specialty publication **bears the name of YOUR program or school** across the top (*i.e.* “Colonial Heights Head Start Dads Matter!”) and displays a two-page (front and back) magazine-quality monthly feature article—and a photo of the dad-and-his-kids if you supply a photo.

This “ready-to-print-and-copy” publication is emailed to you monthly, so you can make copies to give to all your families.



*The Customized, Localized Article
(2-pages) Featuring YOUR Men!*

2. A **Custom Web Page** ‘Showcasing’ **YOUR** Men is **published online** to a special password-protected web page...

- A special password-protected **web page** is created for your program or school, and accessible only by you. You’ll be proud to show off this web page, which is housed and **completely maintained for you** at The Down To Earth Dad main website. You “log in” to your customized page at www.DownToEarthDad.org and you can “view” (and print) the articles about YOUR dads. Easy! (And secure).
- The web page is for you to **showcase**—and “archive”—your unique, monthly Dads Matter!™ Project publication articles, along with any accompanying [pictures of your men](#) that appear within these articles.
- The web page we create for you makes for your EASY viewing, and printing (and re-printing) of the articles about your dads at **any time during the project period**. You, your staff, and all of your families can PRINT OUT your monthly Dads Matter!™ Project publication from home, from the public library, or anywhere they can access the Internet and a printer.

3. **The Down To Earth Dad** monthly newsletter “Online”

You also get *The Down To Earth Dad* monthly newsletter—the “online version” of the newsletter—delivered right to your custom web page every month. This premium newsletter, now in its 11th year of publication, is the flagship publication of The Down To Earth Dad organization.

NOTE: *The Down To Earth Dad* newsletter is a separate publication from the “Dads Matter!” publication (see above) that showcases your dads.



The Down To Earth Dad Newsletter
(4-Pages) all about Father Involvement

The *Down To Earth Dad* monthly newsletter addresses the “macro picture”—the “big picture”—of father involvement. Feature articles are based on interviews with leading experts and authors. Past articles have included titles such as, “The Power of Play,” “The Brain of a Dad,” “Storytelling At Home and By Phone”, “Dads and Literacy,” “Mentor-Dads,” “Getting Men Involved,” and “Quantity Time,” to name a few.

Also included in *The Down To Earth Dad* newsletter is a delicious monthly cooking recipe for dads (and moms!) to make food for their families, a *Father And Family Activities*™ section, and a personal column about fatherhood written by national magazine columnist Patrick Mitchell.



"I just wanted to let you know that I read the September issue of "The Down to Earth Dad". This is a very good newsletter, critical for fathers. It's a very easy read and I think helpful. Thanks for sharing!!"

— Tanya R. Howell, Program Specialist
Office of Family Assistance, Administration for Children and Families,
United States Department of Health and Human Services, **Washington, DC**

The Down To Earth Dad monthly newsletter “Feature Articles” are **primary-source pieces based directly on original, often exclusive, interviews with leading experts and authors**. This is top notch, professional journalism—all about father involvement. This means you can count on getting “CUTTING EDGE” father involvement information which, in turn, means you can be **PROUD** to offer such high quality information to your families.

The Down To Earth Dad monthly newsletter feature articles are based on interviews that my **professional staff of top journalists** conducts with nationally-and-internationally acclaimed **researchers, scholars**, and/or leaders in their fields of discipline.

IMPORTANT: You cannot copy, or digitally reproduce, *The Down To Earth Dad* monthly newsletter at the “SILVER” level.

HOWEVER – you **CAN** print, copy, and distribute up to 400 of your localized “**Dads Matter!**” publication featuring YOUR dads).

4. Permission To Make up to 400 “hard copies” of the localized, customized Dads Matter!™ publication featuring YOUR dads

Your Silver-Level subscription to **The National Dads Matter!™ Project** comes with a special “**site license**” giving you permission to reprint up to 400 “Hard Copies” of the monthly articles about your dads. Use them any way you like!

5. 100 “Hard Copies” of *The Down To Earth Dad* monthly newsletter mailed to you MONTHLY via U.S. Postal Mail.

Cost: “Silver Level”

12 Months: \$3,594

9 Months: \$2695

6 Months: \$1,797

3 Months: \$897

IMPORTANT: Programs purchasing **12** or **9** months of The National Dads Matter!™ Project at the “SILVER LEVEL” can “**Carry Over**” their unused months and “**take the summer off**” and start again the following school or program year, thereby potentially spanning two school-or-program “years” with the same 9 or 12 month purchase. (For Example: Start in November with a 9-month subscription, and take the summer off, and resume with the balance of your unused months “next school year”).

The National Dads Matter!™ Project – “GOLD” Level ...

...For Medium-Sized programs and schools serving up to 1,000 families in a “local” area

“GOLD” level includes the following:

- Everything detailed in “Silver Level” (see above)
- 400 “Hard Copies” of *The Down To Earth Dad* monthly newsletter mailed to you MONTHLY via U.S. Postal Mail.

Cost: “Gold Level”

12 Months: \$4,794

9 Months: \$3,596

6 Months: \$2,397

IMPORTANT: Programs purchasing 12 or 9 months of The National Dads Matter!™ Project at the “SILVER LEVEL” can “**Carry Over**” their unused months and “**take the summer off**” and start again the following school or program year, thereby potentially spanning two school-or-program “years” with the same 9 or 12 month purchase. (For Example: Start in November with a 9-month subscription, and take the summer off, and resume with the balance of your unused months “next school year”).

The National Dads Matter!™ Project – “PLATINUM” Level ...

...For Large Programs, Schools, School Systems, Tribes, Regional, State, or National Outreach Efforts or those serving relatively large geographic areas.

The PLATINUM level of involvement in The National Dads Matter!™ Project is reserved for “statewide” programs, or large geographic-area endeavors and multi-county or recipients.

The PLATINUM level includes all of the SILVER and GOLD features **PLUS** the following:

A full 12-month subscription to *The Down To Earth Dad* newsletter “Automated Newsletter Delivery System” whereby you get to **copy / reprint the newsletter—by signing a special “License and Agreement”** specifically for this purpose—as many articles in *The Down To Earth Dad* newsletter as you wish to use in YOUR OWN IN-HOUSE PUBLICATIONS.

This is an additional \$999.00 value.

Cost: “Platinum Level”

12 Months: \$5,793

9 Months: \$4,345

6 Months: \$2,849

IMPORTANT: Programs purchasing **12** or **9** months of The National Dads Matter!™ Project at the “SILVER LEVEL” can **“Carry Over” their unused months and “take the summer off”** and start again the following school or program year, thereby potentially spanning two school-or-program “years” with the same 9 or 12 month purchase. (For Example: Start in November with a 9-month subscription, and take the summer off, and resume with the balance of your unused months “next school year”).

TO ORDER...

To get **The National Dads Matter!™ Project** rolling for your program or school, following these ***three simple steps...***

1... Choose the color-level (SILVER, GOLD, PLATINUM) and choose the number of months you wish to operate the **National Dads Matter!™ Project** for. (It is recommended that you go for nine or 12 months—and “carry over” unused months to the next school year.

2... Send an email patrick@downtoearthdad.org or call 1-877-282-DADS to request an Invoice or to provide a Purchase Order Number.

3... Start thinking of DADS we can INTERVIEW – so that we’ll get the **National Dads Matter!™ Project** rolling for your program, school, or state in short order!

Let's Get Started. This is an Exciting Project!

Respectfully,

Patrick M. Mitchell

Patrick M. Mitchell, Founding Editor and Facilitator
The National Dads Matter!™ Project
1-877-282-DADS
patrick@downtoearthdad.org

P. S. The National Dads Matter!™ Project is **EASY** to **implement!** (I, and my team, do 95% of the work FOR you!)