



Important Program Guidelines & Program Launch Timeline

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Training Available at <http://Dads.GS>

WATCH D.O.G.S.® is a registered trademark, protected by law.
For more information, visit our website at dadsofgreatstudents.com, email
info@dadsofgreatstudents.com or call us at **1-888-540-DOGS(3647)**



IMPORTANT WATCH D.O.G.S.[®] PROGRAM GUIDELINES

- WATCH D.O.G.S.[®] is a program designed to operate under the oversight of school administrators to facilitate family and community engagement. We ask all program coordinators to please be mindful of the following...
- The WATCH D.O.G.S.[®] program is intended to be operated under the direction and authority of the school's Principal and in a manner conforming with the volunteer policy of each individual school district.
- WATCH D.O.G.S.[®] is not designed to be a "stand alone" program and should always be operated under the direction and responsibility of each school's administration and/or PTA/PTO.
- Each of the program documents provided in the WATCH D.O.G.S.[®] Startup Kit is in a shareable document format allowing you to customize any communications or program guidelines deemed necessary or desirable by the school's administration.
- It is understood that every WATCH D.O.G.S.[®] volunteer serves the school at the pleasure of the Principal and that serving as a WATCH D.O.G.S.[®] volunteer is a privilege and not a right.
- The WATCH D.O.G.S.[®] name and logos are copyright and trademark-protected. Any use of the logo beyond what is expressly allowed in our program training is strictly prohibited.
- Please contact the national office for any and all questions regarding the WATCH D.O.G.S.[®] program.

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ALL ABOUT WATCH D.O.G.S.®

🐾 WHAT IS WATCH D.O.G.S.?

WATCH D.O.G.S.® (Dads Of Great Students) is a family and community engagement educational initiative. There are 2 primary goals of the WATCH D.O.G.S.® program. To provide positive male role models for the students, demonstrating by their presence that education is important.

To provide extra sets of eyes and ears to enhance school security and reduce bullying. WATCH D.O.G.S.® began in 1998 in a single school in Springdale, Arkansas, and has since grown into a nationally recognized program that has brought hundreds of thousands of fathers and father figures into the school classrooms and hallways across the country, creating millions of hours of “in school” volunteer time and having a tremendously positive impact on the educational process.

🐾 PROGRAM BENEFITS

- Students gain positive male role models.
- Schools gain an extra set of eyes and ears. The presence of a father or father figure will provide an additional deterrent to bullying, enhance a sense of security in the building, and help to create an environment conducive to learning.
- NO ANNUAL FEES
- Fathers get a glimpse of their students’ everyday world and learn about the increasingly complex challenges and decisions today’s youth are facing. As a result, they can learn to relate better to their student and connect with them.
- Fathers gain a greater awareness of the positive impact they can have on their student’s life in three critical areas including academic performance, self-esteem, and social behavior.
- Increased male membership in parent and guardian support organizations.
- Due to budget shortfalls and cutbacks, often teachers are presented with larger classrooms each year. The WatchDOGS volunteers provide real and important help for the teachers and the students.
- An effective WATCH D.O.G.S.® program brings community together, which is a benefit to all members of that community. Most notably, the men find a sense of purpose around education

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More about WATCH D.O.G.S.®

🐾 WHO ARE WATCH D.O.G.S.?

WatchDOGS are fathers, grandfathers, uncles, and other family guardians who volunteer for at least one day each year at an official WATCH D.O.G.S.® school. During the day, WatchDOGS may read and work on flash cards with students, play at recess, eat lunch with students, watch the school entrances and hallways, assist with traffic flow and any other assigned activities where they actively engage with not only their own students, but other students as well. Many school principals have reported that the mere presence of a WatchDOG dramatically reduces reports of bullying. On the day of their participation, WatchDOGS are given a brief review of their involvement and they wear an official WATCH D.O.G.S.® t-shirt with a disposable 'Dog Tag' identifying them as WatchDOGS. WatchDOGS are 'Heroes of the Hallway' and the program can be adjusted with support from our Program Developers to best suit your campus needs.

🐾 PROGRAM RECOGNITION

The WATCH D.O.G.S.® program has been recognized by the United States Department of Education and the U.S. Department of Health and Human Services and has been involved in the U.S. Department of Education's P.F.I.E. (Partnership For Family Involvement In Education) and the Department's Safe School Summit. The WATCH D.O.G.S.® program is a founding member of National PTA's M.O.R.E. Alliance (Men Organized to Raise Engagement). The WATCH D.O.G.S.® program was featured on ABC World News Tonight with Charlie Gibson in their "Spirit of America" segment on November 17, 2008, on NBC's Nightly News with Brian Williams on September 12, 2012 and on NBC's Today Show which aired February 11, 2013. Also, the program has been recognized on the floor of Congress as a program that "can be a great tool in our efforts to prevent school violence and improve student performance because it can increase parental initiative and involvement in their children's education." (Congressional Record, February 7, 2000 page S392) WATCH D.O.G.S.® has been endorsed by the President's Advisory Council and included in the March 2010 report to the President. In June 2011, US Department of Education Secretary Arne Duncan visited a local WATCH D.O.G.S.® program in the DC area to encourage fathers and father figures to become more active in the educational system and to get a firsthand glimpse of the program.

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PROGRAM LAUNCH EVENT TIMELINE

Participate in the Training - 7 STEPS TO SUCCESS

Training Videos are available on demand online for FREE.

Watch the video series at: DadsOfGreatStudents.com/taketraining

Call **888.540.3647** or email info@dadsofgreatstudents.com for more information

Who should take the FREE 7 Steps to Success Training Video?

WATCH D.O.G.S.® Team

Principal and/or assistant principal

President or representative of parent support group

WatchDOG School Representative and/or School Counselor

Select the WATCH D.O.G.S. Team to help implement the Program

Team consists of:

School Representative (staff member or parent liaison)

Top Dog Coordinator (male or female)

Top Dog Team (other selected fathers and father-figures)

Order the WATCH D.O.G.S.® School Startup Kit

You will work with a Program Developer to register your campus as an official WATCH D.O.G.S.® Program school.

Order your kit for your campus online here 

Attend the WATCH D.O.G.S.® University

Who should attend WATCH D.O.G.S.® University?

School Representative (staff member or parent liaison)

Top Dog Coordinator (male or female)

Top Dog Team (other selected fathers and father-figures)

Prepare for the “WATCH D.O.G.S.® Pizza Night Launch Event

If you build it they will come!

This event is one of the primary steps to your success. It will happen 2-3 weeks after you receive the Startup Kit, and the kit will show you exactly how to do it.

Finalize your Orientation Folder & Daily Schedule

A key component to ensuring that all parties on campus are on the same page and that the program will prosper. We provide a template and process for finalizing this important tool.

Utilize the specialized ‘End of Day’ survey

By providing your volunteers and opportunity to reflect on their experience on campus, you can not only help them to realize that their time is valued, but so is their feedback.



7 Steps to Success



COMMITMENT!

Fathers and Father-figures
Line-Up, Sign-Up & Show Up!



LAUNCH EVENTS

Inspiration / Education



UNIFORMS



Consistency / Trust



DAILY SCHEDULE & CAMPUS GUIDELINES

Confidence / FUN / Safety



BUILD THE TEAM

TOP D.O.G.S.

PROGRAM COORDINATOR



FACULTY BUY-IN

Belief in Collaboration



ADMIN BUY-IN

Concerns Addressed
Existing Policy Stands

STEP

Positive
Direction

Visit Dads.GS for more information or call us at 888.540.DOGS



WATCH D.O.G.S.[®]

DADS OF GREAT STUDENTS[®]

Elementary Program Start Up Kit



OFFICIAL KIT CONTENTS

*contents as of 07/2026

Implementation Guide + Training videos
Orientation folder
Daily schedule + Campus guidelines
templates for all necessary forms
designs + support for program promotion
great hall calendar + sign-up stickers
program uniforms (10-pack)
wall of fame banner
clear window decals
launch event stickers
SignUp.com 1-year license (\$99 value)

doggie bag: activities + prizes
great student PUP stickers
wristbands - adult + youth
Top DOG lapel pin
tattoos, bookmarks + pencils
large logo stickers
official lanyards
volunteer dog tags
english poster set
spanish poster set
high five foam paw



Go to Dads.GS or Call 888-540-DOGS(3647)

OPTIONAL KIT ADD-ON ITEMS:



THE WATCH D.O.G.S. NAME AND LOGO ARE PROTECTED REGISTERED TRADEMARKS.



WATCH D.O.G.S.[®]

DADS OF GREAT STUDENTS

Secondary Program Start Up Kit



OFFICIAL KIT CONTENTS

*contents as of 07/2026

implementation guide + training videos
orientation folder
daily schedule + campus guidelines
templates for all necessary forms
designs + support for program promotion
great hall calendar + sign-up stickers
program uniforms (10-pack)
wall of fame banner
clear window decals
SignUp.com 1-year license (\$99 value)

doggie bag: activities + prizes
wristbands - adult + youth
Top DOG lapel pin
bookmarks
large logo stickers
official lanyards
volunteer dog tags
english poster set
spanish poster set
high five foam paw



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WATCH D.O.G.S.[®]

DADS OF GREAT STUDENTS

Annual Program Renewal Pack



RENEWAL PACK CONTENTS

*contents as of 07/2026

training videos
designs + templates
great hall calendar + sign-up stickers
SignUp.com 1-year license (\$99 value)
Uncle George Poster
Dads of Great Students poster
Great Students / PUP Stickers
temporary tattoos
clear window decals + logo stickers

doggie bag: activities + prizes
wristbands - adult + youth
pencils
Top DOG lapel pin
official lanyards
volunteer dog tags
event reminder stickers
high five foam paws
ongoing program support

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