



What you demonstrate to employers by creating a **FAIR SHAKE PERSONAL WEB PAGE**

Building a Fair Shake personal web page is not an easy feat! Formerly incarcerated people who create this page demonstrate many things to employers.

1. **Ownership:** Being a member of Fair Shake shows employers that you are willing to be open and direct about having been incarcerated. Honesty is the first step in building trust.
2. **Initiative:** Creating this page demonstrates your tenacity, perseverance and desire to succeed. You were not coerced into building this page; there was no class or a promise for an interview. You built the page of your own volition and this is important to employers!
3. **Technical skills:** A variety of computer skills were required to create your Personal Web Page including: scanning, data storage, typing, and understanding 'cloud' technology, to name a few.
4. **Character:** In addition to the above, you offer information here that describes more than your skills and experiences; you have the chance to show an employer who you are and what you bring to the organization. This information is very important for them to build company culture, but is not requested on standard job applications.

In addition to the information you provide, Fair Shake has included a link to the webpage we've designed for employers in the upper right hand corner of your Personal Web Page. We want it to be easy for them to find out more about the benefits of hiring formerly incarcerated people including:

1. Federal Fidelity Bonding
2. Work Opportunity Tax Credit
3. The fact that many formerly incarcerated people have received extensive training and many are often under supervision and are motivated to work.