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To: scott@afamilyforeverychild.org
Subject: Using your family biography as a recruitment tool
Attachments: HowToWriteFamilyBio.pdf; Recruitment guide for families.docx



Hello ,

Your family biography is a very important recruitment tool that can help your family get noticed by caseworkers. The Matching Assistance Program provides a few options to get caseworkers to view your family biography:

- **Make your family biography public:** By making your family biography public, you will allow more caseworkers to view it. Caseworkers have the opportunity to create a login to view all of our waiting families, but if they are doing a quick search for available families, they will go to our Waiting Families page. When you grant us permission to display your biography publicly, you will allow your family to gather more views by an inquiring caseworker. To allow your biography to be posted on our site, login to your account. On your Family Home Page, click the link that reads [OPTIONAL] Grant Permission for Display on the Internet, found in box #2. Click the check box and click "Submit". That will automatically post your biography to our Waiting Families page.
- **Feature your biography in a recruitment email:** When you allow us permission to display your biography on our Waiting Families page, you are also giving us permission to display it in our weekly Feature Family recruitment email. This email contains the biographies of two waiting families, with links to their family profiles. Caseworkers are asked to read the family's biography and look at their profiles to determine if they have any children on their caseload that would be a good match for the featured families. In addition, we include a link to our Waiting Families page, so even if your family is not being featured that week, caseworkers will still have the opportunity to view your family biography. These emails have a very high success rate, with caseworkers contacting us weekly with profiles for families!
- **Display your biography on our front page:** Granting us permission to list your biography on our Waiting Families page also allows us to post your family biography on our front page for a week.
- Sign up for **Matching Events**. Our Matching Events are one of the best ways to get connected with caseworkers. You can learn more about our Matching Events [here](#). We offer two types:
 - **Family Matching Events:** Our Family Matching Events are a great way to introduce your family to a caseworker! Families may present their biographies to caseworkers, who ask the family questions, and send them children on their caseload that they feel would be a good match for the family.
 - **Child Matching Events:** Caseworkers present the biographies of the children on their caseload, giving families the opportunity to ask questions and submit their home study at the end of the event.

Those are just a few ways the Matching Assistance Program provides you with opportunities to get your family noticed! Your family biography plays an important role when you submit through our site too, since your biography is sent with your home study. Your family biography can set you apart from a family who does not have one, and make your family stand out in the caseworker's mind.

For further questions, please contact the Matching Assistance Coordinator at nora.sharp@afamilyforeverychild.org

