



Designing a Fact Sheet: Quick Tips

Follow this guide to design a fact sheet or concept document that leaves an impact.

Overview

Fact sheets, or one-pagers, are valuable tools for engaging stakeholders and elected officials about your organization's mission or legislative campaign. Their goal is to offer a clear, impactful overview that encourages further discussion, while also serving as a conversation guide when leading a meeting. Use the tips below to create fact sheets that make a lasting impression.

General Process & Best Practices

- **Be direct.** A fact sheet or one-pager should be exactly that, a one-page fact sheet! Include the basics such as your organization's name, topline information about the issue, why the issue is important, and any direct action items. The tone of the document should be that of a general overview, and not a deep-dive into subject matter. If appropriate, it can also be helpful to include a list of other organizations that are supportive or working on the issue.
- **Consider format.** More than other documents, a fact sheet will likely be the source that elected officials refer to when considering your organization's advocacy on an issue. Be bold, and list the issue-proposal and action items towards the top of the page. After stating the primary topic and immediate next steps, follow this up with more detailed background information and context.
- **Encourage follow-up.** It is essential that a fact sheet include clear contact information to encourage the reader to follow up. In fact, the best outcome is that the reader reviews the fact sheet, wants to have a deeper discussion about the points presented, and follows up to learn more. Make sure a name, phone number, and email address are clearly stated.
- **Be creative.** While it isn't essential, using digital tools to create a bright and thoughtful design can significantly enhance the fact sheet's overall impact. Include the organization's branding, use text features like underlines and bold to add emphasis, and consider including diagrams and other visual tools.
- Click [here](#) for a one-page fact sheet that CNA developed to highlight their work on state legislation.

Questions?

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