The facts about FACTSHEETS

A fact sheet is a single page about a specific topic in a format that is visually appealing and engaging to read. If the topic is too complex for a single page, break it into different sheets.

why make a factsheet?
- to entice a potential donor to learn more
- to share information that is better explained using infographics
- to avoid repeating yourself
- so the information you present is consistent
- to inform
- to leave behind or use in follow-up
- to inspire
- to leave a lasting impression

why tailor it to your audience?
- Factsheets are useful for a range of groups, but the audience you have specifically in mind is the one for whom you should design the messaging.

AUDIENCES
- dislike tons of text
- respond to good design
- have a short attention span
- want to connect emotionally
- like excellent photographs

how to ace your factsheet
1. keep it self-contained: do not refer to previous documents
2. keep essential info at top: who, what, when, where, how
3. simplify complex ideas, make them relatable
4. don’t repeat info from graphics in narrative
5. avoid jargon & technical language
6. give them a way to learn more
7. keep the text brief
8. tell a story

writing tips
- Identify acronyms at first reference and use only the acronym thereafter
- Write out any number at or below 10
- Use active voice
- Avoid "caveat language", i.e. "we aim to achieve these results..."
- Be wary of repetition

layout tips
- One side of one page is best.
- Use size 10 to 14 font, depending on the typeface.
- Use bullets.
- Leave empty space if your fact sheet is text-heavy.
- Use bold, text boxes, colors, infographics and excellent photos to draw readers in.
- Make it consistent with your other one-pagers so they pair well.

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30+
# of CRS audiences WORLDWIDE

You cannot make an effective fact sheet for “all audiences.”