The Facts about Fact Sheets

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Why should I create a 2-pager?

1. Good exercise for capacity-building... the process is as important as the product
2. > What are your key messages?
3. > Who is your audience (Lever for Change, large donors, grassroots funders)?
4. > What is the impact you want to have, and on whom?
5. Best-practice in sales/fundraising/development: You are selling a product!
Why hand out fact sheets?

- To entice someone to learn more
- To share information better explained with an infographic
- To use as a leave-behind after an in-person meeting
- To avoid repeating yourself
- To inspire
Before you begin:

#1 Define your purpose and audience.

#2 Gather views from all teams. (fundraising, leadership, comms, advocacy and technical)

#3 Get buy-in on messaging and tone.
Ask the BIG QUESTIONS

What are you doing and who will do it?

What do you want to be known for?

Where are you spending the budget?

How will you gain your audience or donor’s trust?
Things to consider

What is the story you want to tell?

What data do you have that can help tell that story?

What photos do you have that can help tell that story, draw people in and make them want to read it?

What infographic can you create that will simplify complicated information?

Think about your audience. What do they care about, why are they looking at your project? What do they want to know before they decide whether to fund you?

What is your audience’s appetite for technical vs. emotion content?
Use GOOD DESIGN

Remember: great content can make up for bad design, but good design will never make up for uninteresting content.
**Do**
- Empower one leader
- Have a distribution plan
- Review & update often
- Include an email, website and social media info

**Don’t**
- Try to include it all
- Use technical jargon
- Use undefined acronyms
- Ignore your comms professionals
THANK YOU