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.

30+

of CRS audiences

WORLDWIDE

You cannot make an effective fact sheet for "all audiences."

layout tips

One side of one page is best.

Gotham size 9 — 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.

writing tips

- Identify acronyms at first reference and use only the acronym therafter
- 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

why make a factsheet?

to entice a potential donor to learn more

to share information that is better explained using infographics

to leave behind or use in follow-up

so the information you present is consistent

to inspire

to avoid repeating yourself

to inform

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

CRS CATHOLIC RELIEF SERVICES

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