

# 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!

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# 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



# 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



**CRS & LOCAL OWNERSHIP** How we moved from working through our partners to working for our partners.

**2k+ PARTNERS** WORLDWIDE

"Need quote from partner about how CRS capacity strengthening helped their organization."

**THREE CORE ACTIONS**

- We partner. In 2018, 74% of our programs were implemented through sub-grants to local partners.
- We listen. As a result of dialogues with our nearly 2,000 partners, we reoriented our support toward supporting local primes.
- We empower. Our proven, flexible and innovative approaches enable our partners to LEAD the response to development challenges.

**FOUR Pillars**

We use participatory approaches that help our partners analyze their work and prioritize their needs across all four pillars of capacity strengthening:

- PROGRAMMATIC
- ORGANIZATIONAL
- FINANCIAL
- PUBLIC

Our online Institute for Capacity Strengthening is a one-stop shop that provides individuals and teams with the knowledge, skills and attitudes for effective capacity strengthening.

**CATHOLIC RELIEF SERVICES**

CRS partnership-oriented activities took place in 114 countries in 2018.

Our work helped our local partners reach 106m.

Only 37% of our partners are Catholic. The rest are from other faiths or secular.

Our Partnership Framework helps our partners and us measure progress in our capacity strengthening efforts.

Our Compass website prioritizes partners, organized around our project management standards.

**Water Environment Federation** FACT SHEET

**Anaerobic Digestion Fundamentals**

Anaerobic digestion is a sustainability staple of resource recovery facilities. In addition to performing other solid treatment processes such as stabilization and waste solids reduction, anaerobic digestion also generates biogas that can be used as the resource recovery facility's primary fuel and power source.

Anaerobic digestion is a solid stabilization process commonly used at municipal and industrial water resource recovery facilities (WRRFs). The primary objective of anaerobic digestion is to convert the microbiological cells and other solids generated during the treatment process to a stable end product. Other solid stabilization processes include aerobic digestion, composting, thermal drying, thermal oxidation, and incineration.

Anaerobic digestion typically consists of anaerobic or dark fermentation and biogas production. In the liquid treatment train, solids may be comprised of settled materials from primary clarification and secondary clarification, as well as scum and grease, fats, oils, and grease (FOG) or food waste from sources outside of the WRRF also may be fed directly to digestion as a carbon source.

Similar to other stabilization processes, anaerobic digestion reduces volume and pathogens in the solid stream. Following stabilization, the digested product, referred to as biosolids, may be returned to biosolids for digestion or processed further to produce water used in a process or for land application.

The primary benefit of anaerobic digestion compared to other forms of solid stabilization is the energy recovery potential. Unlike other commonly used stabilization processes, anaerobic digestion generates a biogas composed primarily of methane and carbon dioxide that may be processed for use as fuel or power generation.

The potential for resource recovery has led to increased use of anaerobic digestion in recent decades.

**PROCESS DESCRIPTION**

Anaerobic digestion may receive solid from upstream processes in the liquid treatment train or FOG and food waste from outside sources such as restaurants and other commercial or industrial facilities.

The solids from upstream processes typically are comprised of primary sludge, secondary sludge, scum, grease, and/or other solids and liquids that may enter the solids collection system (including grit). Solids handling pumps like progressive cavity or rotary lobe pumps typically convey solids to the digester tanks.

Intermediate steps may be implemented prior to digestion to improve the process efficiency or prevent excessive maintenance on tanks or equipment. Screening helps prevent maintenance issues by shredding large or stringy material into smaller components. Screening also prevents maintenance issues by removing large or stringy materials. Degritting improves process efficiency by preventing accumulation of grit inside digester tanks.

Grit is particularly concerning. The accumulation of settled grit and other inert solids within digester tanks reduces the effective treatment or digestion volume. This digester capacity reduction hinders the stabilization performance, reduces gas production, and increases the frequency of tank maintenance and cleaning.

Solids blending (combining separate streams such as primary sludge and waste activated sludge into one feedstock) and temporary storage in a holding tank also may be implemented upstream of the anaerobic digestion process. Blending and storage produces a more homogeneous loading and minimizes digester feed flow variability. Feed variability in quality or flow may cause digester foaming issues and require more maintenance.

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WEF-00107-000—Multiple Resource Recovery Solutions—Anaerobic Digestion Fundamentals



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**

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