

Fact Sheet Strategies

Features of a Good Fact Sheet

- States a problem that speaks to the audience’s concerns
- Proposes a solution
- Includes supporting data (numbers, visuals, and words). Verifiable facts build credibility. Choose them with care, because many people won’t bother to read dense text.
- Asks the audience take a specific action to solve the problem
- Lists a contact person and where to find more information



Strategies

1. Identify the target audience for your fact sheet. What kind of information or visuals will get their attention? Consider when and how they will get the fact sheet.
2. List the problem, solution, supporting facts, and actions needed.
3. Prioritize: Which facts, charts, and visuals best support your position or claims?
4. Use the fact sheet template to organize your ideas. Or, use a blank piece of paper to experiment with different layouts.

Note

If you brainstorm messages or images that don’t fit, keep them! Use them later in a press release or presentation.

Fact Sheet Template

Slogan	Logo image or chart
Problem Statement	
<ul style="list-style-type: none"> • Facts, statistics, & graphs showing the problem • • 	
Solution Statement	
<ul style="list-style-type: none"> • Facts, statistics, and graphs supporting the solution • • 	
Take This Action!	
<ul style="list-style-type: none"> • Details 	
For more information contact [organization] at [contact info] or [web site]	