

## # Policy One-Pager Studio

### \_A Tangency Action Kit\_

#### ## Snapshot

- **\*\*Focus:\*\*** Policy Education
- **\*\*Format:\*\*** Studio Session
- **\*\*Time:\*\*** 75 minutes
- **\*\*Ideal team:\*\*** Writers + policy leads
- **\*\*Great for:\*\*** Lobby days, canvasses, legislative visits, partner briefings
- **\*\*Deliverable:\*\*** Designed one-pager (PDF + print) with CTA + QR code
- **\*\*Materials:\*\*** Bill text, fact sheets, design template, quote bank

#### ## Prep checklist

1. Gather the bill summary, fiscal note, and opposition talking points.
2. Interview a directly impacted person or frontline partner for a quote.
3. Choose the design template (portrait or landscape) and load brand colors.

#### ## Studio flow

1. **\*\*Outline (15 min).\*\*** Write the human-centered lead: problem, people affected, proposed fix.
2. **\*\*Break it down (20 min).\*\*** Create three sections—what the bill does, how it's paid for, what happens if it fails—using bullets/icons.
3. **\*\*Add story + CTA (15 min).\*\*** Drop in a quote or mini case study and a QR code linking to deeper resources or action forms.
4. **\*\*Peer review (15 min).\*\*** Policy lead checks accuracy; organizers ensure clarity for everyday readers.
5. **\*\*Publish (10 min).\*\*** Export PDF for print and PNG for digital sharing.

#### ## Tips

- Use plain language—replace jargon with everyday terms.
- Leave a stats slot you can localize for different districts.
- Embed a shortened URL for folks without smartphones.

#### ## Tools & templates

- One-pager design file (Canva + Slides)
- Plain-language checklist
- QR code + CTA examples