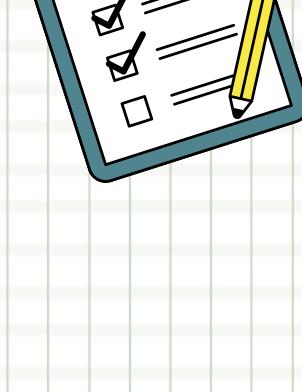# WRITING AN EFFECTIVE FACT SHEET

WHAT IS A FACT SHEET?

A one-page (front and back) document that presents essential information clearly and visually. Use fact sheets to:

- Summarize complex topics.
- Share data quickly.
- Inform non-expert audiences.

ESSENTIAL DETAILS

Design for clarity. Write for people who are busy, curious, and not experts. Your fact sheet should answer these questions:

✔ What is this about?

✔ Why does it matter?

✔ What should I know or do next?

WHAT TO INCLUDE

Title: Be clear and specific.

Byline: Include your name.

Introduction or Summary: Explain why the topic matters (2-4 sentences)

Key Facts or Data Points: 3-5 essential facts in bullets, stats, or short paragraphs

Visuals: Support key points using charts, screenshots, or diagrams; place visuals near relevant text (in proximity). Make these yourself.

Headings/Subheadings: Use clear section headings for easy scanning; main heading should be largest, subheadings smaller.

Sources: Cite all data and claims; include links or in-text references; full references at the end; use a consistent citation format.

Date: Indicate when the fact sheet was created or updated.

QUICK DESIGN TIPS

- Stick to one page (front and back).
- Use white space to separate sections.
- Choose high-contrast colors (but avoid anything that clashes).
- Use sans-serif fonts for readability.
- Balance text and visuals.
- Use a logical reading flow (Z-pattern or F-pattern).