

Activity Overview

Participants create a fact sheet for their cause based on a template.

When to Use It

When a group has a short list of compelling facts and graphics, and wants to put them into a fact sheet to inform people and spur them to action.

Suggested companion activities:

- See *Communicating with Numbers* for a big-picture view.
- If using this activity in a conference workshop, see *Memorable Messages and Memorable Graphs* for examples.

Steps

- 1. Launch the activity:** Now that we know the key information we want to communicate, let's create a fact sheet supporting our message with talking points. Distribute the handouts. Review features of a good fact sheet listed. Complete Strategy #1 (regarding audience) as a group.
- 2. In pairs or small groups:** Use the rest of the strategies to create a fact sheet. If the whole group identified more than one audience, each small group can choose a specific target audience.
- 3. Debrief:** Pass around the fact sheets so every group can look quickly at the work of every other group. When finished, ask:
 - Which version is most complete?
 - Which one has part that will really convince our target audience to take action?

Ask the group to agree to a final draft that merges the best from all versions, without putting too much on one page. Ask for a volunteer to create a final version, and to save anything that didn't fit here, but might be useful down the road.

For the Facilitator

If there are multiple target audiences or action steps needed, then you may need more than one fact sheet; e.g., a simple one to get people to a public hearing, and a more detailed one to use at the hearing.

Smart Moves

- Play with different ways to show it and say it
- Talk it out

Skill: Connect a statistic and a visual to illustrate a problem, solution or needed action.

Time: 30-45 minutes

Preparation

Gather a short list of data, interpretations, facts, and graphs generated for the campaign.

Review all materials before the meeting.

If using at a conference workshop, pick a campaign that has many facts in its favor, too many to fit on one fact sheet.

Materials

Fact Sheet Strategies (1 per pair or participant)

Fact Sheet Template (1 per pair or participant)

Sample Fact Sheet (1 per pair or participant)

Pens, pencils, markers

Optional: Scissors and tape or glue stick

Optional: Calculators, Graph paper

TOXIC WASTEWATER
DOESN'T BELONG ON FARM FIELDS!

Every day, Cabot Creamery sprays **100,000** gallons of industrial wastewater on its pasture fields. Now they want to increase it to **150,000!**

From Craftsbury to Randolph to St. Albans, the wastewater contains industrial cleaners known to cause...

- Nausea, vomiting, severe inflammation of the stomach and intestinal tract
- Damage to the nose, throat, and lungs
- Potentially, even cancer!

Cabot Creamery must stop spraying!

In 2010, Cabot Creamery's parent company AgriMark made \$11 million in profit and \$781 million in total sales. They can afford to:

- stop the spraying
- build a wastewater treatment plant as promised
- pay for independent testing to ensure our drinking water is clean & safe.

Take Action!
Speak Out!

Bring these demands to a public hearing with the Vermont Agency of Natural Resources!

Enough toxic wastewater to fill two 55-gallon barrels every minute every day!

Agri-Mark Annual Profits in MILLIONS of \$

Year	Profit (Millions of \$)
2007	10
2008	15
2009	20
2010	25
2011	30
2012	35
2013	40
2014	45
2015	50
2016	55
2017	60
2018	65
2019	70
2020	75

Wednesday, December 2 at 6:00 PM
Twinfield Union School
106 Nasmith Road, Plainfield, VT

For more information contact Why to Go! at name@gmail.com or (999) 999-9999
whytogovernment.weebly.com

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

<h3>Slogan</h3>	<p>Logo image or chart</p>
<p>Problem Statement</p>	
<ul style="list-style-type: none"> • Facts, statistics, & graphs showing the problem • • 	
<p>Solution Statement</p>	
<ul style="list-style-type: none"> • Facts, statistics, and graphs supporting the solution • • 	
<p>Take This Action!</p> <ul style="list-style-type: none"> • Details 	
<p>For more information contact [organization] at [contact info] or [web site]</p>	

Sample Fact Sheet

TOXIC WASTEWATER DOESN'T BELONG ON FARM FIELDS!

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wheytovermont.weebly.com

