WRITING A LEAVE-BEHIND (AKA, A "ONE-PAGER")

Incorporate these points to create a one-page leave behind for your visit with a policy-maker.

What do you want?
Clearly state why you are leaving this behind—what is the *ask*? (1-2 sentences)

Issue
Present the issue, with numbers and facts to illustrate (2-3 sentences). Highlight relevance, anecdotes or facts involving people and places they care. (2-3 sentences max.)

Make your key message stand out on the page and draw eyes so the reader can get the point from just a glance

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Include a few research details
- Provide just a few details about your research – these can confer credibility.
- Explain why it's relevant
    - Detail the connections between the research and the issue at hand
- Keep your audience and their needs and interests in mind.

FURTHER Points
- Start with the point, not with background or context.
- Be concise – even your headlines should have content.
- Use the active voice. Do not include unexplained jargon.
- Use color and pictures (e.g., "before" and "after" photos).
- Don't talk down to your reader (so avoid "Clearly…", or "It is obvious…").
- If you *need* to explain greater detail, attach an appendix – better to wait until asked.
- If you have space, you can examine potential limitations of your work, examine what others might say, or discuss how you can be of help in the future.

Contact information
Include a logo (university, department, lab), state your name, who you work for, what your organization does, and contact information. List only highly relevant qualifications.

***REMEMBER –* The point of a one-pager is to *start a conversation* and *serve as a reference*. Your audience has a short attention span!**

ALSO
The people you are targeting with a one-pager will not read big blocks of text. So make those titles count ("ALSO" didn't really tell you what's in this paragraph). Using smaller margins and smaller fonts defeats the basic principal of a one-pager, ie brevity. The goal here is to catch their attention quickly and pique their interest so they *want* to ask you more questions and get more information. After the meeting, you want to the one-pager to provide them with a quick reference to the key points you talked about, and give them a way to get in touch for more. If it's well-written (concise, informative, concrete) they will refer to it later when talking to colleagues or (for staff) when writing up the meeting summary for their superiors. If it's too cluttered with text and the points are hard to find, they simply won't use it. These people get a *lot* of these. It doesn't matter how good the content is if they don't use it, so make it as easy as possible. Form DOES matter here!

Chad A. English, Ph.D.
cenglish@compassonline.org
202.527.9223

Communication Partnership for Science and the Sea
http://www.compassonline.org
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