



ADVOCACY:

How to Write a One-Pager for Meetings on Public Policy

The “one-pager” is a staple of policy education and advocacy. It is a 1-2 page document that explains the core elements of a public policy issue and ideally distills the key pieces of information down to short digestible nuggets.

A one-pager usually includes four key elements: 1. Background on the issue, 2. Key facts, 3. Recommended action, 4. Benefits and beneficiaries of taking the recommended action.

The idea is that the staff person or policymaker will have all the information they need to make a decision quickly. Staff also frequently use these documents when they brief their bosses or draft letters or speeches. You want to make this easy to use and re-use.

One - Pager Template

1. Background

3-4 sentences explaining the issue.

2. Key Facts:

3-4 stats that explain the problem. Any statistics that are local to the district or state of the Congressperson you are meeting with are particularly valuable.

3. What is the Ask/Recommendation:

Be as specific as possible about what you would like the policymaker to do or what the specific recommendation is. Be sure it is something the policymaker can do.

4. Results:

Explain what the results/benefits would be of taking this action. For instance, it would lead to XX people being able to be served, or it would reduce the problem by Y amount in the next 5 years. Remember, it's better if there can be immediate results. If that's not possible, be honest about the effect.

5. (Optional) A Personal Story/Anecdote:

If there's space or time, it's great to include an anecdote about a real person affected by the issue you're discussing or a real world example of what you're describing.

