

Tips for Using These Fact Sheet Templates

The “fact sheet” is an excellent way to provide information on your initiative’s specific programs or services to those target audiences who want a concise and quick overview.

The fact sheet can be a powerful tool in communicating with any number of audiences whose time is precious, such as policymakers who are interested in bullying prevention. They are appropriate tools when you are reaching out to a target audience who is most interested in hearing about one program in particular, such as businesses interested in your after-school programs. And, a fact sheet makes an excellent “leave behind” with audiences to whom you have just made a personal presentation.

There are many ways to incorporate fact sheets into your communications, and we are providing you with two templates that could be of specific value to your sustainability communications efforts.

Template One: Promote Specific Programs or Services

The first template you will see can help you create fact sheets for each of your programs and services—curriculum, mental health services, truancy programs, after school activities, and more. They can be updated periodically to reflect new outcomes and data. These fact sheets are excellent for all external audiences, and may also be valuable to internal audiences who are interested in a specific aspect of your initiative.

Template Two: Promote Initiative Activities at a Specific Location

Perhaps your initiative serves a number of schools in different ways within your district; if you are an urban initiative, your grant may actually provide services to several different districts. In either case, you may be called upon to provide an overview of activities at specific locations covered by your grant, and this template will help. Updating information in this way to superintendents, principals, parent groups, teachers, and other internal audiences is often critical for increasing support for your sustainability efforts.

No matter how you use fact sheets in your communications, we urge you—as always—to consider the values, needs, and goals of your target audiences when writing content and illustrating your successes.

To use either fact sheet template, insert information specific to your initiative wherever you see bracketed text. Be sure to begin by entering your initiative’s specific information in the header/footer of this document file, beginning on the next page.

Ask your communications specialist for support with these fact sheets or any of our templates.



[Insert Name of Program or Service Here]

BACKGROUND

[Use this section to provide a summary of the program or service featured in this fact sheet. Your audience may want to know how your goals align with their own. Describe how you've implemented the program and the partners you're working with. Let readers know who in your school and community is benefiting from the program.]

HIGHLIGHTS

[Use this section to provide the qualitative or quantitative evaluation data that illustrates your successes to date. If your initiative is new and you haven't yet acquired outcome data to support your program, you may wish to show baseline data you've collected. Keep your target audience's values and priorities in mind as you decide how to present your data.

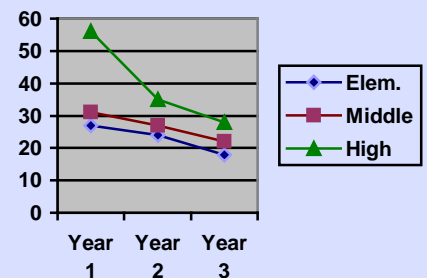
Let's say your fact sheet discusses the after-school tutoring your SS/HS initiative provides for high school students. If you are reaching out to the business community, they may wish to see how this program is keeping at-risk youth off the streets and occupied in a meaningful way during those hours between 3 p.m. and 6 p.m. If, however, your target audience is district leadership, you may wish to emphasize how this program is improving test scores.]

LOOKING DOWN THE ROAD

[Your audience may be very interested in knowing how you plan to sustain the critical work you're doing here. Once grant funding ends, will you need to find a new location for your after-school tutoring program? Providing readers with your intentions may help open doors, create dialog, and establish partnerships for sustainability.]

[This sidebar is an excellent place to show key highlights that support and illustrate your successes. Insert a small graph that shows positive trends, such as:]

Decrease in Absenteeism



[You might also use this sidebar for a photo that shows this program "in action" or a quote from someone trusted by your target audience that reflects the positive impact your initiative has had, such as:]

"A year ago I really wanted to drop out. I just didn't see the point of school. But my tutor never gave up on me. Last week I turned in my application to the community college."

—Jane Smith, 12th grader

For more information about the many programs and services offered through the [Your SS/HS Initiative], contact [Name of project director], Project Director:

Telephone: [(555) 555-5555] ■ Fax: [(555) 555-5555] ■ E-mail: [youremailaddress@server.com]

[Your Street Address, City, State, ZIP]

[www.yourwebsite.org]



[Insert Name of School or District You Are Highlighting]
Summary of Services, [Date]

PROGRAMS, SERVICES, AND CURRICULUM

[Provide a simple summary of how your initiative's work is having (or will have) a positive impact on this school or in this district. Use bullets to list the offerings available at this campus, such as:

- ***Olweus Bullying Prevention curriculum:*** Briefly describe training, start up, implementation, and any outcomes you may have collected.
- ***After-school programs:*** Briefly describe your current offerings and level of enrollment in programs and any overall impact that's been reported.
- ***Mental health services:*** Briefly describe what services are now offered, how referrals are made, and any outcomes you are seeing.
- ***Improved campus safety:*** Briefly describe how the initiative has improved security.
- Add bullets as needed.]

COMING UP

[Provide a simple summary of how your initiative's work will continue to provide a positive impact on this location. Use bullets to list programs, services, curriculum, and events that will be forthcoming, such as:

- ***Second Step curriculum:*** Describe plans for training and implementation.
- ***Mentoring program:*** Describe how mentors are recruited as well as opportunities for students to participate.
- ***Annual Family Day:*** Provide details for your planned event, including date, activities, and intended press coverage.
- Add bullets as needed.]

[Use this section to mention any key highlights, successes, or outcomes since your last report to this audience, such as:]

Thanks to our Safe Schools/Healthy Students Truancy Program, absenteeism was reduced 27 percent in the past school year.

[This sidebar is also an excellent place to insert a small graph that shows positive trends, a photo from a recent event, or a quote from someone trusted by your target audience that reflects the positive impact your initiative has had at this campus, such as:]

***"I'm seeing it with my own eyes—the Olweus curriculum has made my students find other ways of resolving conflict. It's amazing."
—Jane Smith, teacher***

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