

Tips for Creating a One-Pager

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PURPOSE

- Your goal in creating a one-pager is to have a single page document that includes your contact information, a summary of your expertise, and a few key points.
- The document should be clear enough that someone with no prior knowledge of the topic can understand your main points.



DESIGN

- Keep the document as clean and simple as possible so it is easy to read and understand.
- Colorful images or simple diagrams can help make the one pager more engaging.
- Avoid complicated diagrams or charts that would need additional explanation or a deep understanding of the subject matter to comprehend.
- Bulleted points can help make the document easy to scan for information.
- Include hyperlinks to relevant sources of information or personal/laboratory web pages.



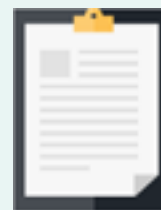
WHAT TO INCLUDE

- Your contact information: name, title, institution, and expertise.
- Your main points (no more than three).
- Your specific ask, or what you want the office to do. It could be supporting or opposing a bill, a specific funding level for an agency or program, or contacting you on an issue.
- Images or simple diagrams that help illustrate your main points.
- Relevant facts or information that pertains particularly to the state or district (such as the location of the institution or research).
- If you would like to include references for certain facts in the document, superscript is recommended, with all references listed on the bottom or back.



DRAFT YOUR ONE-PAGER

- Use the template on the second page of this document to draft your one pager.
- Create a final version in Canva, PowerPoint, Keynote, Photoshop, Illustrator, or another program.
- Want more tips? Check out our recorded webinar on [Creating an Effective Policy One-Pager](#).



One-Pager Template

A clear title I can use for my one-pager:

My Ask (one clear sentence):

Some ideas of compelling visuals or infographics that help explain my research to someone who has no prior knowledge of the topic:

A clear three-sentence research summary with no jargon:

Three to four compelling supporting statements for my ask, with relevance to the state or district:

Name: _____

Position: _____

Affiliation/University: _____

Phone Number: _____

E-Mail: _____