



How to Create a One-Pager for Policymakers: Tips and Template

Advocacy Toolkit

Tips

Draft a one-pager for each of your main policy issues

Policymakers seldom have time to read all the literature related to a specific policy question. To make well-informed decisions, they rely on short, tightly written documents referred to as one-pagers. If you bring a one-pager to a meeting with a staff person or policymaker, you will be able to make your case quickly and efficiently, and then leave behind a document for the staff member or policymaker to reference.

Keep the one-pager brief

A strong one-pager quickly and cogently makes a policy recommendation, provides brief background on the issue and includes analysis backed up by facts and data on why that policy recommendation will help solve the policy question at hand. A one-pager should not include a lengthy analysis of all available research or list all possible arguments and counter-arguments that could be made on the issue.

Template/general outline for a one-pager

Recommendations/message

- Clearly state your policy recommendation(s) or message(s) up front.

Introduction

- Begin with a brief overview of the policy issue and state the problem you hope to solve or the objective you hope to achieve.
- Map where your argument will take the reader and explicitly outline your thesis/key point.

Background

- Briefly explain the history of the policy issue.

Analysis

- Persuasively outline why your policy recommendation(s) will solve the problem or achieve the objective you highlighted in your introduction.
- Use evidence from research studies, case studies, legislative experiences of other jurisdictions, reputable polling/surveys and other sources to support your perspectives and advance your

recommendations. It is critical to back up your recommendations with solid facts and data.

Visual

- The one-pager should be visually pleasing and easy to read. Include bullets instead of lengthy paragraphs.

Conclusion

- Conclude with a persuasive argument and summary statement; an ask such as “please vote for” or “come and visit our school.”



