



Fact Sheet Writing Tips

- 1** Choose five key points of pride about your school. Think in terms of what defines your school, what makes it stand out from your peers around the country. Possible examples include a profoundly global outlook, meaningful community partnerships, high level of interdisciplinary research—even above-the-norm scope or size. Your message map should be helpful in narrowing down your points.
- 2** Don't write "from" the brand attributes, but keep them back of mind as you write your blurbs. If community outreach is the focus of one, that's an opportunity to illustrate radical empathy—not by using that precise expression, but by showing how a genuine passion for helping others drives projects and activities.
- 3** Use the personality traits as a gut check after you've finished writing the blurbs. Does the copy express a pragmatic outlook, tenacity, inclusivity and/or ambition? Does it exude pride and dynamism? Chances are, you could be a little bolder with your word choice and sentence construction.
- 4** A key part of writing for the brand is expressing not just what your school is or does, but how that benefits people (students, faculty, the community, the world). In other words, what is their takeaway? As much as possible, there should be a "get" for every "give." Again, utilize your message map.
- 5** Use specific examples. This is key to good writing in general, not just for the brand. As you work through your points of pride, choose the stories/research/projects/partnerships that illustrate them best. Be selective—this should not be an exhaustive list.
- 6** After you've penned your five points (or at least the subheads), read them over. Find the high-level message that unites them. Now go back and write the main headline and introduction. Make sure the subheads answer your main headline.
- 7** Photo text box: This can be used to illustrate a point of pride or statistic that didn't fit elsewhere in the fact sheet, or to emphasize a leading attribute and/or benefit. The copy should complement, but not necessarily describe, the photo.
- 8** Quick facts: The key here is quick. This is not a place to cite every statistic about your school. Pick the most salient ones—the ones that you really want your audience to know.