



# NISN FACILITIES PROGRAM

## Leave Behinds: Content Mock-Up

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**Background:** This worksheet is part of a learning module and set of tools for creating “one-pagers” or “leave behinds.” A leave behind is a single page document (printed on one or both sides) used to advocate for support of a project or action. For example, a school may speak with their state legislators about getting capital funds passed to fund construction of a gymnasium. If they met in person with the lawmaker or a staff member of their office, they would provide a leave behind document about the project. If they met virtually, a digital version would be suitable.

**Instructions:** The mock-up is designed to be printed out and used as a hardcopy tool to rough out content ideas or to be used electronically as a starting point for design. After completing the Define the Basics Worksheet and Content Development Worksheet, use this page to rough out the leave behind before refining design. Tools like Google Drawing, PowerPoint, and Canva can be more flexible and useful for the actual digital development. This activity can be approached by an individual though it is often useful to discuss content in a small group to help distill what top level information and messaging is of the most importance.

### Development Tips

- ❖ The document title should capture a message (e.g., Reading is Succeeding – Support the Indigenous School Library).
- ❖ Formatting should be thoughtful and emphasize key information.
- ❖ Ensure that the purpose and of the piece can be understood even if a reader just skims the document.
- ❖ The document can be read in under 2 minutes.
- ❖ Consider enhancing visual interest using things like photos, logos, charts, and illustrations.

### Common Information Sequence and Elements

- ❖ Grabbing or summative title
- ❖ A brief background (intro on the school or organization)
- ❖ Short description of the need or problem of focus
- ❖ The proposed solution or project overview
- ❖ Anticipated results (benefits, impacts)
- ❖ The ask or call to action
- ❖ Listing of others who support the project or the organization’s key partners
- ❖ Contact information

#### About this Document

This was produced as part of the NISN Facilities Training Program, an effort funded by the U.S. Department of Education Charter Schools Program (Award #U282T180018). Awarded to the NACA Inspired Schools Network (NISN), the program supports expansion of opportunities for Native American and other underserved students to attend high-performing, innovative, and culturally responsive charter schools. Work includes technical assistance to schools in three states and documentation and dissemination of information, resources, and tools for facilities needs assessment, planning, and funding.

# Grabbing Title

Summary Sentence

## Issue Background

Visual Element

## Project Elements

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## Investment Information

## Benefits

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## *The Ask Statement*

*Contact info, department/partner logos*