Assignment 3: Policy Pitch-One Pager

The Policy Pitch is one way to connect with policy makers when time is limited. These conversations are brief and require an artifact, or handout, that summarizes the important elements, information, and facts of the conversation. This is called your One-Pager. It allows the policy maker to quickly and easily skim through and reflect on the important elements of your message. The One-Pager compresses all the vital information, data, statistics, and facts into a single page, and at the same time presents that vital information in a professional, readable, and visually stunning manner.

There are two major components that make or break your One-Pager: **content and design. The design may include:**

* Bullet points
* Bold headings
* Tables, graphs, and charts which are easy to read and grasp.

There are a few things one must keep in mind before creating the One-Pager. These include:

* **The length**: Preferably be a ***single 8.5x11 page long*.**
* **The information**: The One-Pager should be **brief and concise.**
* **Visual presentation**: The information should be easy to grasp, easily **readable** and **visually appealing**.
* **The Call to Action:** Add a clear **call to action** at the end (a phone number, your email address, your social media links, etc.).

Please include 2 references in APA format

***One team member will submit the assignment.***

Here are examples of a 1-Pager: (see documents APRN one pager and Paramedicine one pager)

|  |  |
| --- | --- |
|  | **Policy Pitch One-Pager** |
| **Criteria** | **Ratings** |
| Core Content(70 points)A currentpolicy gap isidentified The length:Preferably be a single page long.The information:The One-Pager should bebrief and concise.Visualpresentation: The informationshould be easy to grasp, easilyreadable and visuallyappealing.The Call to Action: Adda clear callto action atthe end.Contact Information is present | **Excellent (score range 63-70)**- A current service/policy/law(the identified gap) - 1 page in length - Brief and Concise - Easy to read and visually appealing - A clear Call toAction is present- Contact Information ispresent | **Good (score range 56-62)**- A current service/policy/law(the identified gap) - 1 page in length - Brief and Concise - A few visualdistractions - A clear Call to Action is present- Contact Information is present | **Fair (score range 53-55)**- A current service/policy/law(the identified gap) - Over or under 1 page in length - Unclear in the message - Slightly difficult to read- Several visualdistractions - A Call to Action is present butunclear - Contact Information ispresent | **Needs Improvement****(score range 1-****52)**- A current service/policy/law (the identifiedgap) - Over or under 1 page in length - Rambling and unclear - Difficult to read with numerous visual distractions - A Call to Action is absent - No ContactInformation is present | **Unsatisfactory (no credit)**- No current service/policy/law(the identified gap) – Over or under 1 page in length – Rambling – Very difficult to read with no visual interest – No Call to Action is present - No ContactInformation is present |
| Grammar, Punctuation, Spelling of1-Page Pitch Document(20 points) | **Excellent (score range 18-20)**- Rules of grammar, usage, and punctuation are followed; spelling is correct.  | **Good (score range 16-17)**- The Policy PitchOne-Pager contains fewgrammatical, punctuation, and spelling errors that detract from the pitch. | **Fair (score range 14-15)**- Policy PitchOne-Pager contains severalgrammatical, punctuation and spelling errors. | **Needs Improvement (score range 1-****13)**- Policy PitchOne-Pager contains numerousgrammatical, punctuation, and spelling errors. | **Unsatisfactory (no credit)**- Difficult tounderstand due to numerous significant problems with grammar, punctuation andspelling. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| References(10 points) APA Format | **Excellent****(score range 9-10)**- The problemscaused by thegap aresupported by 2referenced articles incorrect APA format. | **Good (8)**- The problems caused by the gap are supported by 2referenced articles with minor errors in APA formatting | **Fair (7)**- The problems caused by the gap are supported by 1 referencedarticle in correct APA format. | **Needs****Improvement (score range 1-6)**- The problemscaused by the gapare supported by 1referenced articlewith minor errors in APA formatting | **Unsatisfactory****(no credit)**- The problems caused by the gapare not supportedby any referencedarticles. |