

Organizational Snapshot (Who Are You)

- Nonprofit name and logo
- Mission statement (clear and direct)
- Short organizational overview (what you do in 2-3 sentences)
- Website, email, and contact information
- Social media links

The Need (Why You Exist)

- Clear description of the problem you address
 - Why this issue is urgent and important
 - Relevant data points (when available)
- Clarity matters more than complexity here.

Impact (Proof of What Works)

- Number of lives impacted (people or animals served)
- Measurable outcomes or results
- Program highlights or achievements
- One short story, quote, or testimonial

Programs & Services (What You Actually Do)

- Simple overview of core programs or services
- Who benefits from your work

Credibility (Why You Can Be Trusted)

- Years in operation (this can be covered in your overview)
- Awards, certifications, or recognition

If relevant and if space allows it, you can also include:

- Major community partnerships
- Key sponsors or supporters
- Leadership or board highlights

Financial Transparency (Confidence Builder)

- Brief explanation of how donations are used
 - Statement of stewardship or accountability
 - Optional links or references (Charity Navigator, Candid, etc.)
- Transparency reduces hesitation.*

Call to Action (What Happens Next)

- Clear next-step invitation**
If this is unclear, momentum stops here.
sponsor opportunities, volunteer pathways, event invite, donation options - what action do you want them to take?

Design & Engagement Tips

- Keep it to one page whenever possible, but 2 pages are still acceptable
- Prioritize white space and readability
- Use strong, intentional visuals (not filler images)
- Use real photos, not AI generated images
- Avoid dense paragraphs
- Make key messages instantly scannable

Ensure the one-pager is visually aligned with your organization's overall brand identity. Your colors, fonts, imagery, tone, and overall presentation should feel consistent with your website, social media, marketing materials, and public presence. A polished, on-brand one-pager strengthens credibility, professionalism, and recognition.

EXTRA BROWNIE POINTS

Include a QR code that links to a short 30 - 90 second, emotionally compelling video that shows your impact in action. A video QR code bridges the gap between information and emotion. The one-pager builds clarity and trust; the video builds connection.

Remember: this information is to be condensed into a one-page document whenever possible, with two pages maximum. You are not building a full presentation deck. You are creating a concise, impactful snapshot of your organization.