

TEMPLATE FOR COALITION FACT SHEET
(can be repurposed for brochure, website copy, etc.)

A coalition fact sheet helps you to tell your story including the goals, strategies, and accomplishments of your coalition, an essential tool to engage the public and recruit allies. This template provides an outline for developing a fact sheet along with examples and prompts.

IDENTITY:

1. Name of Coalition:

Tagline: signals the purpose of your coalition, example: *“Safer Care and Better Outcomes”*

Your logo: optional– include the names and logos of key entities in your coalition.

<i>[Insert your logo here]</i>	<i>[Names/logos of other orgs]</i>
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Co-Branding Option: include California Opioid Safety Network and logo and explanation on why and how your coalition got involved with COSN.

Example:

[Insert your logo here]



[Insert coalition name] is a diverse coalition of stakeholders, community members and other volunteers from a variety of backgrounds whose aim is to promote opioid safety for all of our county’s residents. Our coalition is part of a larger network of opioid safety coalitions throughout the state, called the [California Opioid Safety Network](#).



2. MISSION/VISION:

Why does your coalition do this work? What are your your overarching goals? Information can be sourced using your coalition’s elevator pitch.

Example: The ____ coalition was formed to reduce opioid overdose deaths in ____ county through strategic community wide mobilization. Our objectives include distribution of naloxone, etc.

3. KEY STRATEGIES:

Include explanations as to why this strategy is essential to to your key goal: preventing opioid overdoses and deaths. [Example text below]

Safer Prescribing:

MAT:

Naloxone:

Other:

4. WHO WE ARE:

Include coalition community members, stakeholders and leadership. Include names.

5. HOW WE DO OUR WORK:

Coalition structure, priorities and tactics such as monthly meetings/working groups. Describe task forces, and include graphics if possible. [Example text below]

Structure:

Priorities:

Tactics:

Graphics: Insert any helpful graphics, e.g., trend lines, number of opioid overdose deaths over time.

6. WHAT WE HAVE ACCOMPLISHED

Detail both past as well as recent accomplishments and, if available, include “data” showing progress on strategies, as well as “stories,” e.g., testimonials.

7. GET INVOLVED:

Join the coalition: how and why. What local work needs to be accomplished and who needs to be involved to make progress? Tailor to your target audience(s).

8. CALLS TO ACTION:

Fill in a tailored “call to action” message for each target audience below. Include why and how they can get involved. [Example text below]

Health Professionals	
Law Enforcement	
Dentists	
Educators	
County agencies	
Community members affected or in recovery and their family	
Other	

9.HOW TO REACH US:

Include contact information (email, phone, address, website) and schedule, e.g., we meet monthly at _____.

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