

Action Alert Review Sheet

Provides strong background of issue			
Yes	Needs Work		<i>Comments and suggestions</i>
		Purpose is clear and stated in beginning	
		Provides background and importance of issue including most salient facts and statistics	
		Includes policy recommendations	
Format is professional and tailored to audience			
Yes	Needs Work		<i>Comments and suggestions</i>
		One page, two maximum	
		Includes references	
		Easy to understand without prior knowledge	
		Key points are easy to find	
		Sufficient white space and professional formatting	
		Uses graphics and/or tables	
Inspires reader to take action			
Yes	Needs Work		<i>Comments and suggestions</i>
		Communicates sense of urgency and importance	
		Action step clear	
		Includes all necessary information for reader to take action (e.g., phone numbers, sample language, etc.)	