



Content Creation Template

1. Section Number & Heading

Enter the section number and heading exactly as it appears in the RFT. (e.g. "5.4 Service Hours of Operation").

2. RFT Section/Question Text

Enter (copy and paste) the section/question text from the RFT.

3. Summary

Create a meaningful heading clearly signalling your purpose. Summarise the essence of your response in a sentence or two. Include key themes, messages and benefits. State what you want the reader to do, know or feel.

4. Introduction

This should preview/road-map the main body text. Topics to be covered should be bulleted and appear in order of importance to the reader.



5. Body Text

Body text should amplify the main points outlined in the Introduction. Provide convincing details. Headings should exactly reflect the bullets in the introduction. Refrain from using "our/we" etc. Use bullet lists where possible.



6. Graphic(s) / Success Story

Include graphics as much as possible. Ensure that each figure has an "Action Caption" as follows: 1) Figure title and 2) Clear outline of point being made.

7. Theme Statement(s)

A succinct, single-sentence statement designed to express the key points of the response. These statements will be used as marginal pull-quotes