# **Affirmative Marketing Plan - Annual Evaluation**

**Instructions:** This annual assessment is for all organization with a County approved Affirmative Marketing Plan (AMP) established as a requirement of the previous funding year. If this is your first year of funding or you did not previously have an AMP in place, you do not need to complete this form.

To complete this assessment you will need to review your approved AMP, identify marketing and outreach efforts undertaken in the past year, and assess client/beneficiary demographics for the past 2 years in relation to your AMP goals.

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| **Assessment Questions:**  |
| Provide a detailed list of marketing and outreach actions identified in your plan that you undertook.  |
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| What marketing and outreach actions identified in your plan did you NOT conduct and why? |
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| Did you conduct other marketing and outreach actions not included in your plan? Is yes, what? |
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| How have the demographics of your clients/beneficiaries changed in the past year? |
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| Describe the process used to track and document client/beneficiary/waitlist demographics. |
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| Have the number of inquiries and people served representing the populations you target in your plan changed? |
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| What actions will you take to increase your reach to those target populations? |
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| Do you propose changes to you plan in the coming year? If yes, what? |
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