

promotional materials assessment



Name Organization and group	
Big Goal/End Result What is your big, overarching goal? <i>Build the capacity of my constituents by providing DASH project services (e.g., professional development, technical assistance).</i>	
Who were you trying to appeal to? (AP) Describe your audience. Organizational type, title, function.	
What were you trying to accomplish in this piece? (RC)	
How did you describe your product/service? (C) (S)	
What did you say or show to persuade your audience? (B)	
If at all, what did you ask their audience to do? (A)	Give three adjectives that describe how your communication "feels" (T&M)



Evaluation Considerations

- ✓ Do you include a benefit or belief?
- ✓ Do you demonstrate a clear understanding of your audience?
- ✓ Do you leverage a “key audience insight”?
- ✓ Does your understanding of your audience inform your message?
- ✓ Does the goal of your promotion piece match your over arching goal?
- ✓ Did you include an ask? Was it explicit?