

## **FORM 935.2A**

### **AFFIRMATIVE FAIR HOUSING MARKETING PLAN**

#### **SUPPLEMENTAL INSTRUCTIONS**

The purpose of completing the Affirmative Fair Housing Marketing Plan is to address what method will be used to attract applicants to the project, and, more specifically, persons who are least likely to apply.

In completing the form, pay close attention to the instructions attached to the form.

As an attachment to this Plan, please be advised of the following clarifications:

- Attach a draft of each submission to include brochures, pamphlets, leaflets, stationery, or any other printed material, if applicable.
- A draft advertisement is attached to these instructions. The sample does not have to be used in its entirety; however, the draft advertisement must be attached to the submission.

This Exhibit 3 also contains the federal regulations regarding the size of the Equal Housing Opportunity logo, slogan, or statement for advertisement purposes.

- Attach a draft of the Community Contact letter with the submission. An example of an acceptable Community Letter is also included in this Exhibit 3, which can be altered.

Equal Housing Opportunity Statement: We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, or national origin, handicap, and familial status.