

ADVOCACY: SETTING GOALS

A critical step in planning your advocacy campaign is setting goals. These goals should inform all of your work on your advocacy campaign. Ask questions to decide what your goals are:

- What is the desired result of our advocacy?
- Who are the decision makers to make that happen, and what do we want them to do specifically?
- How will we measure our success? What counts as a victory?
- What steps are there on the way to that success that can be identified and celebrated?

Long-term goals should reflect your overall objectives from your advocacy efforts. **Intermediate goals** should reflect victories that indicate you are on the path to achieving your long-term goals. These goals are important to set because they can help to re-energize your advocacy team and bring in new supporters by showing that you are making progress on your long-term goals. **Short-term goals** should be those steps you need to take to reach your intermediate goals and are often very easily achieved goals. They give your advocacy team some quick wins to generate positive momentum toward your long-term goals and encourage others to get involved.