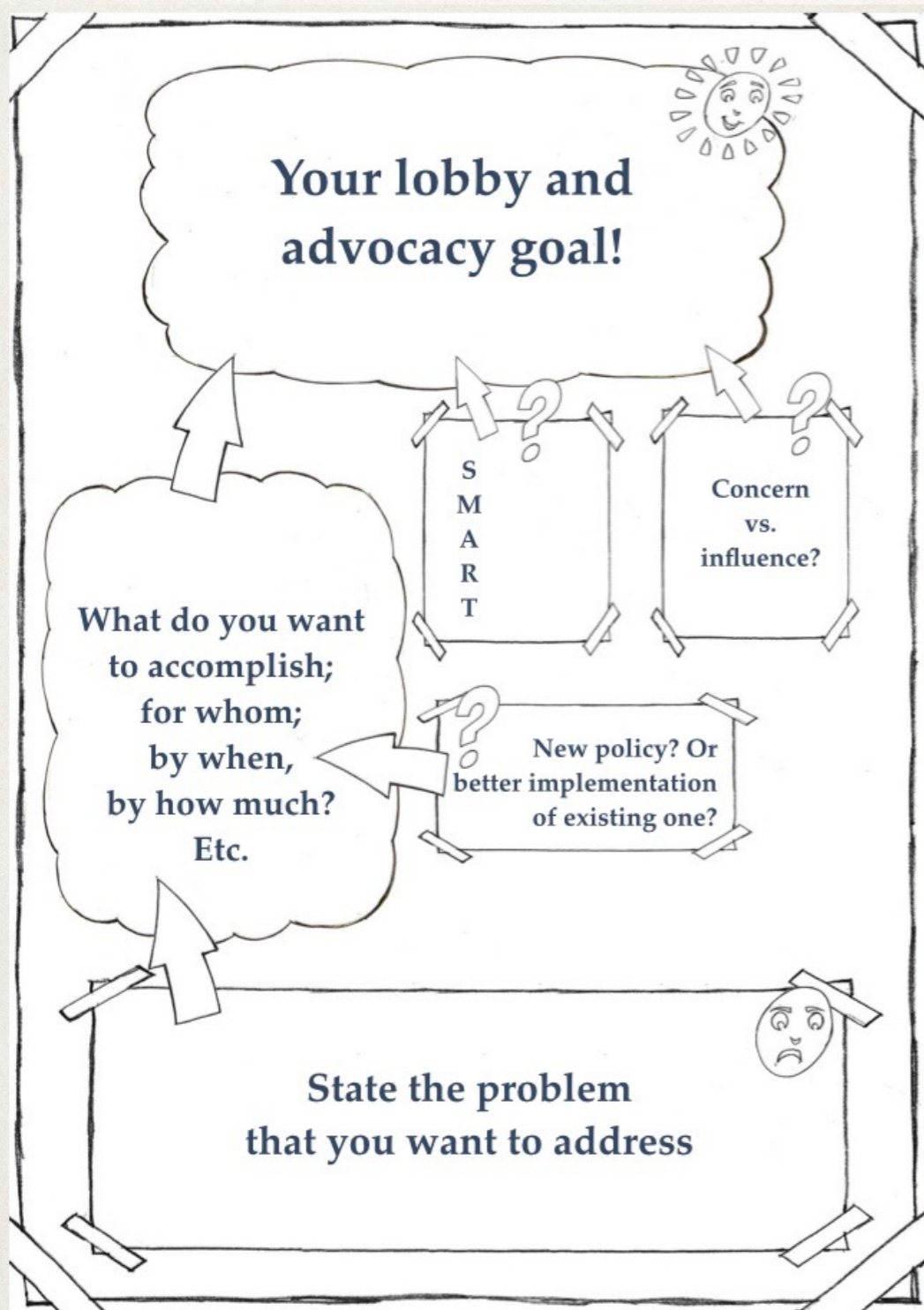


Your task



Develop your campaign goal:

- ★ Pick a problem that needs to be addressed.
- ★ For this problem, assess what you actually want to accomplish; e.g. for whom, by when, where, by how much etc.
- ★ Formulate your campaign goal.
- ★ Check if the goal is SMART and can be accomplished in the given time-frame and with the given resources
- ★ Check if the goal is within your scope of influence.

Your lobby and advocacy goal!



What do you want
to accomplish;

for whom;
by when,
by how much?
Etc.

S
M
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T

?
New policy? Or
better implementation
of existing one?

Concern
vs.
influence?

State the problem
that you want to address



