

# How to Set SMART Advocacy Goals



August 2022

## S-M-A-R-T Advocacy

Identifying clear goals gives you the foundation to map out a winning strategy. One basic approach to clarifying your goals is using SMART. Your campaign goals should be as SMART as possible:

**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-bound.

### Specific

Do your goals identify a particular thing you want to do, change or impact? A specific goal allows you to determine the steps needed to achieve it.

### Measurable

Will you be able to determine whether you've made progress? Establishing concrete criteria for measuring progress will help you stay on track and be able to articulate how you are moving towards achieving your goal.

### Achievable

Is the goal something you can realistically hope to attain? An achievable goal will motivate fellow advocates to sacrifice time and energy to help accomplish it - but it also makes your target accountable for making a commitment and for taking action.

### Realistic

A goal must be something you are both willing and able to work towards. If a goal seems unbelievable. It may mean others are less likely to invest in an impossible quest but that does not mean you should think small. Being realistic means stretching what it is possible to achieve.

### Time-bound

Do you have a timeframe for accomplishing each objective, when will it be done? This creates a sense of urgency for advocates and for the targets from whom you are demanding action. A timeline provides a valuable structure for advocacy, whether determined by your own needs or a legislative timeframe. From this you can develop a campaign planning grid.

