



## Campaign Planning: Define your Goals

What is the goal of your campaign?

- Is that goal conveyed in relation to the decision-maker with the power to give you what you want? If not, how can you make sure it is?

- Is your goal specific and measurable? How will you know when it's been achieved?

- Is your goal timebound? When are you aiming to hit it?



Your campaign goal is your long-term goal.

What are the major things you have to achieve in the interim to hit that goal? (These are your medium-term goals.)

What are some smaller things you have to achieve right away to hit that goal? (These are your short-term goals.)