Goal Framework Template

Setting goals is an essential part of the advocacy process. Setting advocacy goals will allow you to:

* **Keep you focused on what you want to achieve**
* **See if your advocacy effort was successful**
* **Help you know what to do/what not to do**

Use the prompt and templates below to set your own advocacy goal. On the other side of the page, you will find an example advocacy goal.

| **SMART Goal:** |
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| **Specific =** The goal calls out a specific action. |
| **Measurable =** There is a quantity related to this goal. This goal names that quantity. |
| **Achievable =** This goal is logistically achievable. |
| **Relevant =** The goal is related to the change that you want to see in your community. |
| **Timebound** = There is an end date by which you will complete the goal. |

| **SMART Goal:** Securing 10,000 signatures on a petition to overturn the charter school cap in Metropolitan County before November 1st, 2022. |
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| **Specific =** The goal calls out a specific action - securing 10,000 signatures on a petition. |
| **Measurable =** There is a quantity related to this goal - 10,000 signatures. This goal names that quantity. |
| **Achievable =** This goal is definitely achievable. Thinking about your position as a parent, you can use your network of other parents, friends, neighbors, and acquaintances to get 10,000 signatures. While this requires hard work and strategic planning, this goal is achievable, considering your unique position as a parent. |
| **Relevant =** Getting ballot signatures can be a relevant and sometimes required action to make policy change. At a minimum, getting 10,000 people to sign a petition will cause lawmakers and other important stakeholders to deeply consider a public policy issue. In some communities, getting a certain number of signatures on a petition can put something on a ballot for residents to vote on (ballot initiative system). |
| **Timebound** = This goal calls out November 1st, 2022 as the time by which the 10,000 would need to be collected. It’s helpful to set this date because after November 1st, 2022, we as the leaders of this advocacy effort could reflect - did we achieve our goal? If yes, we could think about the strategies and actions that allowed us to be successful. If not, we could come up with different strategies for pursuing policy change that allows school choice to thrive. |