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- 2.....
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Step 2: Aims, Objectives, and Measuring Success

It's not always easy knowing where to start, especially if you're looking to make changes involving large or embedded issues. So, setting objectives is an opportunity to think about what the key things that need to happen are.

Start out by writing your mission statement from earlier, we'll take this as your campaign's overarching aim:

Next, what is the most important thing or things that need to happen to make this change? It's good to have no more than 3. These will be your campaign's objectives. Don't forget, these objectives should be specific, measurable, achievable, relevant, and time-based (SMART).

We will do this by...

We will do this by...

We will do this by...

Finally, think about what happens next – try reading each objective and then following it with “so that...” and writing down what you think of:

So that...

So that...

So that...

It's important that the outcomes above all contribute to your campaign aim at the top – these outcomes will be how you can measure success and know when you've achieved your goal. If they don't relate closely, try revisiting your objectives and outcomes.