

Campaign Design Reference Card

Module 3.9 - From Skills to Strategy

SMART Goals for Advocacy

Component	Advocacy Application
S — Specific	Exactly what action, with whom
M — Measurable	How you'll track progress
A — Achievable	Realistic given your resources
R — Relevant	Directly connected to your mission
T — Time-bound	Has a deadline

Test: Can you wake up tomorrow and start working on it? If not, it's not specific enough.

Commitment Ladder

Rung	Where They Are	Your Goal
1. Unaware	Don't know the issue exists	Create awareness
2. Aware	Know it, haven't engaged	Create interest
3. Interested	Thinking about it, no action	Prompt first action
4. Active	Taking individual actions	Deepen — join coalition
5. Committed	Part of the movement	Empower leadership

Key insight: A good campaign moves people *one rung*. Trying to leap from awareness to commitment in one campaign is how advocates burn out.

Impact vs. Vanity Metrics

Type	Examples	What It Tells You
Vanity	Followers, signatures, attendance, press mentions	Indicate reach — not action
Impact	Actions taken, behavior changed, policy shifted, coalition grown	Measure what matters

90-Day Phased Structure

Phase	Focus
Month 1: Foundation	Build infrastructure — coalition, message, ecosystem map, first conversations

Month 2: Expansion	Execute — media, digital, conversations, legislative outreach
Month 3: Push	Intensify — coordinated testimony, final outreach, assessment

Pivot Points: Day 30 / Day 60 / Day 75

At each checkpoint: Are we on track? Is opposition stronger than expected? Do we need to adjust the message, the timeline, or the target?