

ISSUE

- This is the question or problem we are trying to solve

Long Term-- Ideological Goals

- These goals generally intersect with our values and our ideas about the way the world works
- We're not always able to reach our long term goals with the time or resources we have at our hands.

Medium Term-- Campaign Goals

- This is the object of our campaign--We should be able to reasonably anticipate achieving our campaign goals in a defined period of time with the resources we can mobilize.
- Often the campaign goals fall short of our long term goals. When this is the case explore how achieving these goals moves us closer to accomplishing our ideological goals.
- Do our campaign goals entrench the status quo?

Short Term-- Strategic Goals

- Strategic goals should be SMART Specific, Measurable, Activating, Realistic, and Time Specific.
- Some campaigns only have one or two strategic goals, others have many.
- We can work towards several strategic or short term goals at one time
- We should be able to articulate how our strategic goals will allow us to achieve our campaign goals.

Tactics

- Specific action steps we use to move toward our strategic and campaign goals.
- The best tactics help us grow as organizers, build our organization, and move us towards achieving our short term goals.