GOALS

Goal: A statement about what you want to achieve. It is an observable change in policy, behaviors, or both.

Goals may be short-term or long-term:

EG. Long-Term Goal: To end police brutality in New York by 2020.

EG. Short-Term Goal: To force Officer Daniel Pantaleo to resign from the NYPD immediately

EG. Long-Term Goal: To reduce sweatshop labor by 5% over the next 10 years

EG. Short-Term Goal: To raise wages at Naked Apparel sweatshop in Washington, DC

A goal:

- Helps us stay focused
- Gives us something concrete to work toward
- Lets us know when we have won

Tips for Setting Goals:

- Create a master list of goals.
- Prioritize the goals based upon their degree of importance to the community organization and on the ability of the organization to accomplish each goal.
- If a goal appears impossible for the group to accomplish, it is advised that it be divided into small manageable steps.
- To help prevent members from becoming discouraged as they work towards the overall goal, it can be beneficial to identify benchmarks of success for small achievable goals.
- Analyzing the organization's current position in relation to the smaller and larger goals will allow for the development of a baseline to measure the accomplishments of the organization.
- Select goals based upon their priority. Address the goals with the highest priority first.
- Focusing on a single goal or limiting the number of related goals can help to concentrate the effectiveness of the community organization's actions.
- Record identified goals as a strategy to imbed them into the organization's sub-consciousness.
- Writing the goals in vivid detail can serve as a source of motivation for the group's members. They will be able to visualize the outcome of their actions.
- Identify ways that group members will benefit from accomplishing the goals. Record a clear, detailed list of these benefits. This can increase the motivation of the group.
- Design a detailed plan of the steps the group will take on the path to the completion of its goals. It is important to make this plan as detailed as possible for each of the goals. It might include listing activities to be undertaken in chronological order. List the knowledge, skills, resources, supplies, mentors, and collaborating organizations that will be needed for these activities to be successful.
- Identify obstacles that can impede the accomplishment of these steps. This helps the community organization's members to identify potential solutions to overcome these challenges.
- Develop a realistic target date for each action step to be completed.

- Engage in team building activities and motivational retreats. Celebrate accomplishments. This adds to the organization's determination and resolve to accomplish goals.

–from Brian Tracy, *Goals!*

Process for Goal Setting:

1. Identify Goals: Make a list of what you want to accomplish through your campaign

2. Clarify Goals: Frame the goals clearly and concisely so that they are easily identified and can be easily communicated to others

3. Prioritize Goals: Decide which goals you will pursue first, second, third, etc.

4. Set a time-frame: Determine a reasonable timeframe for pursuing each goal given your resources and the urgency of action

5. Develop strategies and tactics to achieve the goals: Coordinate a plan for success (see the Strategy Chart)