

Setting Goals

Setting realistic and achievable goals is essential to the success of a campaign. This guide will demonstrate how to divide problems into issues and how to set achievable campaign goals.

Problems vs Issues

When tackling big problems such as racism or climate change, it can seem overwhelming and difficult to handle. When thinking about setting goals, it is useful to break big problems down into smaller issues. From this you can begin to come up with some achievable solutions to those issues which, in turn, work towards solving the bigger problem.

PROBLEMS	ISSUES
• Big • Complex • Abstract • Long Term • Overwhelming	• Small • Simple • Specific • Tangible • Winnable
E.g. mental health of Durham students. This is a large, widespread and complex problem.	E.g. the application process for mental health support is long, complex and difficult to navigate. This issue is much smaller and it is easier to see how it might be tackled.

Once you have broken down the larger problem into smaller issues you can start to plan some potential solutions. For instance, in the example above, the solution might be to work with wellbeing teams at the university to simplify the mental health support application process.

SMART Goals

When setting goals to accomplish these solutions to smaller issues, it is important to ensure that they are SMART goals.

Specific

In order for the to be achievable it needs to be specific e.g. getting university catering to agree to go plastic free by a certain deadline.

Measurable

To know whether you have achieved your goal, it needs to be measurable e.g. getting 200 signatures on a petition.

Achievable

The goals you set need to be aspirational but achievable. Consider the amount of time and resources you have available when setting your goal e.g. having educational workshops at every college might be unrealistic but organising 5 across different colleges is more achievable.

Relevant

When setting your goals, it is important to question why you are setting this goal and how it fits in to the overall aim of the campaign e.g. if your aim is to tackle racism across campus a relevant goal might be to organise antiracism training across colleges.

Time-bound

Setting deadlines for your goals is essential to keep the campaign on track e.g. contact a guest speaker by a certain date, book the venue by another date.

Accountability

As well as goals being SMART, it is important that there is accountability for them. When setting each goal, it is important to decide who is responsible for ensuring that the goal is met. Each goal might be divided into several tasks which can then be assigned out to members of the campaigning group.

Have questions or need further support?

- Contact Sophie, the activism programme coordinator at sophie.l.birch@durham.ac.uk.
- Book a planning session or check-in session here to receive advice and support with your campaign: [Book time with BIRCH, SOPHIE L.D.](#)
- For more information visit [Campaigns @ Durham SU](#)