HOW TO DEVELOP CAMPAIGN OBJECTIVES

Once you’ve identified which Girls Get Equal campaign goal you want to focus on (Equal Power, Equal Freedom Online/ in Public and/or Equal Representation), now it’s time to think about what specific concrete thing you want to achieve! This is called a campaign objective.

Your Girls Get Equal campaign objective(s) could be, for example:

**A POLICY CHANGE** e.g. for your government to introduce a gender quota to increase the representation of young women in parliament. *Equal Power*

**A CHANGE IN LAW** e.g. for it to become illegal for advertising companies to promote sexist stereotypes. *Equal Representation*

**A BUDGET COMMITMENT** e.g. for the Ministry of Education to fund a new national curriculum for girls to learn their digital rights online. *Equal Freedom Online*

**A CHANGE IN LAW** e.g. for your local Mayor to set up a safe and confidential hotline for girls and young women who have experienced public harassment to access support. *Equal Freedom in Public*

Here are some activities to help you develop your Girls Get equal campaign objective(s):

- Beautiful Rising: how to develop SMART objectives
- The Change Agency: SMART objective writing

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There are endless possibilities of what your Girls Get Equal campaign objective(s) might be. But, ideally, it needs to be SMART...

**SPECIFIC**

Some questions that can make your objective more specific are:

- What exactly are we hoping to achieve?
- Why is this important?
- What are the benefits to reaching this goal?

**MEASURABLE**

Some of the questions that can help with this are:

- How will we know that the change has happened?
- What are the indicators of success?
- How will we measure these indicators of success?

**ACHIEVABLE**

Consider the following questions:

- Has anyone ever done this successfully?
- Is this possible in the deadline we have set?
- What factors might restrict success? e.g. (political, cultural, logistical)

**REALISTIC**

You should consider these factors:

- Is this objective aligned with your group’s mission and vision?
- Are any ethical principles jeopardized by this objective?
- Are there enough resources available?

**TIME-BOUND**

Try using questions such as:

- Is there a window of opportunity within which we need to act? (e.g. before the next election, board meeting, etc.)
- When will this objective be reached?

Here some examples of what a poor objective vs. a SMART objective looks like ...

**IF YOU ARE CAMPAIGNING ON EQUAL POWER...**

POOR: We want to increase women’s political representation in local government.

SMART: **By 2025**, we want our local government to **fund and deliver leadership programmes** for all girls aged 10 – 15 in our municipality.

**IF YOU ARE CAMPAIGNING ON EQUAL FREEDOM IN PUBLIC...**

POOR: We want to stop the street harassment of girls and women.

SMART: **By 2022**, we want **all major public transport services in our city to have a reporting mechanism** for the harassment and abuse of girls and young women.

**IF YOU ARE CAMPAIGNING ON EQUAL FREEDOM ONLINE...**

POOR: We want to end cyber-bullying of girls and young women on social media.

SMART: **By 2023**, we want a **new law** that holds social media companies to account for hosting abusive and illegal content.

**IF YOU ARE CAMPAIGNING ON EQUAL REPRESENTATION...**

POOR: We want to stop the promotion of harmful stereotypes on TV.

SMART: **By 2024**, we want the **top advertising companies in our country to be banned from using and promoting sexist stereotypes in any content.**

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