

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](#)

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

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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?

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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?

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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)

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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?

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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.

