WORKSHEET – Identifying Targets and Tactics to Move SMART Goal Forward

Improve your goal statement using the SMART goal criteria boxes.

Tactic 1:  

Target 1:  

GOAL (Use a human rights framework*):

Tactic 2:  

Target 2:  

Strategic/Specific:  

Measurable:  

Achievable:  

Realistic / Relevant:  

Time bound:  

Tactic 3:  

Target 3:  

Tactic 4:  

Target 4:  

Target 5:  

* The Universal Declaration of Human Rights provides the framework and the articles can be a good starting point (http://www.un.org/en/documents/udhr/). The UDHR is also available in plain English language (http://www.un.org/cyberschoolbus/humanrights/resources/plain.asp).
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SAMPLE: Improve the goal statement using the SMART goal criteria boxes.

**GOAL (Use a human rights framework):** Persons with disabilities exercise their right to vote secretly and independently on the basis of equality in the upcoming election.

- **Strategic/Specific:** Persons with disabilities (blind, deaf, impaired physical mobility) exercise their equal right to vote secretly and independently.
- **Measurable:** Specific guidelines of accessibility needs for blind, deaf and physically disabled voters are operating in “X” number of polling sites for upcoming election.
- **Achievable:** At least 1 polling site per community meets the accessibility guidelines.
- **Realistic / Relevant:** This goal is realistic for the capacity of the coalition to meet and a relevant first step for voter rights.
- **Time bound:** Their right is exercised in the upcoming election (8 months from now).

**Tactic 1:** Develop the specific guidelines of accessibility needed for blind, deaf and physically disabled voters to ensure secret & independent voting rights.

**Target 1:** Director, Ministry of Interior (Holds the authority to mandate voting place guidelines for disabled voters)

**Tactic 2:** MEET and PRESENT the specific guidelines of accessibility needed for blind, deaf and physically disabled voters to the DIRECTOR for implementation.

**Target 2:** Community volunteers (via NGO Allies)

**Tactic 3:** Recruit and mobilize volunteers to provide accessibility assistance to voters with disabilities via engagement with NGO allies.

**Target 3:** Media Allies

**Tactic 4:** Develop media campaigns to: 1) inform disabled voters of their right to access and vote in special polling places; and 2) recruit volunteers to assist disabled voters.

**Target 3:** Media Allies
Review your SMART GOAL and selected tactics with your Spectrum of Allies.

- Do your proposed tactics shift your target TOWARD the Active Allies direction?

- Do the tactics shift any others toward the Active Opponents direction? If so, what risks may be involved in moving forward with the chosen tactics?