

Campaign Indicators & Measures Template

	PROJECT SUMMARY	INDICATORS	MEANS OF VERIFICATION
Target (final result)	<p><i>Describe your end point (target or goal) in this box</i></p> <p><i>The Target is the desired outcome of the campaign. Often this is a change in attitude, legislation or policy.</i></p>	<p><i>Set out the indicator for your end point here.</i></p> <p><i>The Target indicator may require more advanced qualitative indicator providing insight into the changes in policy and/or attitudes.</i></p> <p><i>For example:</i></p> <ol style="list-style-type: none"> <i>1. New legislation introducing changes on...</i> <i>2. New policy regarding...</i> <i>3. New funding allocations in the budget for 2019 on...</i> 	<p><i>Define a measurement system for each indicator. What would you do to get the information? How might you process the information? Who would be responsible for this task?</i></p>
Milestones (intermediate point(s))	<p><i>Describe your milestones points in this box</i></p> <p><i>Milestones are major intermediate events. For example:</i></p> <ol style="list-style-type: none"> <i>1. Publication of a legislative proposal</i> <i>2. Passing of a legislative reading (i.e. first reading in European parliament)</i> <i>3. Major demonstration or event</i> 	<p><i>Set out the indicator for your milestone point here.</i></p> <p><i>The indicator for this milestone is more often qualitative giving insight into changes in policy and/or attitudes.</i></p>	<p><i>Define a measurement system for each indicator. What would you do to get the information? How might you process the information? Who would be responsible for this task?</i></p>

Baseline (starting situation)	<p><i>Describe your starting point in this box</i></p> <p><i>The baseline is the situation at the starting point of the campaign. It may be an attitude towards an issue, a policy towards an issue, a level of funding or investment, a statistic defining a problem etc.</i></p>	<p><i>Set out the indicator for your starting point here.</i></p>	<p><i>Define a measurement system for each indicator. What would you do to get the information? How might you process the information? Who would be responsible for this task?</i></p>
Advocacy Activities	<p><i>List your campaign activities here and group them by type. For example:</i></p> <ol style="list-style-type: none"> 1. <i>Lobbying Meeting Plan</i> <ol style="list-style-type: none"> 1.1. <i>Meeting with European Commission</i> <ol style="list-style-type: none"> 1.1.1. <i>Meeting with Commissioner X</i> 1.1.2. <i>Meeting with Director General</i> 1.2. <i>Meeting with European Parliament</i> <ol style="list-style-type: none"> 1.2.1. <i>Meeting with Chair of the Environment Committee, Mr ?</i> 1.3. <i>Meeting with Council of Ministers</i> 2. <i>Public Mobilisation campaign</i> <ol style="list-style-type: none"> 2.1. <i>Social Media Campaign</i> <ol style="list-style-type: none"> 2.1.1. <i>Set up social media accounts</i> 2.1.2. <i>Post event on Facebook</i> 2.1.3. <i>Post video on YouTube, Facebook, Instagram</i> 2.2. <i>Organise a demonstration</i> 3. <i>Media campaign</i> 	<p><i>List 1-2 indicators per type of activity. For example:</i></p> <ol style="list-style-type: none"> 1. <i>Lobbying Meeting Plan</i> <ol style="list-style-type: none"> 1.1. <i>Count number of meetings held with European Commission.</i> 1.2. <i>Count number of position papers handed out.</i> 2. <i>Public Mobilisation campaign</i> <ol style="list-style-type: none"> 2.1. <i>Social Media Campaign</i> <ol style="list-style-type: none"> 2.1.1. <i>Count number of Posts</i> 2.1.2. <i>Count number of Likes</i> 2.1.3. <i>Count number of comments</i> 2.2. <i>Count number attending the demonstration</i> 3. <i>Media campaign</i> <ol style="list-style-type: none"> 3.1. <i>Count number of press releases sent</i> 	<p><i>Define a measurement system for each indicator. For example:</i></p> <ol style="list-style-type: none"> 1. <i>Lobbying Meeting Plan</i> <ol style="list-style-type: none"> 1.1. <i>Keep an excel file record of meetings</i> 1.2. <i>Keep an excel file record of meetings</i> 2. <i>Public Mobilisation campaign</i> <ol style="list-style-type: none"> 2.1. <i>Social Media Campaign</i> <ol style="list-style-type: none"> 2.1.1. <i>Using analytics keep an excel file record of Posts, likes and comments</i> 2.2. <i>Count number attending the demonstration</i> <ol style="list-style-type: none"> 2.2.1. <i>Have a staff member gather names and contact details or participants</i> 3. <i>Media campaign</i>



	<p>3.1. Write Press Release on ?</p>	<p>3.2. Count number of journalists attending a news briefing</p>	<p>3.1. Have a staff member maintain an excel file record of press releases sent.</p> <p>3.2. Have a staff member ask journalists attending a news briefing for a business card.</p>
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