

Model Benchmarks:

Note: These are adapted from actual benchmarks used on Advocacy Progress Planners and provide examples of “meaningful and measurable” interim objectives for increased advocacy capacity or policy change. What is *meaningful* for your advocacy effort will depend on your overall strategy and advocacy goal. What is *measurable* will depend in part on the resources you can reasonably devote to assessment without detracting from your work.

- **Organizational Capacity**
 - Hire four new staff members by August to allow for outreach on the Hill and in the policy community
 - Conduct five training events, including webinars, for regional staff on e-advocacy and op-ed writing per year
 - Over 60% of internal surveys report positive reviews of our technical assistance to coalition members (4 or higher on a scale of 1-5)

- **Partnerships or Alliances**
 - Partner with Johns Hopkins University on four speaker events by June 30th on government accountability (with two by April 30th)
 - Persuade five other Human Rights organizations over a six-month period to co-sponsor public events
 - Incorporate five faith-based groups into Energy Campaign steering committee over next 12 months, with at least two on board by June 30th.

- **Collaboration & Alignment (messaging)**
 - Jointly prepare and co-host two congressional briefings with the Brookings Institution by December, addressing a common set of talking points from our two perspectives.
 - Share recent publication on U.S. foreign aid with relevant groups and gather their feedback on messaging for launch event, by August 31.
 - Host one think tank/advocacy event in February to facilitate conversation between researchers and policy advocates prior to consideration of new budget.

- **New Advocates (unlikely or nontraditional)**
 - Agreement by 10 new CEOs from Fortune 1000 firms to sign statement of good-employment practices by June
 - Recruit five top chefs to publicly renounce use of endangered fish species in their restaurants by December

- **New Champions (new policymakers)**
 - Meet with five state senators and 10 Assembly members who have previously refused to do so within next eight months.
 - Obtain three additional Republican co-sponsors by June
 - Successfully solicit op-ed from former mayor in support of zoning change by May.

- **New Donors**
 - Add 300 additional individual donors at a minimum \$25 level by July

- **More or Diversified Funding**
 - Receive grants from three new foundations totaling at least \$100,000 by December
 - Attract ten charter members to new business sponsors circle by June

- **Organizational Visibility or Recognition**
 - By December, identify five citations in websites or publications that name us as primary source for critique of peacekeeping processes in the Democratic Republic of the Congo.
 - Over next six months, governor will specifically cite us as reliable authority on issues affecting foster children
 - Our campaign slogan and logo appears in five blogs read primarily by target audience, by March.

- **Media Coverage**
 - Total of ten specific mentions of campaign objectives in Kansas City Star, other leading regional newspapers, and network local news programs by November
 - Place total of three op-eds in Washington Post and in designated foreign-policy or professional journals by May

- **Issue Reframing**
 - Create easy-to-read handbook by March for spokespeople or champions, with research-based messaging guidance
 - Track at least five examples by November of reframed language in legislative debate (eg, inclusion of “promoting healthy activity” in discussion of response to obesity).

- **Awareness**
 - Increase subscriptions to “What you need to know about Wyoming wind power” blog to 500 before June 30

- 1500 individuals sign up to learn more about Nuclear Nonproliferation Action Group by December
- Obtain 1000 new MySpace friends or Facebook fans by January
- Reach 25,000 new views of Human Trafficking video on website by March

- **Saliience**
 - Hold 15 informational briefings with members of congress or senior level policy advisors by December
 - Twenty public references by November to concepts (in print or mention by officials) that are in line with UN Poverty Reduction goals; this would represent quadrupling of level prior to campaign, as measured through end of May.

- **Attitudes or Beliefs**
 - Support for funding ARV provision has increased by 10% among key decision makers, as measured by phone survey and focus group among legislative staff
 - Opposition to direct talks with North Korea decreases by 15% among self-identified Republican respondents over first six months of campaign

- **Public Will**
 - 10% increase in participants for public hearings on nuclear energy and nonproliferation
 - 5,000 letters sent by December to elected officials in response to a call to action on genocide

- **Political Will**
 - Specific language in support of banning torture in the Inaugural address
 - Senate Foreign Relations Committee chair publicly commits by March 2010 to opening debate concerning US participation in International Criminal Court.

- **Constituency or Support Base Growth**
 - Receive written endorsement from 100 religious leaders by July
 - Add 2000 members by September as measured by email contact database
 - Expand donor base through 500 new web donations by December