

## **Individual Goals [Sample]**

State Health Care Now  
George Alvarez, Program Associate  
Jan. 1, 2008 – Dec. 31, 2008  
(Last Updated Jan. 30, 2008)

### **Objective 1: Build a base of “super activists” and grow membership**

**Measure of Success 1:** By Dec. 15, 10% of existing (i.e., in database as of Jan. 1) grassroots supporters are “super activists,” as defined by having forwarded each action alert to at least 10 friends or having organized an in-person mobilization event (e.g., a house party). (60%)

**Milestone 1:** Launch super activist recruitment campaign by Apr. 30

**Milestone 2:** At least 10 leaders sign on to be activist recruiters by May 31

**Milestone 3:** By June 30, at least 7% of supporters are “super activists”

#### ***Key Activities (next 90 days):***

- Identify consultant or temp to clean up grassroots supporter database and create mechanism to track “tell a friend” forwards by Jan. 30.
- Develop full plan for super activist recruitment campaign by Feb 15.
- Generate list of targeted leaders for activist recruiters by Mar. 1.
- Build organizational profile that can be “plugged-in” to and serve as platform for outreach and action alerts on Facebook, MySpace, and other online social networks by Mar. 1.
- Hold all one-on-one meetings with prospective recruiters by Mar. 31.
- Identify and pitch at least 4 press-worthy opportunities for calls to action and draft action alert language for each (on the assumption that at least 1 will actually be launched to grassroots supporter list) by Mar. 31.

**Measure of Success 2:** By Dec. 31, increase our membership by 40%, from 10,500 to 14,700. (30%)

**Milestone 1:** At least 20 grassroots-led mobilization events held with average attendance of 25 each

**Milestone 2:** By June 30, increased membership by 10%

#### ***Key Activities (next 90 days):***

- Identify and pitch at least 2 opportunities for distributed events (e.g., a house party) to at least 10 members by Feb. 5.
- Develop membership building plan by Feb. 28.

- Present plan to membership committee and get feedback by Mar. 15.
- Revise plan and develop accompanying tools (e.g., mobilization event toolkit) by Mar. 31.

**Objective 2: Serve as useful resource in universal coverage effort**

**Measure of Success 1:** 100% of published products (e.g., health care resource guide, candidate brief) are produced in a timely way, are factually correct, and add significant value (as reported by Legislative Director and rest of advocacy team).  
(10%)

**Milestone 1:** Health care resource guide completed by Jan. 31 and distributed to targeted allies by Feb. 15

**Milestone 2:** Candidates brief published and distributed to media by Mar. 31

***Key Activities (next 90 days):***

- Manage communications assistant to format guide and send to Rodrigo by Jan. 15.
- Finalize distribution plan and delegate to communications assistant by Jan. 15.
- Hold initial meetings with Rodrigo and Carmen to discuss candidates brief by Jan. 31.
- Produce outline of candidates brief and send to Rodrigo by Feb. 5.
- Meet with Communications team to discuss plan for candidates brief by Feb. 15.
- Get sign-off on communications plan from Rodrigo by Feb. 28.
- Develop system for tracking changes to candidate positions by Mar. 15.

## Individual Goals [Template]

Goals for: \_\_\_\_\_ (name/dept.)

Dates: \_\_\_\_\_  
(Last Updated \_\_\_)

### Objective 1:

#### Measure of Success 1:

**Milestone 1:**

**Milestone 2:**

**Milestone 3:**

#### *Key Activities (next 90 days):*

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#### Measure of Success 2:

**Milestone 1:**

**Milestone 2:**

**Milestone 3:**

#### *Key Activities (next 90 days):*

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#### Measure of Success 3:

**Milestone 1:**

**Milestone 2:**

**Milestone 3:**

#### *Key Activities (next 90 days):*

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**Objective 2:**

**Measure of Success 1:**

**Milestone 1:**

**Milestone 2:**

**Milestone 3:**

***Key Activities (next 90 days):***

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**Measure of Success 2:**

**Milestone 1:**

**Milestone 2:**

**Milestone 3:**

***Key Activities (next 90 days):***

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