

Formulating Objectives

After researching your concern, you will be able to define clear objectives for your advocacy work. Your research will help you choose both your direction and targets.



Direction: Your direction is the concern you decide to focus on. There are many different issues, four of which our report highlights, so hopefully your research helped you narrow down your interests.



Targets: After you have a clear direction, the next step involves making short-term and long-term goals (or *targets*). Formulating these targets is an important early step. This will bring meaning and consistency to your advocacy work.



Keep in Mind: Tips.

- When possible, include people who are being affected by the issue you are concerned with.
- Targets should be specific and measurable so that you can see progress along the way.
- Targets should also be achievable within a specified time frame. This will help you keep momentum, as you will not get bogged down with objectives that take more time than you have.

Getting Started

Begin by writing down the problem, the current responses from the government, and the solutions you propose. CPJ's report does this with all four issues. You may use the report as a model for your own writing. Think carefully about what you would like to see happen and feasible ways to make it happen. For feasibility, think about ways to "break down" the problem (and solutions).

Example: Consider different aspects of long wait times that you are concerned with (e.g. poor communication from visa processing offices and lack of transparency in application processing). Next, begin researching and thinking critically about these different aspects of long wait times and come up with some possible solutions. As with 97% of SAH respondents, if I am concerned with long wait times, I would begin to research and think about the following:

1. How do I define and measure acceptable wait times¹?
2. To what extent are wait times a problem for sponsors and refugees?
3. How is the government responding to the problem of wait times? Is this sufficient?
4. What should both the government and citizens be doing to respond to the problem?

Once you have clear direction and targets, you are ready to choose your advocacy tactics.

¹ CPJ recommends that the government fulfils its promise to lessen wait times to twelve months by 2019. You could use this as a gauge.