



Partners In Health

ENGAGE

Building the **Right to Health** Movement



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Building Your Local Campaign

- What is a campaign peak?
- SMART Goals
- Create your own peaks and goals!
- Share!



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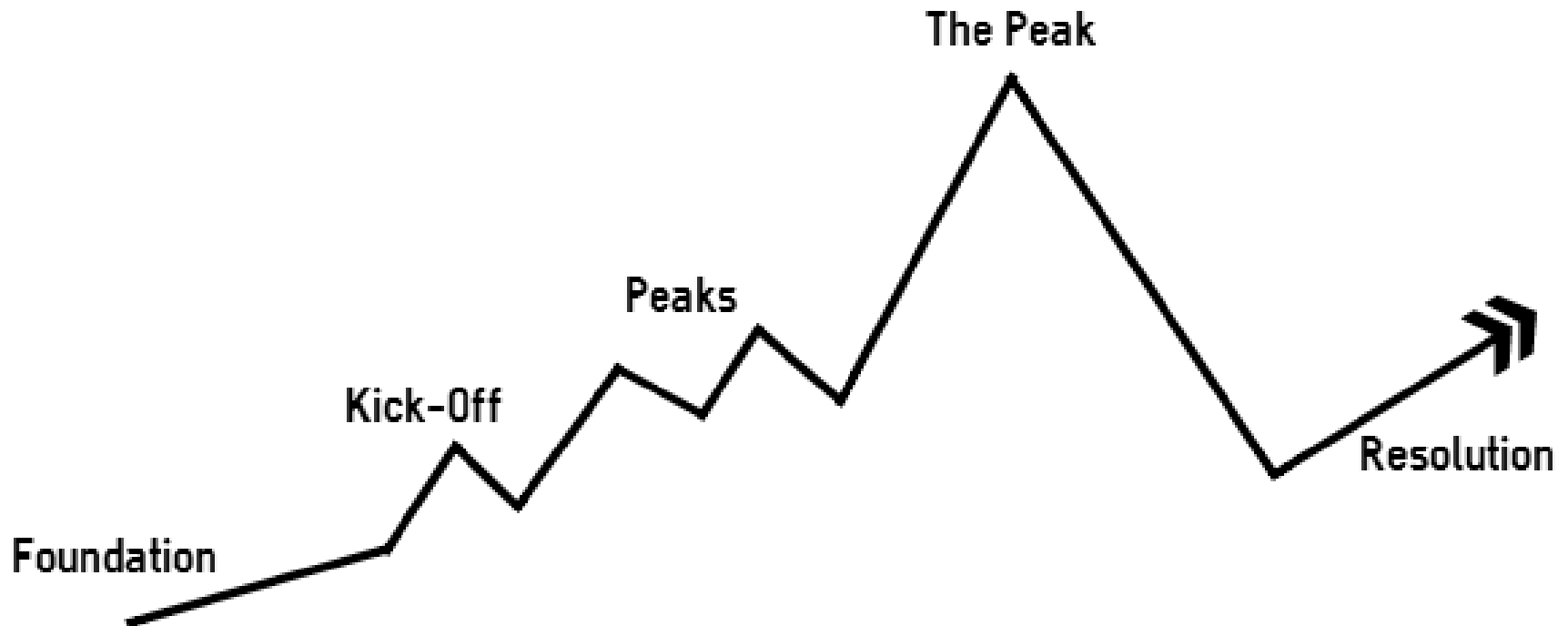
What is a campaign peak?

- Specific events
- Date/timeline
- Measurable goals
- Build power towards your goals
- Align with the mission of PIH Engage



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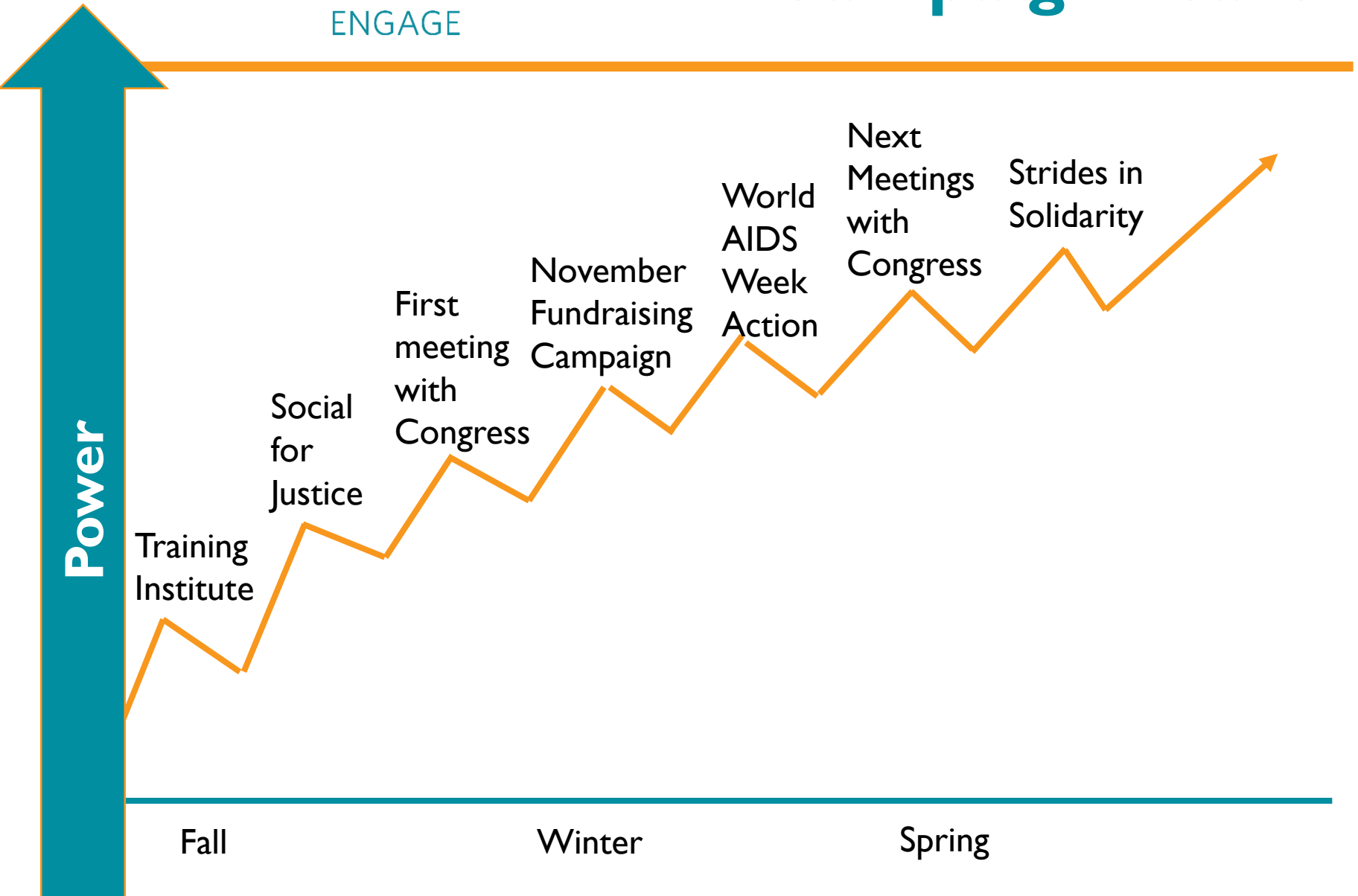
Campaign Peaks





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Campaign Peaks



- Personal fundraising push in November
- Advocacy tactics and timeline
- Culminating event



- Separate goals for every campaign peak
- Be ambitious but realistic!
- Break it down



- **S**pecific
- **M**easurable
- **A**mbitious
- **R**ealistic
- **T**ime-bound



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Make your own!

