

## PIH Engage Targets: 2020-2021 Campaign Year

### FUNDRAISING GOALS

#### *Network Goals*

- Total donors goal: 3,000
- Fundraising target: \$100,000

#### *Team Targets*

- 10 or more members receive contributions from 5+ friends, family, and other community members

### EDUCATION + COMMUNITY-BUILDING GOALS

#### *Network Goals*

- 600+ Engagers are highly fluent in our three learning objectives
- 1200+ individuals are educated by PIH Engage teams about our learning objectives
  - These individuals are recruited to take action on our advocacy & fundraising campaigns

#### *Team Targets*

- 10 or more members complete the Crash Course
- 10 or more members attend 1+ Network Webinars
- Each team uses 3+ lessons from PIH Engage's educational resources
- Each team hosts 1+ public educational event with 20+ participants
  - Bending the Arc screening, local webinar, community roundtable discussions, etc.

\*If your team has accomplished all team targets, please reach out to [smk181@case.edu](mailto:smk181@case.edu) to learn more about pursuing an education reform campaign!\*

### ADVOCACY GOALS

#### *Network Goals*

#### *Via Congressional advocacy:*

- Decrease disparities in health outcomes
- Advance health systems toward universal health care

#### *Team Targets*

- Build relationships with 3+ Members of Congress
- Grow team's advocacy capacity as measured by rising numbers of
  - a) Meetings with congressional offices
  - b) Calls/letters to congressional offices
  - c) Letters to the Editor submitted & published
  - d) Other advocacy tacticsfrom year-to-year AND as the year progresses

**\*Please make a copy and complete this page with your team\***

## Team Goals: 2020-21 Campaign Year

\*\*Please refer to Training Institute Campaigns slides [here](#)\*\*

\*\*Watch a short explainer video on how to use this planning sheet [here](#) (pw: 3FR\*&tnP)\*\*

**Team:**

**Members that participated in TI:**

**Leadership Team Names & Roles:**

### FUNDRAISING GOALS

- Total Number of Team Members Fundraising:
- Total Number of Donors Per Member:
- Total Amount We Will Raise:

Team Goal / Campaign Peak	Planned date	Steps
1)		
2)		
3)		

### EDUCATION + COMMUNITY-BUILDING GOALS

- 10 or more members complete the Crash Course
- 10 or more members attend 1+ Network Webinars
- Each team uses 3+ lessons from PIH Engage’s educational resources
- Each team hosts 1+ public educational event with 20+ participants

Team Goal / Campaign Peak	Planned date	Steps
1)		
2)		
3)		

**ADVOCACY GOALS**

- Build relationships with \_\_\_\_ Members of Congress
  - Lead to at least \_\_\_\_ of these Members of Congress taking concrete action (e.g. cosponsoring a bill, cosigning a Dear Colleague letter, or making a public statement) that advances our network-wide advocacy goals
  - Names of Members of Congress:
- Grow team’s advocacy capacity, as measured by \_\_\_\_ more congressional meetings, \_\_\_\_ more calls/letters, \_\_\_\_ more Letters to the Editor published, and/or \_\_\_\_ more additional actions than the team had accomplished in 2019-2020.

Team Goal / Campaign Peak	Planned date	Steps
1)		
2)		
3)		