

Campaign X Intended Outcomes

Short-term- (Timeframe: fall 2005 - spring 2006*)		Intermediate- (Timeframe: summer 2006 through mid-term elections*)		Long-term- (Timeframe: 110 th Congress + onward*)	
Policy Change	Infrastructure	Policy Change	Infrastructure	Policy Change	Infrastructure
Increased access to targeted policymakers	Increased strategic participation in coalition (i.e., depth v. breadth of coalition)	Increased momentum among <i>policymakers</i> (i.e., broader, deeper support) for legislation that reflects Policy Z criteria	Increased or maintained engagement with policymakers by coalition members/targeted groups	Federal Policy Z, with key criteria, becomes law [Affirmative outcome]	Strong, stable organizations and networks exist to implement reforms and/or defeat continued opposition efforts
Increased awareness of Policy Z principles among targeted policymakers	Increased knowledge and promotion of Policy Z messages among target groups	Increased momentum among <i>public</i> (i.e., broader, deeper support) for legislation that reflects Policy Z criteria	Increased or maintained relationships with media by coalition members/targeted groups	Atmosphere in which opposing policies are not winnable is established [Defensive outcome]	
Increased presence of Policy Z messages in media	Increased advocacy actions supporting federal Policy Z among target groups	Public debate includes federal Policy Z as a viable solution	Increased leadership in local/regional Policy Z -related efforts by coalition members/targeted groups		
Congressional victory(ies) occur	Improved communication and collaboration between groups in the coalition (within regions; between national and field)		Networks (coalition and informal networks) function more effectively		
	Enhanced abilities and nimbleness (in the areas below) of Campaign X. <u>Abilities in following areas:</u> <ul style="list-style-type: none"> - Leverage research - Policy analysis & legislative law - Coalition building/maintenance - Communications/PR - Lobbying - Mobilization - Strategic adaptability to political/other changes 		Increased funding and resources for Policy Z efforts (on local, regional, national levels)		

*Timeframe estimates are fluid.

Impacts: (Timeframe: After passage and implementation of federal policy Z)

Impacts occur beyond the long-term outcomes

- Improved lives and conditions of well-being for [target population]
- [Target population] has increased political voice and power

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