# Goals Worksheet

**THIS WORKSHEET HELPS YOU CLARIFY AND DISTINGUISH** between your narrative and project impact goals. In cases where the project impact goal is to have a narrative impact, both goals will be the same. Other projects will have distinct goals.

For example, if you are trying to pass a progressive border policy and you want to challenge the "lawless border" narrative in your project, then your project impact goal might be "to compel lawmakers to support our policy vision and pass our proposed bill", while your narrative goal might be "to advance a 'safety is strong communities' narrative with stories of vibrant, cross-border community-building."

Discuss with your team the goals you have for your project and what you're hoping your project will accomplish for your narrative.

**1 What is your project impact goal? What impact do you want your project to have on your primary audiences? On your issue?**

**2 What is your narrative goal for this project? Are you trying to reframe or challenge your opposition's narrative? Build support for your own? What is the narrative impact you want to have on your primary audiences?**