Campaign Goal: _____

What results do we expect to observe from this campaign?	Metric	Source of data	Method	Collect this data when?
	☐ Interaction ☐ Engagement ☐ Influence ☐ Behaviour ☐ Other	☐ Community members ☐ ICT platform ☐ Sponsor ☐ Steward's notes ☐ Other		☐ Pre-campaign ☐ Mid-campaign ☐ Post-campaign
	☐ Interaction ☐ Engagement ☐ Influence ☐ Behaviour ☐ Other	☐ Community members ☐ ICT platform ☐ Sponsor ☐ Steward's notes ☐ Other		☐ Pre-campaign ☐ Mid-campaign ☐ Post-campaign
	☐ Interaction ☐ Engagement ☐ Influence ☐ Behaviour ☐ Other	☐ Community members ☐ ICT platform ☐ Sponsor ☐ Steward's notes ☐ Other		☐ Pre-campaign ☐ Mid-campaign ☐ Post-campaign
	☐ Interaction ☐ Engagement ☐ Influence ☐ Behaviour ☐ Other	☐ Community members ☐ ICT platform ☐ Sponsor ☐ Steward's notes ☐ Other		☐ Pre-campaign ☐ Mid-campaign ☐ Post-campaign