



writing for *green*

Writing SMART Goals and Objectives

Today's Objectives

By the end of the session, participants will

- **Understand the meaning of each element of SMART**
- **Be able to provide examples of each of the SMART elements**
- **Have improved their ability to write SMART goals and objectives**

Today's Agenda



Group Discussion: What is SMART?



Individual Work: Identifying SMART goals



Group Work: Let's Get SMART

What is SMART?

S = Specific

M = Measurable

A = Achievable or Attainable

R = Realistic or Rational

T = Timebound



S

Specific

Do: Set real numbers with real deadlines.

Don't: Say, "I want more visitors."



M

Measurable

Do: Make sure your goal is trackable.

Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."



A

Attainable

Do: Work towards a goal that is challenging, but possible.

Don't: Try to take over the world in one night.



R

Realistic

Do: Be honest with yourself- you know what you and your team are capable of.

Don't: Forget any hurdles you may have to overcome.



T

Time-bound

Do: Give yourself a deadline.

Don't: Keep pushing towards a goal you might hit, "some day."

SMART, MART, ART, RT, or . .



**By the end of 2024, we will
eliminate homelessness in
America through our
comprehensive 10-month career
support program located in our
centers in Los Angeles, Boston,
Miami, and Chicago.**

SMART, MART, ART, RT, or . .



We will provide financial planning skill workshops to 50 youth in Frankfort, KY so that they are equipped with the skills to support themselves.

SMART, MART, ART, RT, or . .



By 2030, after completing our three-part health program, the 420 youth in our Harrisburg, VA initiative will no longer face any health challenges in their lives.

SMART, MART, ART, RT, or . .

As a result of our awareness campaign and rebate initiative, by the end of 2023, all of Southern California homes will be outfitted with solar panels.

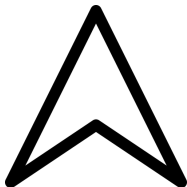


Identifying SMART Goals

Use the **Writing SMART Goals & Objectives for a Hypothetical Funding Application** sheet to write out the project goal/s and as many objectives as you can.

This description is just for practice! Feel free to make up data, numbers, and groups.

[Access Sheet](#)



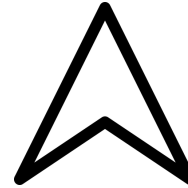
SMART goals and objectives for hypothetical:

- GOAL: Org XYZ will, by end of 2024, install 50 monitoring stations, with data collected 3 times per week by community volunteers
- GOAL: Org XYZ will train community members to advocate on their own behalf
 - Objective 2: by hosting 20 trainings over the next year engaging 200 residents so they can have skills to meet with elected officials and push for change
 - Objective 1: Residents put their training to work and have meetings with officials
- GOAL: Get polluters to change their behavior by emitting xxx tons/year less pollution
 - Analyze data from air quality monitors
 - Citizens file 53 complaints against the permit-limit that governs the plant
 - Initiate media campaign to SHAME the polluters and to present the resulting data/reports to decision makers
 - Local decision makers enact at least one policy change at an appropriate level to influence the plant (source of pollution)
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Group Work

Read your assigned case study and work as a group to identify one goal and 3-5 objectives.

Case Studies

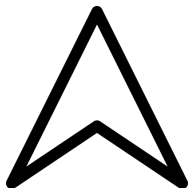


What to Expect Next!

Session Assignment: Write at least 1 goal, and 3-5 corresponding objectives, related to an actual project for which you are seeking funding.

Thank you for joining us today! Before moving onto the next session, let us know what you enjoyed about today and what we can improve for the future.

Exit Ticket



Session Handouts:

- [SMART Case Studies](#)
- [SMART Guidesheet](#)

