

# *Goals and Objectives*

A goal is a broad statement of what you wish to accomplish. Goals are:

- big and broad, even visionary
- general intentions
- compelling
- hard to measure

A goal is really about the ultimate impact or outcome that you hope to bring about. Make sure the goals of your proposal make sense in the context of your Needs Statement.

A goal is only as good as the objectives that go with it. The objective represents a step toward accomplishing a goal. An objective should be *SMART*:

## **Specific, Measurable, Attainable, Realistic, and Time-bound**

Goals are broad statements Objectives are the measurable outcomes of the project. They will help define your methods or activities. Your objectives must be tangible, specific, concrete, measurable, and achievable in a specified time period. Grantseekers often confuse objectives with goals, which are conceptual and more abstract.

And quite often we confuse tactics with objectives.

- An **objective** is a measurable step you take to achieve a goal.
- A **tactic** is a tool you use in pursuing an objective associated with a strategy. It is an action step.... something you do.

For the purpose of illustration, here is the goal of a project with a specific subsidiary objective:

**Goal One:** Our after-school program will help children read better.

**Objective One:** Our after-school remedial education program will assist 50 children in improving their reading scores by one grade level as demonstrated by standardized reading tests administered after participating in the program for six months.

**Objective Two:**

**Objective Three:**

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If you are successful and receive the funds, you will need to report to the funding agency at the end of the grant period that you achieved your objectives or explain why not. If your objectives are not measurable, you won't be able to claim success!

## Here are some ways to think about creating measurable objectives:

1. Behavioral objective — A human action is anticipated.
  - Example: Fifty of the 70 children participating will learn to swim..
2. Performance objective — A specific time frame within which a behavior will occur, at an expected proficiency level, is expected.
  - Example: Fifty of the 70 children will learn to swim within six months and will pass a basic swimming proficiency test administered by a Red Cross-certified lifeguard.

NOTE: Both behavioral and performance objectives are preferred as they are easy to measure and funders like this! It is not always possible however, in which case you might need to go to Process or Product Objectives.

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3. Process objective — The manner in which something occurs is an end in itself.
    - Example: We will document the teaching methods utilized, identifying those with the greatest success.
  4. Product objective — A tangible item results.
    - Example: A manual will be created to be used in teaching swimming to this age and proficiency group in the future.

Process and Product Objectives seem similar to tactics or action steps and sometimes will be rejected by funders as legitimate objectives. Sometimes its all you've got!

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