

ATTACHMENT 6: TIPS FOR DEVELOPING SMART OBJECTIVES

In developing SMART objectives, you answer the questions:

- In carrying out our strategies, what specifically will we try to accomplish?
- How will we measure our success?

SMART objectives are:

	What this means	Tips
Specific	The result to be achieved is stated clearly and in detail.	Be clear and specific about what you expect to see change as a result of your efforts. Avoid general statements like "health will improve".
Measurable	Your progress in meeting the objective can be measured, and there is a plan for doing the measurement.	Make sure you know how you will measure your progress, that you can get the data, and that the measurement will not be overly time-consuming or difficult.
Achievable	The objective is realistic given the size and capacity of your NPO and the nature of the issues you are addressing.	Be realistic about what your NPO can do given its size, experience and resources. Avoid setting objectives that you will not be able to achieve.
Relevant	The objective is consistent with your NPO's mission and strategies.	Make sure that in achieving your objective you are making progress towards achieving your mission, and that they are achievable by carrying out your strategies.
Timed	There is a clear timeframe within which the objective will be achieved.	Consider how long it should take to accomplish your objective, given your NPO's human and financial resources and the external circumstances that you face. Set a realistic timeframe.

Your objectives should include both OUTPUT objectives and OUTCOME OBJECTIVES.

- OUTPUT objectives describe the tangible results that your NPO will achieve.
 - o Example: By February 2014, we will have trained 50 volunteer tutors
 - o Example: By June 2014, 100 children will have received at least 10 tutoring sessions.
- OUTCOMES objectives describe the changes that will take place because of your NPO's efforts.

Example: By August 2014, 80% of the students who have received tutoring will pass a reading competency test.