



## Creating SMART Objectives to Achieve Expected Outcomes

### What are SMART Objectives?

This document offers guidance on making SMART objectives and measurable outcomes to complete the required "Expected Outcomes" section of the grant application. Also included is a sample of a completed objective table as a guide to meeting the Foundation's grant application criteria.

### How to write SMART objectives

**Specific:** Provide detailed clarity on the "who" and "what" aspects of the project.

A **specific** objective answers questions like:

- *What will this program accomplish?*
- *Who is the target audience?*
- *Who is responsible for the implementation of the project?*

**Measurable:** Quantify the amount of change expected from the project.

Questions addressing **measurable outcomes** would be:

- *What are the potential outcomes?*
- *What will you do to monitor and measure the project?*

**Achievable:** Objectives should be able to reach completion within the set period and with available resources.

An **achievable** objective would answer questions like:

- *Will the project be completed within this time frame?*
- *Can this project be completed with the available resources?*

**Realistic:** Ensure your objective is related to your project's goals and address the scope of the problem.

A **realistic** objective would answer questions like:

- *Does this project connect with my overall goals?*
- *How does this project solve the identified problem?*
- *Are my goals achievable in the available time frame?*
- *Does the team have enough resources to meet the goal?*

**Time-phased/Time-bound:** Provide a specific time for when the project will be completed.

A **time-phased** objective would answer questions like:

- *When will the project be completed?*
- *When will major milestones be reached?*
- *How much time will it take me to complete this project?*

### More Resources:

A video on the process of creating SMART objectives: [Chapter 4a: Writing Goals and SMART Objectives: What and How.](#)

A document sourced from the Centers for Disease Control and Prevention: [How to Write SMART Objectives](#)



**SAMPLE: SMART Objectives**

**SMART Objectives Example:**

By December 2023, our organization will have distributed 500 food boxes to local members of the North End community by establishing five pop-up events at Bennett Park.

**Non-SMART Objectives Example:**

Food boxes will be given to North End community residents.

<p><b>Objective 1.</b>  <i>Must be specific, measurable, achievable, realistic and time-bound (start and end dates)</i></p> <p>By December 2023, our organization will have distributed 500 food boxes to local members of the North End community through mobile distribution for pick-up at Bennett Park.</p>			
Task or Activity	Start and end dates	How will you measure success?	Person(s) responsible
Contact Bennet Park service to secure a pick-up location	August 2023 – September 2023	Develop an agreement with Bennett Park	Hired project coordinators
Set up mobile units operating between 5 pm – 7 pm on Mondays and Fridays.	August 2023 – December 2023	A count of food boxes distributed will be taken.	Hired Project Coordinators
Develop partnerships with Gleaners Community Food Bank	August 2023 – December 2023	Develop an agreement with Gleaners Community Food Bank to provide food boxes.	Senior Executive



## Objectives Tables

**Instructions:** This “Objectives” document is part of the Children’s Foundation grant application’s “Expected Impact/Outcomes” section and helps the grant reviewers understand the project’s objectives, specific tasks and how the success or accomplishment of the task or activity will be measured.

There is not a set number of objectives tables you must complete. If you need more tables, you may duplicate and complete additional tables on a separate Word document.

**Please complete and upload the documents to the application portal.**

<b>Objective 1.</b> _____			
Must be specific, measurable, achievable, realistic and time-bound (start and end dates)			
Task or Activity	Start and end dates	How will you measure success?	Person(s) responsible



## Objectives Tables

**Objective 2.** \_\_\_\_\_

Must be specific, measurable, achievable, realistic and time-bound (start and end dates)

Task or Activity	Start and end dates	How will you measure success?	Person(s) responsible

**Objective 3.** \_\_\_\_\_

Must be specific, measurable, achievable, realistic and time-bound (start and end dates)

Task or Activity	Start and end dates	How will you measure success?	Person(s) responsible

**Objective 4.** \_\_\_\_\_

Must be specific, measurable, achievable, realistic and time-bound (start and end dates)

Task or Activity	Start and end dates	How will you measure success?	Person(s) responsible

**Objective 5.** \_\_\_\_\_

Must be specific, measurable, achievable, realistic and time-bound (start and end dates)

Task or Activity	Start and end dates	How will you measure success?	Person(s) responsible