



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

Non-SMART Objectives Example:

Our program participants will not be depressed because of our program.

SMART Objectives Example:

By December 2030, 75% of our program participants will have decreased depression scores.

<p>Objective 1. <i>Must be specific, measurable, achievable, realistic and time-bound (start and end dates)</i></p> <p>By December 2030, 75% of our program participants will have decreased depression scores.</p>			
Task or Activity	Start and end dates	How will you measure success?	Person(s) responsible
Contact Abbott Elementary to set dates for program	May - July 2030	<ul style="list-style-type: none"> • Agreement signed and five 4th grade classrooms identified 	Project Coordinator
Send program consent home (email and hand delivered by children, PTO meeting) Program consent has QR code and link to pre-survey for parents	End August 2030 – Mid September 2030	<ul style="list-style-type: none"> • Meeting with five teachers • Program dates set with the five teachers • Consent process set • Consents sent home • 85% participation rate via consent 	Project Coordinator Five teachers
Pre-survey parents and children (QR code in consent for parents; children do pre-survey in class before the start of the program)	Mid-September 2030 – End of September 2030	<ul style="list-style-type: none"> • 50% parent pre-surveys completed • Attend opportunities to engage with the 4th-grade parents to have surveys completed and answer questions about the program • 85% children pre-surveys completed 	Project Coordinator Classroom facilitators
Run Program – Week 1 Week 2 Week 3 Week 4 End of program celebration	October – November 2030	<ul style="list-style-type: none"> • Weeks 1- 4: participant knowledge, attitude and behavior surveys • 90% completion rate • 85% correct (average) on post week 1 – 4 surveys • 85% enjoy the end of program celebration 	Project Coordinator Classroom facilitators
Post-program survey of parents and children	November- December 2030	<ul style="list-style-type: none"> • 50% of parents report improvement from pre-post survey • 85% of children report improvement from pre-post survey 	Project Coordinator Classroom facilitators



SMART Objectives Tables

Instructions: This SMART Objectives document is designed to help you complete the Expected Impact/Outcomes tables in your grant application. Use it to draft your program's SMART objectives and key tasks before finalizing your application.

SMART objectives and tasks help us understand your project goals, the specific activities you will carry out, and how you will measure the success of each task or activity. Together, they should clearly show what will contribute to your program's success.

Your application must include at least one completed SMART objective.

Objective 1. _____			
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



SMART 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