SMART GOALS FOR GRANT WRITING PLANNING WORKSHEET

|  |  |
| --- | --- |
| **Project Title** |  |
| **Grantmaker Mission** |
|  |
| **Your Mission** |
|  |
| **Forecasting: If we don’t implement this project or do something different, what could happen?** |
|  |

**Examples:**

**How much?**

|  |
| --- |
| Communication Power: If you had to explain the result to your neighbor, what 2-3 pieces of data would be most powerful?) |
|  | Proxy Power | Data Power |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

|  |  |
| --- | --- |
| SMART STEPS | Description |
| SPECIFICExactly what is it you want to achieve for your organization? Good goal statements explain **what, why, who, where and when**. If your goal statement is vague, you will find it hard to achieve because it will be hard to define success. |  |
| MEASURABLEYou must be able to track progress and measure the result of your goal. Good goal statements answer the question: **how much, how well, and is anyone better off**. They clearly define how you and the funder will know achieve your goal. |  |
| ACHIEVABLEYour goal must be realistic and attainable. It should stretch your abilities but remain possible. It must consider your current abilities and constraints and identify how you can accomplish the goal. |  |
| RELEVANTThe goal should be relevant to your (organization’s) core practice, values, and interests. In grant writing, they need to be applicable to your funder’s mission and priorities as well. Ask the questions: **is this the right time, is it worthwhile, and does it match our other efforts/needs**? |  |
| TIME-BOUNDGoals must have a deadline. A good goal statement will answer the question: When will I achieve my goal? Without deadlines, it is easy to put goals off and leave them to die. It is also a good idea to set some short-term milestones along the way to help you measure progress – **what can we accomplish in a month, six months,** etc.? |  |

**How well?**

|  |
| --- |
| Communication Power: If you had to explain the result to your neighbor, what 2-3 pieces of data would be most powerful?) |
|  | Proxy Power | Data Power |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

|  |  |
| --- | --- |
| SMART STEPS | Description |
| SPECIFICExactly what is it you want to achieve for your organization? Good goal statements explain **what, why, who, where and when**. If your goal statement is vague, you will find it hard to achieve because it will be hard to define success. |  |
| MEASURABLEYou must be able to track progress and measure the result of your goal. Good goal statements answer the question: **how much, how well, and is anyone better off**. They clearly define how you and the funder will know achieve your goal. |  |
| ACHIEVABLEYour goal must be realistic and attainable. It should stretch your abilities but remain possible. It must consider your current abilities and constraints and identify how you can accomplish the goal. |  |
| RELEVANTThe goal should be relevant to your (organization’s) core practice, values, and interests. In grant writing, they need to be applicable to your funder’s mission and priorities as well. Ask the questions: **is this the right time, is it worthwhile, and does it match our other efforts/needs**? |  |
| TIME-BOUNDGoals must have a deadline. A good goal statement will answer the question: When will I achieve my goal? Without deadlines, it is easy to put goals off and leave them to die. It is also a good idea to set some short-term milestones along the way to help you measure progress – **what can we accomplish in a month, six months,** etc.? |  |

**Is anyone better off?**

|  |
| --- |
| Communication Power: If you had to explain the result to your neighbor, what 2-3 pieces of data would be most powerful?) |
|  | Proxy Power | Data Power |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

|  |  |
| --- | --- |
| SMART STEPS | Description |
| SPECIFICExactly what is it you want to achieve for your organization? Good goal statements explain **what, why, who, where and when**. If your goal statement is vague, you will find it hard to achieve because it will be hard to define success. |  |
| MEASURABLEYou must be able to track progress and measure the result of your goal. Good goal statements answer the question: **how much, how well, and is anyone better off**. They clearly define how you and the funder will know achieve your goal. |  |
| ACHIEVABLEYour goal must be realistic and attainable. It should stretch your abilities but remain possible. It must consider your current abilities and constraints and identify how you can accomplish the goal. |  |
| RELEVANTThe goal should be relevant to your (organization’s) core practice, values, and interests. In grant writing, they need to be applicable to your funder’s mission and priorities as well. Ask the questions: **is this the right time, is it worthwhile, and does it match our other efforts/needs**? |  |
| TIME-BOUNDGoals must have a deadline. A good goal statement will answer the question: When will I achieve my goal? Without deadlines, it is easy to put goals off and leave them to die. It is also a good idea to set some short-term milestones along the way to help you measure progress – **what can we accomplish in a month, six months,** etc.? |  |

Created by KB Grants and Nonprofit Consulting, 2021