

SMART

Grant Writing

GOAL a general statement of what the project hopes to accomplish. Should reflect the long-term desired impact of the project on the target group and any target goals required by funding source

OUTCOME statement which defines a measurable result the project expects to

OBJECTIVE accomplish. Should be described in terms that measure the results the project will bring about (i.e. increase X, or decrease Y). Must adhere to the SMART criteria.

S (Specific)

Objective should specify on major result directly related to the program goal, stating who is going to be doing what, to whom, by how much, and in what time-frame. It should specify how the accomplishment will be measured.

M (Measurable)

Objective should be able to describe in realistic terms the expected result and specify how such results will be measured.

A (Achievable)

Accomplishment specified in the objective should be achievable within the proposed time line and as a direct result of the program activities.

R (Realistic)

Objective should be reasonable in nature. Specified outcomes, expected results should all be expressed in realistic terms

T (Time-framed)

Objective should specify a target date or time for its accomplishments. It should state who is going to be doing what, by when.