FREE WORKSHEET

SMART Objectives Worksheet for Grants (Free PDF)

A fillable worksheet that turns a program goal into specific, measurable, achievable, relevant and time-bound objectives, with a rewrite table for weak ones.

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> A goal says where you are heading. An objective says exactly what will change, for whom, by how much and by when. Funders measure your performance against your objectives, so write only what you can deliver and measure.

Start with the goal

Program goal:

Who the program serves:

Grant period (start and end dates):

The five tests

Letter	Test	Question to answer
S	Specific	Who will change, and what exactly will change?
M	Measurable	How will we know? What number, and measured with what?
A	Achievable	Can we do this with the staff, time and budget we have?
R	Relevant	Does this move us toward the goal and matter to the funder?
T	Time-bound	By what date?

Build one objective

Use this sentence frame. Fill in each blank, then write the objective out in full.

By (date):

Who (the group that will change):

Will (the measurable change or delivery):

From (baseline, with its source and date):

To (target your staff agree is realistic):

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As measured by (the tool or record):

Objective written in full:

Your objectives

Write three to five. Mark each one as an outcome objective (a change in people or conditions) or a process objective (something the program will deliver). Include at least one outcome objective.

#	Objective	Outcome or process	Baseline	Target	Measured by
1					
2					
3					
4					
5					

Rewrite weak objectives

These examples are fictional. Use the last rows for your own.

Weak objective	What is missing	Stronger version
Improve literacy in our community	Who, how much, by when, measured how	By June 30, 60 percent of adult learners who attend at least 40 hours will advance one level on the program reading assessment
Hold workshops for parents	A number, a date, and what changes	By December 15, deliver 8 parenting workshops to at least 80 parents (process objective)
Increase awareness of healthy eating	Awareness is hard to measure	By May 31, 70 percent of class participants will report cooking at home at least 4 nights a week, up from a baseline of 45 percent, on the exit survey

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Final check

- [ ] Every objective names who will change and what will change
- [ ] Every target has a baseline behind it, with a source and date
- [ ] Program staff have confirmed each target is realistic
- [ ] We have a tool and a person to measure each one
- [ ] Every date falls inside the grant period
- [ ] At least one objective describes a change, not just an activity

> **Want help with this?** The Complete Grant Architect is a free 16-week grant writing course, and you can hire a grant writer for your next proposal. Both are at subthesis.com.

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