**ATTACHMENT 6: TIPS FOR DEVELOPING SMART OBJECTIVES**

In developing SMART objectives, you answer the questions:

* In carrying out our strategies, what specifically will we try to accomplish?
* How will we measure our success?

SMART objectives are:

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|  | What this means | Tips |
| Specific | The result to be achieved is stated clearly and in detail. | Be clear and specific about what you expect to see change as a result of your efforts. Avoid general statements like “health will improve”. |
| Measurable | Your progress in meeting the objective can be measured, and there is a plan for doing the measurement. | Make sure you know how you will measure your progress, that you can get the data, and that the measurement will not be overly time-consuming or difficult. |
| Achievable | The objective is realistic given the size and capacity of your NPO and the nature of the issues you are addressing. | Be realistic about what your NPO can do given its size, experience and resources. Avoid setting objectives that you will not be able to achieve. |
| Relevant | The objective is consistent with your NPO’s mission and strategies. | Make sure that in achieving your objective you are making progress towards achieving your mission, and that they are achievable by carrying out your strategies. |
| Timed | There is a clear timeframe within which the objective will be achieved. | Consider how long it should take to accomplish your objective, given your NPO’s human and financial resources and the external circumstances that you face. Set a realistic timeframe. |

Your objectives should include both OUTPUT objectives and OUTCOME OBJECTIVES.

* OUTPUT objectives describe the tangible results that your NPO will achieve.
  + Example: By February 2014, we will have trained 50 volunteer tutors
  + Example: By June 2014, 100 children will have received at least 10 tutoring sessions.
* OUTCOMES objectives describe the changes that will take place because of your NPO’s efforts.

Example: By August 2014, 80% of the students who have received tutoring will pass a reading competency test.