

SMART Goals & Planning

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SMART!

S = Specific

M = Measurable

A = Attainable/Achievable

R = Relevant

T = Tangible/Timely

S = SPECIFIC

- What are we doing?
- Why are we doing it?
- How will we do it?
- Why is it important for us to do this?

Example: The goal of our organization is to provide support to the American Cancer Society by conducting fundraisers throughout the year to raise money for Lung Cancer research.

M = Measurable

- By how much?
- What end result are we looking for?
- If we can't measure it, how do we know it's working?

Example: Our organization would like to raise \$10,000.



A = Attainable/Achievable

- Is it possible?
- CAN we reach this goal?



Example: If our organization only has one person doing fundraisers, is the goal of raising \$10,000 attainable?

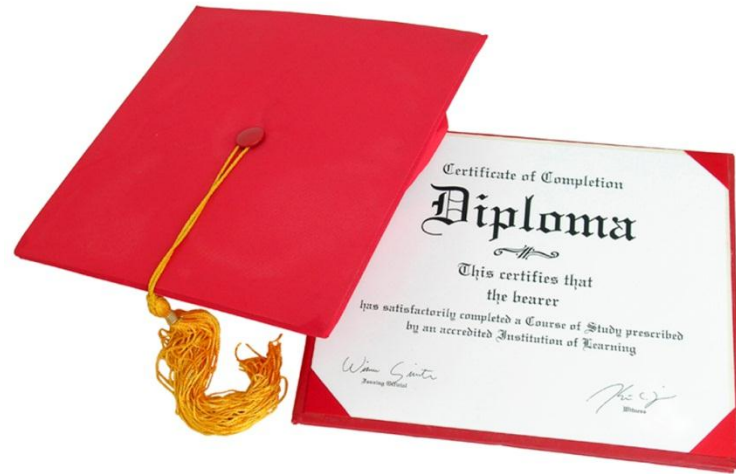
R = Relevant

- Is this goal relevant to our organization? To our chapter? To me?
- What is our purpose?
- Why does our organization exist?

Example: Our organization is a tobacco company, is it relevant to our organization if we raise money for lung cancer research?

T = Tangible/Timely

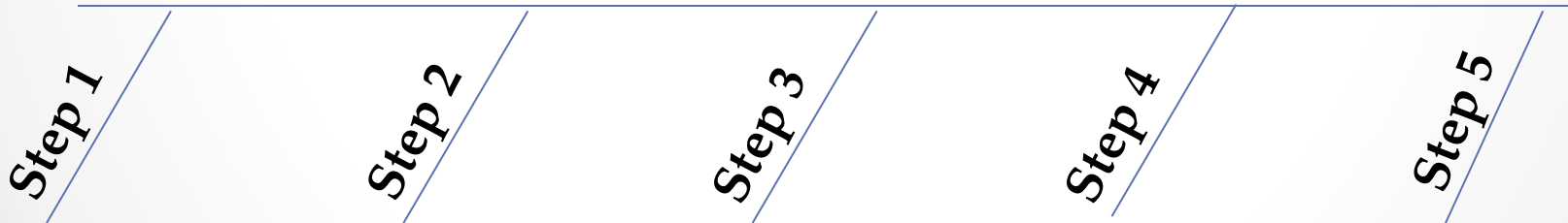
- Can we see the result in the end? – Tangible
- Deadlines
- Timelines

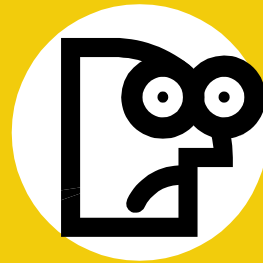
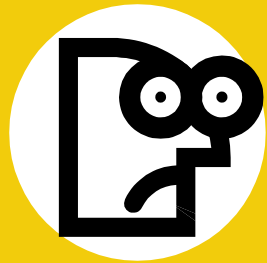


Example: Our organization wants to raise \$10,000 for Lung Cancer research by January 1, 2012.

ACTIVITY TIME!

**How do we plan an activity or event?
What steps are taken to plan SMART?**





It's QUESTION TIME !!