

S.M.A.R.T. GOALS

Goals are important for any organization to have. Whether it is to increase membership, fundraise for an event, or increase your campus presence - goals are necessary to determine what you are attempting to achieve.

S.M.A.R.T Goals are goals that are specific, measurable, action-oriented, realistic/relevant and timely.

Why does it matter that your goal is S.M.A.R.T ?

It gives you the direct action that you are setting out to achieve, shows you when you will know you have achieved the goal, and gives you a deadline for achieving the goal.

Example

BEFORE: "Increase Membership"

AFTER: "We will increase our membership by 15% by end of next semester by increasing marketing such as social media posts, flyers around campus, and person-to-person recommendations and connections."

Breakdown of this S.M.A.R.T goal

- S: Increase membership
- M: By 15%
- A: Increase marketing such as social media posts etc...
- R: A reasonable increase in size over an academic year
- T: By the end of next semester

Use the following worksheet to develop S.M.A.R.T. goals for your organization!

<p>S Specific</p>	<p><i>List goals</i></p>
<p>M Measurable</p>	<p><i>List goals</i></p>
<p>A Action-Oriented</p>	<p><i>List goals</i></p>
<p>R Realistic/Relevant</p>	<p><i>List goals</i></p>
<p>T Timely</p>	<p><i>List goals</i></p>