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!
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<thead>
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<th>S</th>
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<td>M</td>
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List goals