

How to Write Goals and Objectives for Your Grant Proposal

If you're like me, your brain doesn't naturally distinguish between goals and objectives. *Is it my goal to eat breakfast, or is it my objective to eat breakfast? Hmm...*

But for the purpose of grant proposals, you have to describe a nonprofit's intentions for a project in terms of goals and objectives, and the objectives must logically lead to achievement of the goals.

Goals and objectives need to be SMART (specific, measurable, attainable, realistic and time-bound). It can be tough to write comprehensive goals and objectives from scratch.

Voila – your very own goals and objective creator! The chart on this worksheet is adapted from a document included in *The First-Time Grantwriter's Guide to Success* by Cynthia Knowles.

An example: If you used this chart to develop goals and objectives for a grant proposal for a project to work with immigrant farmers, here's what your chart and objectives might look like.

GOAL (Brief umbrella statement): To increase the number of immigrant farmers producing wholesome farm products in the greater Philadelphia region.				
	WHAT?	WHO?	HOW MUCH/MANY?	BY WHEN?
	Area and direction of change (result)	Population affected	Degree (amount) of change	Timeframe (deadline)
OBJECTIVES (measurable outcomes)	1 – Participants will learn how to develop and implement farm business plans	Immigrant farmers; farm business plan teacher	10 farmers will each complete one farm business planning class (4 sessions)	Class completed in June 2013
	2 – Participants will locate farmland or gardening space for agricultural production	Immigrant farmers; landowners; project staff assisting with land search	3 farmers will locate and secure access to appropriate land for growing food	Land located by Dec. 2013
	3 – Participants will have access to resources (e.g., equipment, seeds, reference materials, knowledge, time and money) needed to produce food	Immigrant farmers; project staff assisting with resource search; equipment/supply companies	3 farmers will collect adequate levels of resources for farm enterprises	Resources compiled by Feb. 2014

Completed objectives using chart:

- **Objective 1:** By June 2014, ten project participants (immigrants who aspire to be farmers in Philadelphia) will each complete all four sessions of a farm business planning class.
- **Objective 2:** By Dec. 2014, three project participants will secure access to appropriate land for growing food (farm or garden plots), with the active assistance of project staff.
- **Objective 3:** By Feb. 2015, three project participants will have collected adequate levels of resources (e.g., equipment, seeds) to launch farm enterprises, with assistance of project staff.

Step 1) Fill in the blanks in this chart.

GOAL (Brief umbrella statement):				
OBJECTIVES (measurable outcomes)	WHAT?	WHO?	HOW MUCH/MANY?	BY WHEN?
	Area and direction of change (result)	Population affected	Degree (amount) of change	Timeframe (deadline)
	1 -			
	2 -			
	3 -			

Step 2) Combine the statements that you wrote in the chart into objectives.

Using this chart, you would get three objectives for each goal. But don't get locked into that – two or ten objectives could be more like it, for your particular project. (Just keep in mind that you need to be able to measure attainment of each objective as part of the proposed project evaluation. Your evaluation techniques should be in line with the scale of your project — appropriate and affordable.)

Objective 1: (what + who + how much + by when): _____

Objective 2: (what + who + how much + by when): _____

Objective 3: (what + who + how much + by when): _____
