

SMART Goals

(Fundraisings)



GOAL TITLE

GOAL OWNER

DATE PREPARED

DATE REVIEWED



Specific:

Who: Who is involved in this goal?
What: What do I want to accomplish?
Where: Where is this goal to be achieved?
When: When do I want to achieve this goal?
Why: Why do I want to achieve this goal?



Measurable:

How many/much?
How do I know if I have reached my goal?
What is my indicator of progress?



Achievable:

Do I have the resources and capabilities to achieve the goal? If not, what am I missing?
Have others done it successfully before?



Relevant:

Is the goal realistic and within reach?
Is the goal reachable given the time and resources?
Are you able to commit to achieving the goal?



Time-Bound:

Does my goal have a deadline?
By when do you want to achieve your goal?