

How to Write Goals and Objectives for Grant Proposals

(<http://www.bpcc.edu/grantsexternalfunding/goalsobjectives.html>)

GOAL: a broad statement of what you wish to accomplish. Goals are *broad, general, intangible, and abstract*. A goal is really about the final impact or outcome that you wish to bring about. In the case of goals for a grant proposal, make sure they are linked back to your need statement. Use words such as decrease, deliver, develop, establish, improve, increase, produce, and provide.

Example: *Decrease the degree of malnutrition among young children in northwest Louisiana.*

OBJECTIVE: a step toward accomplishing a goal. In contrast to the goal, an objective is *narrow, precise, tangible, concrete, and can be measured*.

Example: *By the end of year one, provide 125 mothers in northwest Louisiana with a 2-hour training program that will provide health and nutrition information.*

Use the **S.M.A.R.T.** method of writing your objectives. **Specific, Measurable, Attainable, Realistic, and Time-bound.**

Keep the following in mind when preparing your objectives:

- State your objectives in quantifiable terms.
- State your objectives in terms of outcomes, not process.
- Objectives should specify the result of an activity.
- Objectives should identify the target audience or community being served.
- Objectives need to be realistic and capable of being accomplished within the grant period.

Tips for writing good goals and objectives

- Tie your goals and objectives directly to your need statement.
- Include all relevant groups and individuals in your target population.
- Always allow plenty of time to accomplish the objectives.
- Do not confuse your outcome objectives for methods.
- Figure out how you will measure the change projected in each objective. If there is no way to measure an objective, it's not measurable and should be rewritten.
- Don't forget to budget for the evaluation (measurement) of your objectives.