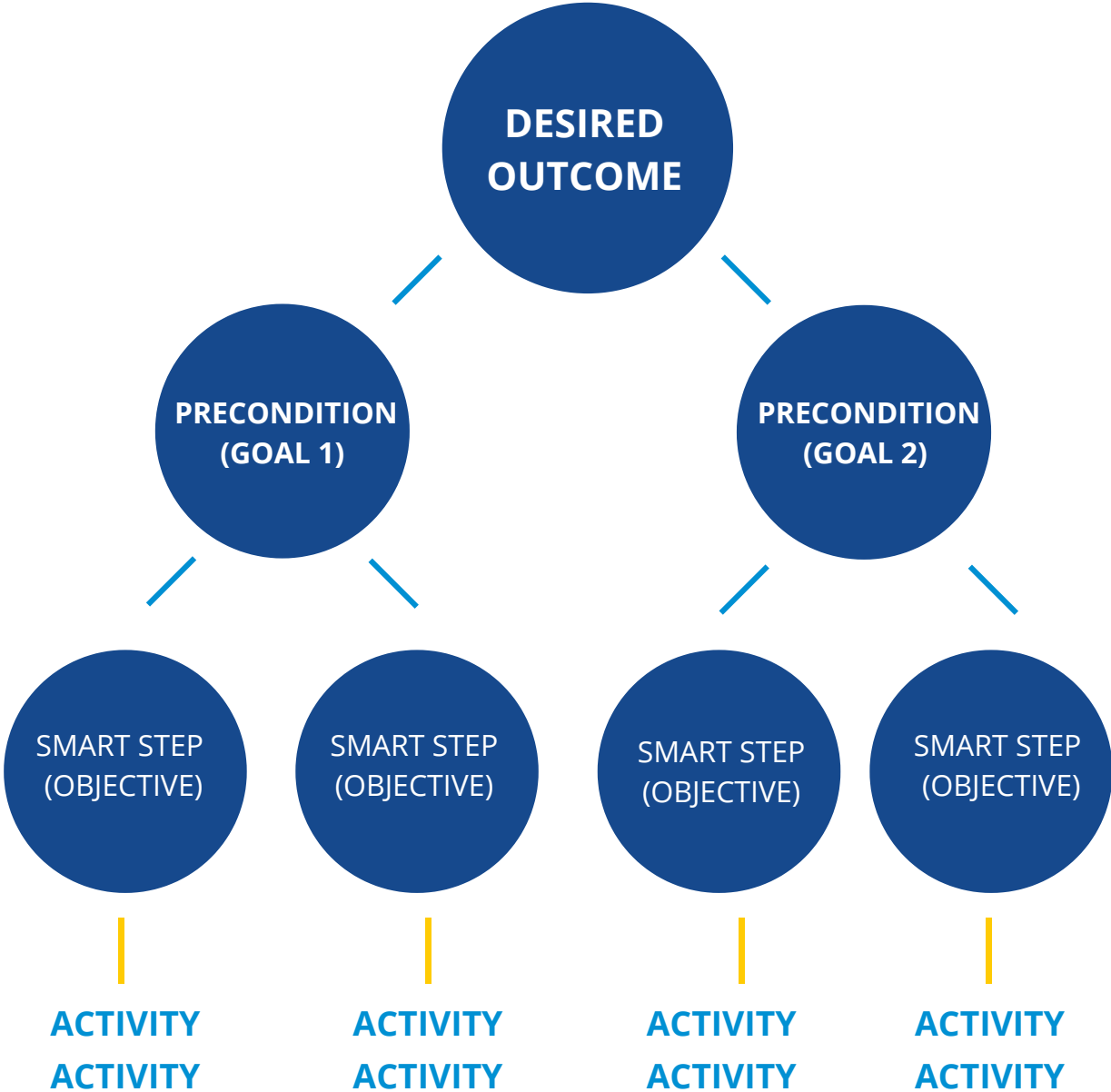


GOALS & OBJECTIVES

Strong goals and objectives build toward your desired outcome.

Building from your outcome allows funders to see that your proposal is likely to work.

FUNDERS WANT IT TO WORK



GOALS & OBJECTIVES

Often grant proposals look like this.

ACTIVITY

ACTIVITY

ACTIVITY

ACTIVITY

GOALS & OBJECTIVES

Or like this.



GOALS & OBJECTIVES

Sometimes
like this.



OUTCOMES COME FIRST

Outcomes are about your service population.

Include them in planning and design!

Outcomes express the change you want to occur.



First understand the problem to be solved

Then determine:

Outcome: What change will solve the problem?

Indicator: How will we know it has occurred?

Population: Who will experience change?

Threshold: How much change counts?

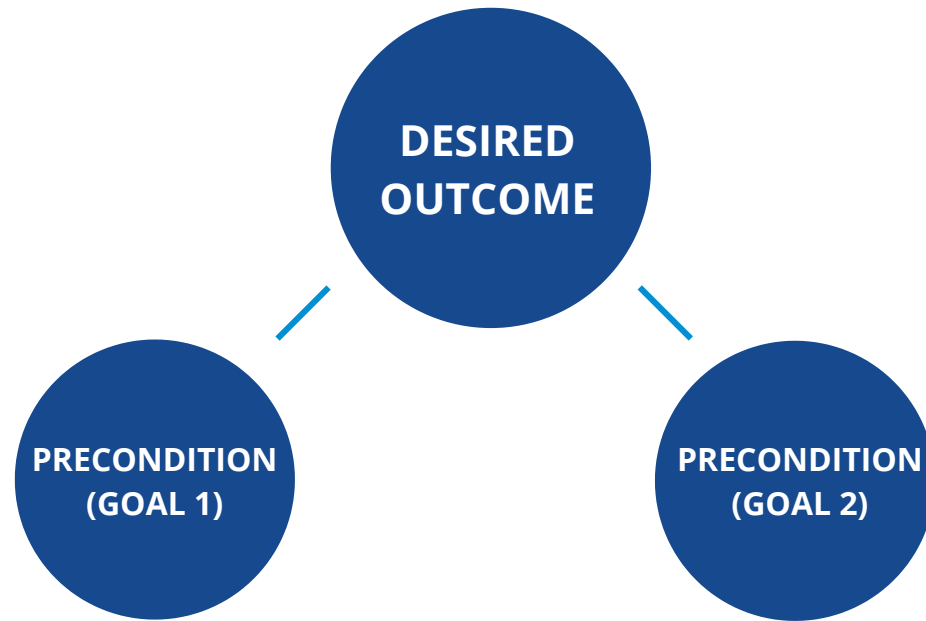
GOALS & OBJECTIVES

Preconditions are what must exist in order for your desired outcome to come into being.

The change will **not** occur without them and can be **expected** to occur with them.

Your goal is to create those conditions.

BUILD TRUST BY BUILDING
CLEAR CONNECTIONS



Include your assumptions and rationale when designing strategies to achieve preconditions.

What do we assume about the situation & strategy?

Are our assumptions correct?

Do we have good reason to think these strategies will work?

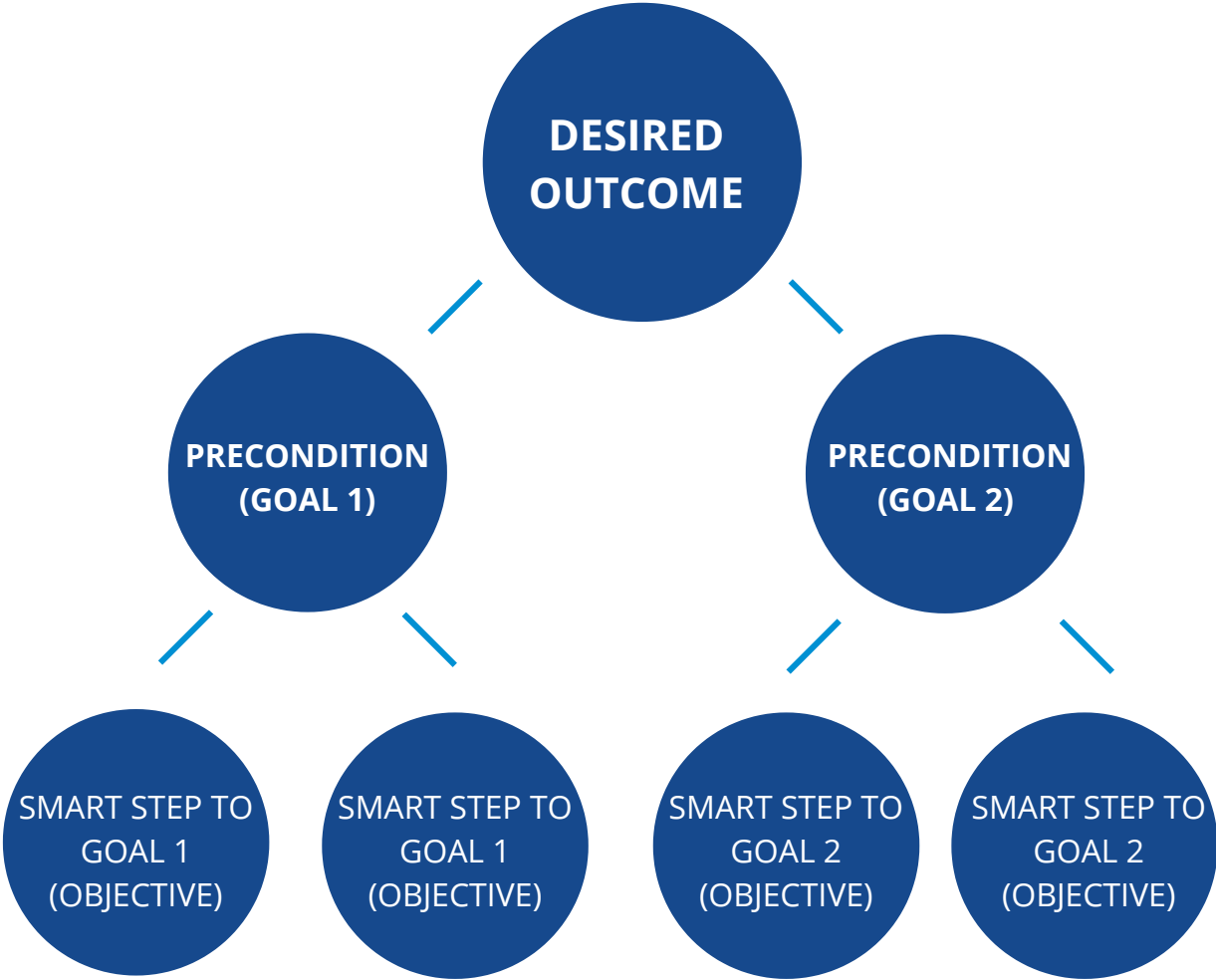
GOALS & OBJECTIVES

Objectives are logical, necessary steps to achieving a goal.

- Objectives are
- Specific
- Measurable
- Attainable
- Relevant
- Timebound

They are not outputs

BUILD TRUST BY BUILDING
CLEAR CONNECTIONS



GOALS & OBJECTIVES

Wait

What's an output?



GOALS & OBJECTIVES

Do count them

(but don't count on them to justify funding without further rationale)

BUILD TRUST BY BUILDING
CLEAR CONNECTIONS

Outputs

The tangible products of your activities

POUNDS OF
FOOD
DISTRIBUTED

PATIENTS
SERVED

PROGRAM
ATTENDEES

MEALS
SERVED

BED NIGHTS

GRADUATES

TRAININGS
HELD

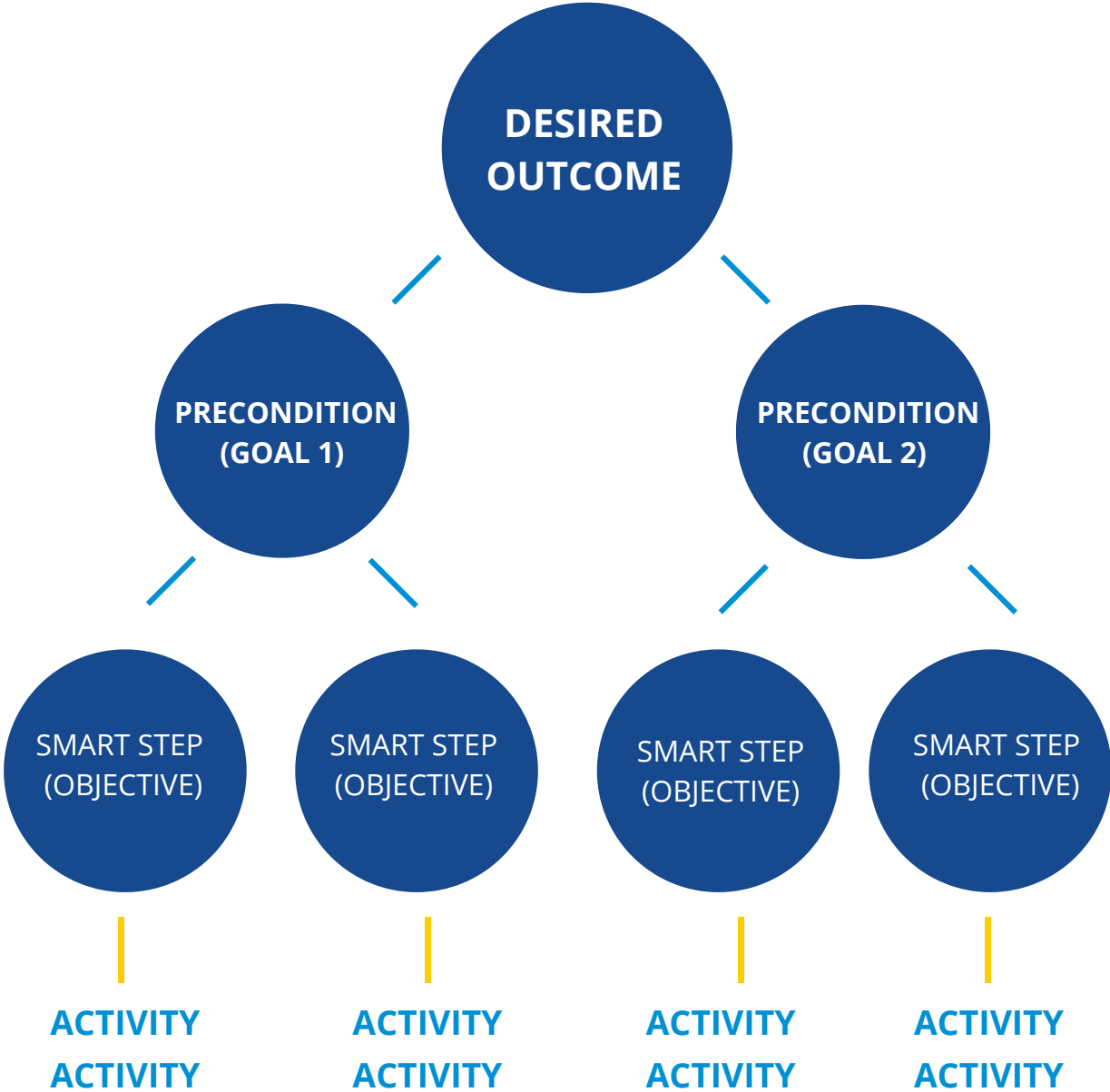
GOALS & OBJECTIVES

Design activities last.

Activities change based on evolving environments and new information.

Stay nimble & responsive by focusing on outcomes.

FUNDERS WANT IT TO WORK



GOALS & OBJECTIVES

So how do I
write it??



20-30 words
Nouns and verbs
Newspaper words
No jargon
Include numbers

Use active voice and simple verbs

**GOALS
&
OBJECTIVES**

No seriously.

How.



When in doubt cut helping verbs, adjectives, and adverbs.

Then find stronger verbs.

GOALS & OBJECTIVES

Good writing
allows the reader
to see meaning.



Many of our low income, employed clients report difficulty in accessing healthcare, due to our limited daytime hours and their lack of flexibility in work schedules.



Many clients cannot access healthcare during business hours.

GOALS & OBJECTIVES

The world is not this simple.

But.

Building from your outcome allows funders to see that your proposal is likely to work.

FUNDERS WANT IT TO WORK

