Strong goals and objectives build toward your desired outcome. Building from your outcome allows funders to see that your proposal is likely to work.

**UNITED MIDCOAST CHARITIES**

**GOALS & OBJECTIVES**

**PRECONDITION (GOAL 1)**

- SMART STEP (OBJECTIVE)
- ACTIVITY
- ACTIVITY

**PRECONDITION (GOAL 2)**

- SMART STEP (OBJECTIVE)
- ACTIVITY
- ACTIVITY

**DESIRED OUTCOME**
Often grant proposals look like this.
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GOALS & OBJECTIVES

Or like this.

EVERYONE IS HAPPY!

| ACTIVITY | ACTIVITY | ACTIVITY | ACTIVITY | ACTIVITY |
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GOALS & OBJECTIVES

Sometimes like this.

BUILD TRUST BY BUILDING CLEAR CONNECTIONS

ACTIVITY ACTIVITY ACTIVITY ACTIVITY

DESIRED OUTCOME
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?
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.

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?
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
What's an output?
Do count them
(but don't count on them to justify funding without further rationale)

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.

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FUNDERS WANT IT TO WORK
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.
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.
The world is not this simple.

But.

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

**GOALS & OBJECTIVES**

**UNITED MIDCOAST CHARITIES**

**FUNDERS WANT IT TO WORK**