

## DEVELOPING GOALS AND OBJECTIVES

Introduction: Goals and objectives form the most important part of a project proposal and one should pay great attention while framing them. Setting the goal is often the first step towards developing a proposal as it lays the foundation for the project. Next in process is defining objectives that would help in achieving the goal. A well written proposal always has clearly defined goal and SMART objectives to attain the desired goal.

To begin with, let us understand what a Goal and an Objective means and the difference between them.

- 1 **Goal:** It is a broad statement that defines what you plan to do in a project. It gives an idea to the reader of what problem your organization intends to address.
- 2 **Objective:** These are detailed statements describing the ways through which you intend to achieve the goal.

### Difference between Goal and Objective

Goals	Objectives
<ul style="list-style-type: none"><li>• <b>Broad statements</b></li><li>• <b>Abstract</b></li><li>• <b>Intangible</b></li><li>• <b>Difficult to measure</b></li><li>• <b>Usually one for a proposal</b></li><li>• <b>Accomplished through 3-4 objectives</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Detailed statements</b></li><li>• <b>Specific and concrete</b></li><li>• <b>Tangible</b></li><li>• <b>Measurable</b></li><li>• <b>3-4 objectives to achieve a certain goal</b></li><li>• <b>Accomplished through a series of activities planned for each objective</b></li></ul>

Now that the difference between a goal and an objective is clear, we will look at ways to write quality goals and objectives.

### **Framing a quality Goal**

- 1 Do not write a vague goal: Even though Goal is a broad statement, it does not mean that the project goal should be vague. Your goal should be clearly written so that the reader understands your purpose towards proposing a project.
- 2 Goal should be consistent with your organization's mission and vision statement (if applicable).
- 3 Use simple language to write a goal: Avoid use of jargons and technical words to write a goal. Use language that is easy to understand by people.

- 4 Keep only one goal for a proposal: Try to keep one goal for the proposal as having multiple goals in a particular project only creates confusion. As the goal is a broad statement it will surely encompass multiple things which would be addressed through the various objectives.

### **Framing quality Objectives**

Once you have a logical and well reasoned goal, you have to frame three/four objectives that would help you in achieving the particular goal.

- 1 Objectives should address the 5 Ws: While framing the objectives ensure that they provide answers to the 5Ws:
  - Why: are you proposing a particular thing?
  - What: approach will you adopt to reach the desired goal?
  - When: will you conduct the particular project?
  - Where: will you implement the project?
  - Who: will be the primary stakeholders/beneficiaries or who will be doing a particular thing in a project?

This is an easy way to frame objectives that provide detailed strategy for accomplishing the desired impact.

- 2 Objectives should support the goal: it is very important that each of your objectives contributes and supports in achieving the goal. For instance if the goal of the project, is to improve maternal [health](#) in the San Diego area, then each of the objectives should contribute and suggest measures for improving maternal health.
- 3 Create SMART objectives:
  - **Specific:** This means that the objectives should be clear and unambiguous, giving details of how and what you intend to achieve.
  - **Measurable:** This means that the objectives should be quantifiable so that one can see if they are being achieved or not. This can be done by assigning a numeric value to your objective by answering questions like: How many? How much? (i.e. 25% more attendees or 5 workshops, etc.)
  - **Achievable:** While drafting the objective, the organization should keep in mind its own capacity, constraints and abilities to achieve the objective.
  - **Realistic:** When you draft the objective ensure that they are realistic and can be attained within the available resources and time frame.
  - **Time – bound:** It is important to give a time-frame for completing a particular objective. For example: will develop partnerships with 5 local high schools to assist with promotion of event by July 25<sup>th</sup>, 2017.

- 5 Use action verbs while drafting objectives: whenever you frame objectives use active verbs like create, identify, promote, enhance, increase, and develop etc.. These verbs help in describing the course of action and give clarity to your object.
- 6 Keep 3-4 objectives: Most experts recommend keeping three to four objectives in a proposal. Each objective will further have several activities and tasks to be undertaken and therefore having many objectives will just complicate project implementation.

**EXAMPLE #1**

Goal: Improve [livelihood](#) of tribal population of 5 villages in XYZ District using local resource based approach.

Objective 1. To promote local community based institutions by formation of 5 Primary Collectors Group to empower the tribal communities, in XYZ District by the end of first quarter.

Objective 2. To build capacities of 500 tribal families through 10 [training](#) sessions on collection, grading and primary processing of identified products in the first year.

Objective 3. To enhance income of the trained population by 30% through establishment of sustainable market linkages for the sale of the NTFP collected, by the end of second year.

**EXAMPLE #2**

Goal: Ensuring quality [education](#) to the deprived urban children living slums of ABC city through a participatory and responsive community action.

Objective 1. To enhance awareness of parents in target locations on importance of education, through 5 sensitization camps to be organized in the first month.

Objective 2. To develop child friendly education system for imparting quality education to 200 children aged between 6- 14 yrs, and motivating them towards formal education system through our evening classes.

Objective 3. Fifty percent of program participants are registered in government schools by the end of their first year of participation in the program, through networking and liaising with school authorities.

Adapted from: Funds for NGOs