How to Write Goals and Objectives for Grant Proposals

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.