

## Strategic Planning: Keeping your Objectives “SMART”

### Basic Components of a Strategic Plan

Component	Category	Definition
<b>Vision</b>	Philosophical	Answers the question: If your work is successful, what will the world look like? Examples: “A world free of violence” “Equal access to education for all”
<b>Mission</b>	Philosophical	Concise statement of purpose, Usually contains: <ul style="list-style-type: none"> <li>• your reason for existing</li> <li>• a broad description of your approach or main strategy for addressing the issue</li> </ul>
<b>Strategic Priorities</b>	Strategic	Broad statements about the organization’s strategic priorities—3-5 major areas where the organization needs to focus to meet your mission over the next 5 years.
<b>Objectives</b>	Tactical	More specific statements about how you will meet your broad goal statements.—who will do what by when?
<b>Action Steps</b>	Tactical	Breakdown of tasks into a detailed, step-by-step outline of how you will meet your objectives

### “SMART” Objectives

Objectives support the goals and provide more details—they answer the question:  
Who will do what by when?

When developing objectives, remember that well-written objectives are “SMART”:

**Specific** – pertaining to a certain task or program

**Measurable** – quantifiable by date, outcomes, responsibility

**Attainable** – doable within the time prescribed and with existing constraints

**Results-oriented** – focused on short-term activities to gain longer term goals

**Time-determined** – a time frame for completion is established

### ***Examples of SMART Objectives:***

*The Education department will develop a new half-hour outreach presentation on drunk driving, including a written teacher’s guide, by August 2002.*

*The Board Fundraising Committee will develop a system of tiered giving circles for major donors, and create a written brochure describing the giving circles by December 2002.*

*The volunteer coordinator will recruit and train 20 new volunteer mentors by conducting outreach at a minimum of five community events and offering two mentor trainings in April and September of 2002.*