Setting S.M.A.R.T. goals

Before starting your campaign or initiative within the workplace, it's important to set goals. S.M.A.R.T. goal-setting is a technique used by athletes, business leaders and many more. By setting these goals (specific, measurable, attainable, relevant, time-bound), it will set your campaign or initiative up for success. Here's why:

- **It gives a focused direction for your initiative by breaking it down into actionable, manageable steps.**

- **It tracks your progress.**

- **It keeps your team on target and working together.**

S – Specific

Plan a precise course of action and specify how and where. What, exactly, do you hope to accomplish? Is there a certain amount of people you'd like to participate in your campaign or a certain amount of money you'd like to fundraise?

For example, a good goal is "To raise $10,000 to build a classroom with WE Villages," instead of, "To help provide access to education to children worldwide."

M – Measurable

Set a goal you can measure so you know when you've reached it. Be specific about what you must do to successfully achieve it, whether that means reaching a target number of people to participate or raising a certain amount of money.

For example, a good goal is "To get 500 people to participate in our fundraising walk," instead of, "To get as many people as we can."

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A – Attainable

Be reasonable so that you can successfully work toward and achieve your goals. This is called "right-sizing" your plan. Ask yourself and your team, "Is your goal realistic?"

For example, a good goal is "To get 500 signatures on a petition to increase government funding for a local community center," instead of, "To arrange a weekly meeting with the entire community to discuss building a local community center."

R – Relevant

Ensure your goal will truly help address your chosen issue. How does your goal support the event? How would you explain this goal to other people? Is the goal important in relation to your campaign and cause?

For example, a good goal is "To organize a winter clothing drive this winter," instead of, "To collect winter clothing in summer."

T – Time-bound

Set an exact timeline for when you want to achieve your goal.

For example, a good goal is "To plan a WE Walk For Water event for April and reach out to the media by March 1 to publicize," instead of, "To host a benefit concert when we can find people to play."

Tips on sticking to your goals

We set goals in hopes of achieving them, but we know it's sometimes difficult to stay on track, especially when obstacles arise. Follow these tips to help you and your team stay focused and succeed!

- Post your goals in a visible place where everyone can see them, as a reminder of what you and your team are setting out to do. For example, create a goal chart to track how much money has been raised so far.

- Set regular meet-ups and check-ins with your team to discuss and review your goals, actions and any issues that come up during your campaign. It's also a great opportunity to celebrate what everyone has accomplished so far and encourage your team to keep going!

- Spread the word about your goals. Whether through social networks, the workplace or the community, communicating them with others creates accountability.