

# Setting S.M.A.R.T. Goals

Before your group gets started on their actions or campaigns, you're going to need a good plan. Without a plan, you won't have a reliable way to reach your goal, and without a defined goal, you won't know if you've achieved what you set out to do.

**S**

## Specific

Plan a precise course of action. Specify how and where.

- ▶ E.g., your goal could be "To raise \$10,000 to build a classroom with WE Villages," instead of "To help provide access to education to children overseas."

**M**

## Measurable

Set a goal you can measure so you know when you've reached it.

- ▶ E.g., your goal could be "To make 10 speeches in different classes at my school and partner with 10 teachers to do so," instead of "To make as many speeches as I can."

**A**

## Attainable

Make sure that your goal is something realistic and reasonable.

- ▶ E.g., your goal could be "To get 100 signatures on a petition to increase government funding for local after-school programming," instead of "To arrange a weekly meeting with the prime minister to discuss after-school programs."

**R**

## Relevant

Make sure your goal will truly help address your chosen issue.

- ▶ E.g., your goal could be "To organize a coat and blanket drive in winter," instead of "To collect coats in summer."

**T**

## Time-bound

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

- ▶ E.g., your goal could be "To plan a WE DayX for June and reach out to the media by May 1 to publicize," instead of "To host a concert when I can find people to play."

# Setting S.M.A.R.T. Goals

Set a S.M.A.R.T. goal—one that is Specific, Measurable, Attainable, Relevant and Time-bound.

**Specific: Plan a precise course of action. Specify how and where.**

What is specific about our goal and plan?

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**Measurable: Set a goal you can measure so you know when you've reached it.**

How will we measure our progress?

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**Attainable: Make sure that your goal is something realistic and reasonable.**

How do we know our goal is attainable?

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**Relevant: Make sure your goal will truly help address your chosen issue.**

How will our goal address our chosen issue?

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**Time-bound: Set an exact timeline for when you want to achieve your goal.**

How much time do we have to reach certain milestones for our goal?

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