

## SMART Goals

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<b>ACTIVITY DESCRIPTION</b>	Define SMART goals with the group and identify 1 long-term SMART goal, 2 short-term objectives and activities for each objective.
<b>PURPOSE</b>	To determine initial SMART Goals, Objectives and Activities for a particular issue or campaign
<b>INTENDED OUTCOMES</b>	1 long-term SMART goal, 2 objectives and 2 activities to accomplish those objectives
<b>SKILLS DEVELOPED</b>	Goal-setting
<b>TOTAL TIME</b>	1 hour
<b>NUMBER OF PARTICIPANTS</b>	No limit
<b>MATERIALS</b>	SMART Goals definition on big paper; SMART Goals Worksheet, markers, pens
<b>SETTING</b>	Small group breakout space

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In order to successfully create change, we need to be clear on the goals of our advocacy campaign. What is the specific change we want to see? When do we want to see it by? What are the steps along the way?

Define **SMART Goals**:

- **Specific**—to avoid different interpretations
- **Measurable**—to monitor and evaluate them; think of some process or outcome indicators
- **Achievable**—realistic and with enough time and resources
- **Relevant**—to the problem, the goal, and the organization
- **Time-bound**—there is a specific time frame to achieve them

You will need to determine long-term goals and your short term-objectives – so you can track your progress and celebrate successes and victories. This helps to provide motivation and clarity as your goals and objectives will help you to select the right activities!

**Goal** What you hope to achieve in the medium and long term

**Objective** A specific outcome that you hope to achieve in the short term, representing progress towards a goal

**Activity** Specific tasks that you will undertake to achieve an objective

## PROCESS

- Divide into small groups by region. Distribute SMART Goal worksheet.
- Provide an example. I.e.
  - **Topic:** FGM
  - **Goal:** Decrease incidence of FGM by 100% in specific town by certain date.
  - **Objective 1:** Parents of girls at specific school understand the negative impacts of FGM and make commitment to end the practice in their homes.
    - *Activity:* Organize a public theater and dialogue event with parents
  - **Objective 2:** Police and chiefs of specific town commit to enforcing existing law
    - *Activity:* Organize a meeting with chief and law enforcement to present visual case studies of girls sharing testimonies
- Each group uses the SMART Goals worksheet to identify a topic, a long-term goal, 2 objectives and an activity for each to advance a specific cause.

## ADVOCACY SMART GOALS

- **Specific**—to avoid different interpretations
- **Measurable**—to monitor and evaluate them; think of some process or outcome indicators
- **Achievable**—realistic and with enough time and resources
- **Relevant**—to the problem, the goal, and the organization
- **Time-bound**—there is a specific time frame to achieve them

**TOPIC:**

**LONG-TERM GOAL:**

**OBJECTIVE #1:**

*Activity:*

**OBJECTIVE #2:**

*Activity:*