

SPECIFIC
MEASURABLE
ATTAINABLE
RELEVANT
TIME-BOUND

Set S.M.A.R.T. Goals

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

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

How will we measure our progress?

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

How do we know our goal is attainable?

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

How will our goal address our chosen issue?

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?
