

Setting SMART Goals

Goals you can measure, deliver and report on

If you're funded, you'll report against the goals in your application. SMART goals make that report easy to write, and show the review panel exactly what the grant will achieve.

GOALS

Your aspirations, purpose and vision. The change you want to see.

OBJECTIVES

Measurable and specific. They guide the actions that get you to the goal.

S

Specific

Say exactly what will be done, where, and by whom. Focus on the result you're aiming for, not the activity.

Ask: Does the goal explain precisely what has to be achieved?

M

Measurable

Show how you'll count it (numbers, area, participants) and how you'll describe quality (condition, growth, survival). Only measure what your team can actually collect.

Ask: How will you know, in numbers or clear observations, that it happened?

A

Achievable

Keep goals realistic in number and scope for the grant, people and dive days you have. Don't overstate outcomes.

Ask: Can your team deliver this within the grant?

R

Relevant

Link the goal to the local problem you described and to the program area you're applying under.

Ask: Is it clear why this goal matters?

T

Time-bound

Give each goal a deadline inside the grant period, with milestones for anything longer, and plan when you'll check progress.

Ask: Does the goal have a deadline, and will progress be reviewed?

From a hope to a SMART goal

NOT SMART

“We will restore the reef.”

Which part of the reef? How much? By when? How would anyone know it worked?

SMART

“We will plant 6 frames of coral fragments within the 6 month window we can dive.”

Specific: 6 frames

Measurable: count frames

Achievable: our dive window

Time-bound: 6 months

Then add the outcome measure

Each goal needs a way to prove it worked. Outcome measures can be quantitative (numbers) or qualitative (descriptions), but they must tie back to the goal.

OUTCOME OF GOAL 1

“Each frame will be monitored for coral growth and mortality across the 6 months. We aim for an 80% survival rate.”

Things you might measure

Participants trained

Divers certified

Workshops held

Surveys completed

Area restored (m²)

Survival rate

Debris removed (kg)

Publications

Before you submit

- ☐ Every goal can be finished inside the grant period
- ☐ Every goal has a number, a place and a deadline
- ☐ Every goal has an outcome measure you can collect yourselves
- ☐ Long-term outcomes are in their own section of the form, not in your goals
- ☐ Your goals appear in your project timeline

Not sure if a goal works? **Ask, don't guess.** Email grants@padiaware.org