

SMART Goals

What is a SMART Goal?

Goal setting is very important for your Venture team. When filling out your Youth Venture Action Plan, we ask you to identify three or four SMART goals. These goals are one of the most important parts of your Action Plan because they will be the driving force behind your Venture. Ask yourself: What three or four activities are most important to our team?

SMART Goals are:

Specific: Is the goal detailed enough that someone who isn't a part of your team would know what needs to be done and how?

Measurable: Is there a clear way to measure success? How will you know when you've reached your goal?

Actionable: Is there a clear series of steps to take to accomplish your goal?

Realistic: Is it possible to reach this goal considering the resources available to your team?

Timely: When will the goal be accomplished?

This goal is **specific** since it is clear what needs to be done to reach the goal. You don't have to be part of the team to understand this goal.

This goal is **measurable** because it defines success as earning \$300.

A Sample **SMART** Goal: Our Venture will host two high school talent shows in October and in April to raise money for art programs in low-income schools. By charging admission, we expect to raise \$300 per show. We will donate 60% of our proceeds to an arts foundation and keep the rest for future Venture projects.

This goal is **actionable** since it implies a clear series of steps: auditions, rehearsals, advertising, and the shows.

This goal is **timely** because it describes when the shows will occur: April and October.

This goal is **realistic** because it relies on resources students have readily available to them.

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Determining SMART Goals Worksheet

Directions: Determine whether the following goals are SMART, and then explain why or why not.

1. Our Venture will help people without health insurance.
2. Next semester, we will have three pizza parties, which at least forty-five people will attend. We'll watch documentaries about wildlife conservation in order to raise awareness of the issue and to promote our guided nature hikes.
3. In the next two months, we will raise \$700 and donate it to the American Red Cross Disaster Relief Fund.
4. Our Venture will host a spaghetti dinner and raffle at the high school to raise money for homeless shelters. The raffle prizes will include a Porsche and a Hawaiian vacation package.
5. Our Venture will hang posters to recruit five-seven volunteers to bring their dogs or cats to Brookline Assisted Living Facilities on the third Saturday of each month.

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Determining SMART Goals Worksheet KEY

Directions: Determine whether the following goals are SMART, and then explain why or why not.

1. Our Venture will help people without health insurance.

This goal isn't SMART because it is too vague. There is nothing indicating how this Venture will help people without health insurance, and there is no way to measure success: how will this Venture know when it has successfully helped people without health insurance?

2. Next semester, we will have three pizza parties, which at least forty-five people will attend, and we'll watch documentaries about wildlife conservation in order to raise awareness of the issue and to promote our guided nature hikes.

This is a SMART goal: it is specific, measurable because they can count their success by measuring the number of people in attendance, actionable because it suggests a clear series of tasks to accomplish (advertising, ordering pizza, renting documentaries, etc.), realistic because it involves resources easily accessible to young people and timely because it is occurring during the next semester.

3. In the next two months, we will raise \$700 and donate it to the American Red Cross Disaster Relief Fund.

This is not a SMART goal. It is timely, and measurable; however, it is not actionable or specific because it makes no mention as to how the \$700 will be earned.

4. Our Venture will host a spaghetti dinner and raffle at the high school to raise money for homeless shelters. The raffle prizes will include a Porsche and a Hawaiian vacation package.

This is not a SMART goal. It is actionable and specific, but offering a Porsche and a Hawaiian vacation may not be realistic resources that a beginning Venture has to offer.

5. Our Venture will hang posters to recruit five-seven volunteers to bring their dogs or cats to Brookline Assisted Living Facilities where we will visit with at least fifteen residents on the third Saturday of each month.

This goal is SMART: it is specific, it is measurable because they will be able to measure success by the number of residents visited, actionable because it implies a clear series of tasks to accomplish (recruiting volunteers, contacting Brookline, going to Brookline once a month), realistic because these are resources easily available to young people, and timely because it can occur right away and on a regular basis.