

Action Plan

SMART Goals

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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