**Annual Organizational SMART Goals and Objectives**

**Big Categories of Organizational Goals**

Whether you have a strategic plan or not, every organization should have annual goals. Focus on approximately five goals that build toward your mission. These should be SMART Goals with objectives that can be clearly delegated to a particular person, due by a particular date. (SMART= **S**trategic & **S**pecific, **M**easurable, **A**ttainable, **R**elevant, **T**ime-bound). They should be clear enough to judge whether it has been achieved. See Goal 3 Below for an example.

**Goal 1) Fundraising: (Diversification, fund growth, % increase in donors, rainy day fund)**

Objectives: (Up to 5 assigned to a person by a date and can be measured)

1. Specific task that build toward the goal
2. Specific task that build toward the goal
3. Specific task that build toward the goal

**Goal 2) Organizational Capacity (HR, tech, training, Strengthen board, etc.)**

Objectives: (Up to 5 that can be delegated to a person by a date and can be measured)

1. Specific task that build toward the goal
2. Specific task that build toward the goal
3. Specific task that build toward the goal

**Goal 3) Program Goal 1 (Speaker’s Bureau will reach 50,000 people in 2019)**

Objectives: (Up to 5 that can be delegated to a person by a date and can be measured)

1. Steven will reach out to 75 universities by May 1 with offer to speak
2. Mary will create a tracking Document by April 30 to track reach of each engagement
3. Steven will continue contacting “short list” of 75 universities every 60 days

**Goal 4) Program Goal 2**

Objectives: (Up to 5 that can be delegated to a person by a date and can be measured)

1. Specific task that build toward the goal
2. Specific task that build toward the goal
3. Specific task that build toward the goal

**Goal 5) Communications/PR/Marketing Goal**

Objectives: (Up to 5 that can be delegated to a person by a date and can be measured)

1. Specific task that build toward the goal
2. Specific task that build toward the goal
3. Specific task that build toward the goal