

Writing Goals and Objectives

Next, use this section of your grant proposal to more fully describe your proposed project's exact outcomes once it receives funding and can be implemented.

Be sure to reference your statement of need in order to properly explain your goals and objectives. This ensures continuity and relevance between these two sections. One smart strategy for this section is to break it down into subsections of individual goals, then think of each subsection as a funnel. Describe one of your proposed program's goals, which may be broad or abstract, then narrow it down into one or more specific, detailed objectives.

Structuring this section of your grant application in this way will communicate to your funder that your organization fully understands its goals and can create realistic, actionable plans. **Here are some tips for ensuring your goals and objectives will reassure the funder of your abilities:**

- Directly tie your goals to your statement of need.
- Think of objectives as results of actions, not as actions themselves.
- Provide quantifiable objectives when possible.
- Objectives should be realistic, specific, and time-bound.
- Keep this section to one or two pages, depending on how you choose to format it.

An *objective* is a tangible result of the steps you take to reach your more intangible *goal*. **Let your goal illustrate your vision and use your objectives to explain what it looks like.** Here's a fairly basic example:

Goal 1: Improve Chronic Disease Outcomes

	Objective	Measure	Activity	Timeline
1.1	Increase the % of patients with controlled diabetes	# of diabetic registry patients with A1c<=7/# of patients in diabetic registry (EPIC EHR)	<ul style="list-style-type: none"> • Develop course and curriculum in Eng/Span • Include 2 appts w/ Diabetic Educator annually • Provide patient toolkit* 	by December 31, 20XX
1.2	Increase the % of patients with controlled hypertension			
1.3	Decrease the % of morbidly obese patients			

*toolkit (scale, portion control plate, cookbook, Freestyle Libre 3 system)

Goal 2: Improve Behavioral Health Outcomes

Goal 3: Expand Patient Outreach Capabilities

Other Tips:

- Develop and share measures with staff
- Use readily available sources of data
- Include baseline data (where applicable) Increase from XX to XX by December 31, 20XX
- Align goals, measures, etc. with your problem statement and budget
- Use SMART acronym for goal-setting (specific, measurable, attainable/ achievable, relevant, time-bound)

Source: snowballfundraising, NCAFCC 2024