Goal:

[state your goal here]

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|  | Explanation: | Examples: | Your Goal: |
| **S**pecific | Your goal needs to be exact so that everyone can understand exactly what you are trying to achieve. | Good: “We will improve school lunches to include fresh fruits and/or vegetables with every meal”  Bad: “We will make school lunches healthy” | What specifically are you trying to achieve? |
| **M**easurable | You need to be able to measure your goal to know if you achieve it. | Good: “We will plant 10-15 native plants in our community garden”  Bad: “We will plant native species in our garden” | How will your goal be measured? |
| **A**ction-oriented | Your goal needs to include actions that you will take to accomplish it. | Good: “Rosa will call the mayor’s office to get permission for the event and Eva will get permission from the school’s principal”  Bad: “We will get permission for the event” | What actions will need to be taken to accomplish your goal? |
| **R**ealistic | You will need to make sure you can accomplish your goal and take into consideration any obstacles. | Good: “We will educate all of the 9th graders about human trafficking”  Bad: “Everyone will know about human trafficking” | What are some obstacles that might get in the way of achieving your goal? How can you make your goal more realistic? |
| **T**imed | You need to know when each step will be accomplished and when the project will take place and be finished. | Good: “By September 1st we will have built 2 containers for the garden”  Bad: “We will build containers for the garden this year” | When will each step of the goal be accomplished? |

**EXAMPLE of a SMART Goal:** buildOn’s Carwash Fundraiser By April 1st we will have sold at least 20 tickets for the carwash to our friends, family, teachers, and other students. They will pay a suggested donation of $5 for each ticket. We will have posters up to advertise two weeks prior to the car wash- John and Adam are responsible for making and hanging the posters. We will hold the car wash on April 5th from 10am-2pm. At least 5 officers and 10 members will attend and will show up 30 minutes early to set up and stay 30 minutes after to clean up. Audra and Jamie will bring the materials for the car wash: buckets, sponges, and towels.

**EXAMPLE of a NOT-SMART Goal:** We will have a car wash fundraiser on April 5th. We will sell tickets beforehand and then we’ll all try to be there for the carwash.