

Activity: Setting S.M.A.R.T. Goals

Before your group gets started on their actions or campaigns, they're going to need a good plan. Without a plan, they won't have a reliable way to reach their goal, and without a defined goal, they won't know if they've achieved what they set out to do.

So whether your group is trying to hit a particular fundraising total, organize a huge event with a certain number of attendees or reach a target audience with awareness-raising speeches, you'll want to get them started on a goal and a plan. The surest way to do this? Build out a S.M.A.R.T. goal.



WHAT'S A S.M.A.R.T. GOAL?

A S.M.A.R.T. goal is **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound.

When you're ready to run this activity with your group, have them flip to **page 9** of the Student Yearbook where they'll find questions to get them thinking about their goals. Below we have provided an example under each section to help guide your group during their brainstorming session.

SPECIFIC

Plan a precise course of action. If you want to support education overseas, specify how and where.

E.g., your goal could be "To raise \$10,000 to build a classroom with Free The Children's WE Villages," instead of "To help provide access to education to children overseas."

MEASURABLE

Set a goal you can measure so you know when you've reached it.

E.g., your goal could be "To make 10 speeches in different classes at my school and partner with 10 teachers to do so," instead of "To make as many speeches as I can."

ATTAINABLE

Make sure that your goal is something realistic and reasonable.

E.g., your goal could be "To get 100 signatures on a petition to increase government funding for local after-school programming," instead of "To arrange a weekly meeting with the prime minister to discuss after-school programs."

RELEVANT

Make sure your goal will truly help address your chosen issue.

E.g., your goal could be "To organize a coat and blanket drive in winter," instead of "To collect coats in summer."

TIME-BOUND

Set an exact timeline for when you want to achieve your goal.

E.g., your goal could be "To plan a WE DayX for June and reach out to the media by May 1 to publicize," instead of "To host a concert when I can find people to play."

Setting S.M.A.R.T. Goals

IF YOU'RE GOING TO PULL OFF SOMETHING BIG, YOU'RE GOING TO NEED A GOOD PLAN.

Without a plan, you won't have a reliable way to reach your goal, and without a defined goal, you won't know if you've achieved what you set out to do.

So whether you're trying to hit a particular fundraising total, organize a huge event with a certain number of attendees or reach a target audience with awareness-raising speeches, you want to start with your goal and your plan. And if you really want to knock it out of the park, you'll want a S.M.A.R.T. goal.

WHAT'S A S.M.A.R.T. GOAL?

A S.M.A.R.T. goal is **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound.

As you set out on new actions or campaigns, take the time to brainstorm together and make sure your goal hits all of these marks.

SPECIFIC: Plan a precise course of action. If you want to support education overseas, specify how and where.

What is specific about our goal and plan?

MEASURABLE: Set a goal you can measure so you know when you've reached it.

How will we measure our progress?

ATTAINABLE: Make sure that your goal is something realistic and reasonable.

How do we know our goal is attainable?

RELEVANT: Make sure your goal will truly help address your chosen issue.

How will our goal address our chosen issue?

TIME-BOUND: Set an exact timeline for when you want to achieve your goal.

How much time do we have to reach certain milestones for our goal?
