

# SMART Goals: Your Gold Award Project Proposal

A common error in Gold Award Project Proposals is unclear or poorly defined goals. When you're thinking about the goals of your project, think SMART! Use the measurements of your project's success as your starting point.

## Specific

What are you going to accomplish; who, what, where and how?

**Example:** My team and I will educate the community about how to reduce the stray animal population through seminars.

## Measurable

How can you measure success? How much, how many, how often? Use NUMBERS!

**Example:** My team and I will educate 150 people about how to reduce the stray animal population through 3 seminars.

## Attainable/Achievable

Ask yourself if you will be able to achieve what you have written. What could be a barrier and how can you overcome it? Can you break down a large goal into smaller ones?

**Example:** Is my team big enough? Do I need to develop or train my team?

## Realistic

Will you have enough time? Will you be able to earn/raise enough money? What resources do you need and how will you access them?

**Example:** Do I have enough time to organize and run 3 seminars? Does my partner organization have access to 150 people?

## Timebound

When? What timeframe do you plan to achieve your goal by? Use your proposed timeline.

**Example:** My team and I will educate 150 people about how to reduce the stray animal population through 3 seminars in May 2024.

Need more help setting SMART goals for your Gold Award Project? Contact your assigned Gold Award Mentor or the Highest Awards Specialist at [highestawards@gssem.org](mailto:highestawards@gssem.org).