



SPiN: Strategic Planning in Nonprofits

Strategic Planning: Keeping your Objectives “SMART”

Basic Components of a Strategic Plan

Component	Category	Definition
Vision	Philosophical	Answers the question: If your work is successful, what will the world look like? Examples: “A world free of violence” “Equal access to education for all”
Mission	Philosophical	Concise statement of purpose, Contains: <ul style="list-style-type: none"> • your reason for existing • a broad description of your approach or main strategy for addressing the issue
Strategic Priorities	Strategic	Broad statements about the organization’s strategic priorities—3-5 major areas where the organization needs to focus to meet your mission over the next 3 years.
Objectives	Tactical	More specific statements about how you will meet your broad goal statements.—who will do what by when?

“SMART” Objectives

Objectives support the goals and provide more details—they answer the question: Who will do what by when?

When developing objectives, remember that well-written objectives are “SMART”:

Specific – pertaining to a certain task or program

Measurable – quantifiable by date, outcomes, responsibility

Attainable – doable within the time prescribed and with existing constraints

Results-oriented – focused on short-term activities to gain longer term goals

Time-determined – a time frame for completion is established

Examples of SMART Objectives:

"The Education department will develop a new half-hour outreach presentation on drunk driving, including a written teacher’s guide, by August 2017."

"The Board Fundraising Committee will develop a system of tiered giving circles for major donors, and create a written brochure describing the giving circles by December 2017."

"The volunteer coordinator will recruit and train 20 new volunteer mentors by conducting outreach at a minimum of five community events and offering two mentor trainings in April and September of 2016."

