



Guide to a SMART Community Action Plan Specific ■ Measurable ■ Achievable ■ Resources ■ Time-phased

Developing an action plan can help turn visions into reality, and increase efficiency and accountability within an organization. An action plan is a proposed strategy or thorough course of action outlining steps/tasks to be taken in order to achieve a specific goal.

Specific: Clearly define your goal. This step should provide the “who” and “what”. Identify who is responsible for each task.

Measurable: Put in place method to evaluate your progress and expected outcomes. Set measurable checkpoints (e.g., 6 months, 12 months).

Achievable: This step is like looking in a mirror and asking candid questions. Do we have what’s needed to achieve our goals? Are we being realistic?

Resources: This step includes the “how”. List your resources (people, finances, and partnerships), necessary for accomplishing each step. Are there sufficient resources to accomplish our goal?

Time-phased: Provide a clear schedule and time-frame for completing each task.

Why have an action plan?

- To lend credibility to your initiative. An action plan shows members of the community (including stakeholders) that your association is organized and prepared
- To understand the details and tasks required to accomplish a goal
- For efficiency: to save time and resources
- For accountability: keeps all involved aware of who is responsible and for what

Tips for implementing an action plan

Communicate the action plan to your community – The more a community knows, the more a community grows

Coordinate your efforts – Community is not a solo sport

Celebrate – While working to attain a goal, don’t forget to pause and celebrate the little victories along the way. Give yourselves credit. You did it!