



OBJECTIVES WORKSHEET

Please be specific in providing *distinct* and *measurable* objective numbers your organization will track over the course of this project to evaluate progress.

WHY CREATE OBJECTIVES?

Objectives are useful for both your organization and ours.

Objectives should be meaningful to *your organization* as a method for evaluating the success of your program and of your guiding theory of change. Objectives are ways of tracking progress, setting milestones, or even stretch goals. They can help a project stay on track or serve as field indicators.


Objectives are helpful to *our organization* because they help us understand how you intend to track project progress, if you are awarded a grant. On a post-grant report at the project's culmination, objectives give us a snapshot of the project and organization's success, outcomes, and learning. Objectives are not viewed alone but in concert with other sources of information, including post-grant report narrative answers, conversations and correspondence, and field visits.

Our vision is for your objectives to serve us both well, as we seek to fund organizations who learn what works in the field, are comfortable with taking risks, and can adjust their course when needed.

WHAT ARE OBJECTIVE TYPES?

Objectives are specific benchmarks for evaluating the success of your design, process, and goals. Each objective type (Inputs, Activities, Outputs, Outcomes, Impact) is important. Generally, the closer toward the right of the continuum (diagram below), objectives will be more meaningful but harder to measure.

DESIGN	PROCESS		GOAL	
INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
what you use	what you do	what happens	what results	what lasts
(staff, supplies, resources...)	(programs, events, activities...)	(people served/reached, goods produced...)	(increase in knowledge, changed attitudes...)	(more hopeful communities, resilient people..)



You may set objectives from any of these types, but we anticipate most of your objectives for us will come from the middle of the continuum - where progress is more easily, yet meaningfully measured. **Each organization should determine their own evaluation method.** Generally, meaningful objectives are SMART (specific, measurable, attainable, realistic, and time-bound). Finally, we recognize that the Holy Spirit provides growth and harvest, and objectives don't supplant or silence the Holy Spirit, but are a tool for planning, discernment, and accountability.

WHAT ABOUT PIVOTS IN MY PROJECT AND OBJECTIVES?

Sometimes effective projects pivot mid-course for strategic reasons or due to changes in your environment – positive or negative. If this is the case, you may reach out to us to discuss amending your objectives for your project, for valid reasons, for up to 6 months into your project.



ENTERING OBJECTIVES IN THE GRANTS PORTAL

Since objectives are a target and are influenced by different field factors, we prefer to view objectives as a **target range**, rather than a static number. This means you will provide both a **low projection and a high projection** (or stretch goal) you will measure for your project term.

You may use any number of objectives to measure your project internally, however we only allow a **maximum of five objectives** for our reporting purposes.

To enter each objective, follow the prompts in the Objectives tab. You must enter each measurable objective separately by clicking "New". Use the following as a guide:

- **Name:** Name the units you are measuring
- **Summary:** Describe the item you are measuring (500-character limit)
- **Low Objective:** Provide the lowest number you hope to accomplish (number only)
- **High Objective:** Provide a high number you want to aim for (number only)

If your goal is not suitable as a range (example: host one conference), enter the same number for the low and high.

If your objective is measured longitudinally over time greater than your grant project period, please provide benchmark objectives for the project end date. The project term is based on the project start and end date - make sure these dates are accurate!

EXAMPLES

A grantee is conducting an indigenously led, micro-enterprise training to improve the financial resilience and sense of community among materially poor community members. Here are a few goals they may set:

NAME	SUMMARY	LOW OBJECTIVE	HIGH OBJECTIVE
# of new master trainers	To increase our training capacity, we will recruit new indigenous master trainers.	2	5
# of lay leaders trained	We will train lay leaders from local churches in our training programs.	200	300
% of trainees starting groups	Within six months of being trained, we want to see trainees starting micro-enterprise groups.	85	95
% of groups still in operation	We want to see trainee-initiated groups still in operation six months after initiation.	90	100
% reporting increased financial resilience	People in micro-enterprise groups report increased financial resilience as evidence by qualitative interviews.	90	95

REPORTING ON PROPOSED OBJECTIVES

Once the project term is complete, grantees submit a post-grant report with actual numbers for each proposed objective. You will also select the reason for any shortfall and may provide additional details on individual objectives. Our post-grant report also provides open-ended questions so that you can reflect on the successes and challenges of your project, as well as what you learned. We hope the reports enable us to have better conversations so that we can support your organization in being effective in meeting its mission, vision, and project goals.