

SMARTIE Goals Worksheet Template

Repeat as needed for each of your strategic campaign action goals.

Initial Goal	<i>Write the goal you have in mind for your campaign and/or for each action.</i>
Specific	<i>Answer the 'w' questions. What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?</i>
Measurable	<i>How can you measure progress and know if you've successfully met your goal?</i>
Aligned	<i>What organizational and/or departmental objective is this goal aligned to? Why are you setting this goal now?</i>
Realistic	<i>Do you have the skills required to achieve the goal? If not, can you realistically obtain them? What is the motivation for this goal? Is the amount of effort required on par with what the goal will achieve?</i>
Time-bound	<i>What is the deadline and is it realistic?</i>
Inclusive	<i>How will traditionally marginalized individuals be included in processes, activities and decision-making and have the ability to influence in a meaningful way?</i>
Equitable	<i>What are the elements of fairness in this goal that seek to address systemic injustice, inequity or oppression?</i>
SMARTIE GOAL	<i>Review what you have written and craft a new goal statement based on what the questions above have revealed.</i>