

Setting and Evaluating S.M.A.R.T. Objectives

The purpose of formulating and planning these S.M.A.R.T. objectives is to help you decide *what* needs to be done, *who* needs to do it, and *when* it needs to be started and/or completed. S.M.A.R.T. objectives also allow you to measure more accurately your performance and impact. Advocacy lies in **thinking strategically** to leverage your sources of power against seemingly more powerful forces. To do so, one has to **strategize and outline S.M.A.R.T objectives** and defined **audiences**.

S.M.A.R.T Breakdown	Example of a not so S.M.A.R.T. Objective	NOT S.M.A.R.T Breakdown	S.M.A.R.T. Example	TIPS
Specific – Outline, in detail, what the campaign wants to achieve. Avoid vague and general objectives Be as specific as possible	<i>Empower students to do environmental accountability research in Brazil</i>	Unspecific: The target group, the context and the objectives are not described in detail	<i>Provide technological support to Brazilian film students to help document corporate violations of environmental laws in south and southeast Brazil and place this evidence before national stakeholders including...</i>	Jargon or vague words should be avoided, as well as words that can have several meanings ('accountability,' or 'empowerment' etc)
Measurable – Be able to quantify and describe in numbers. If you can't measure it, you can't manage it!	<i>The video screening should evoke more uplifting responses from the public</i>	Difficult to measure: Use of broad and vague descriptions – <i>more</i> and <i>uplifting</i> are not measurable	<i>The video screening will secure a 15% increase in participation in local community dialogues in this location over the next six months.</i>	You need to have exact data regarding what you want to achieve. The more specific, the better. Objectives that convey a state of mind or use subjective words are not easily measurable.
Achievable/Attainable Needs to be feasible and appropriately limited in scope. You must be capable (resources, means) of implementing the project	<i>The video will make officials act to push for ratification of the Kyoto Protocol</i>	Achievable? It's unlikely that the pace of implementation depends on your visual material alone. Limiting your scope makes your objective more achievable.	<i>During our advocacy briefing, we will provide a video report with accompanying recommendations for interim steps to support the upcoming legislative debate on ratification</i>	Outline concrete actions that are connected to the availability of your resources and skill sets of you and your team.
Realistic – Can you realistically achieve the objectives with the resources you have?	<i>Attendance at our video events will quadruple last year's attendance,</i>	Unrealistic: Quadrupling the number of attendees seems unrealistic.	<i>We should aim for a 5% increase in attendance for this year's video event while maintaining our routine efforts.</i>	Changing attitudes take a long time. Be realistic about what you want to achieve. Realistic objectives reflect the limits of available funding and staffing
Timely – Each objective, subdivided in tasks, must have clearly defined, realistic and achievable deadlines	<i>We aim to have the anti-discrimination law passed as soon as possible.</i>	No time frame: No time-frame is given	<i>We aim to have the anti-discrimination law passed by August 1st, 2020</i>	When do you hope to accomplish your aim? Make sure you add that to your objectives too