

Goal

A goal is a **broad statement** of what you hope to accomplish

Example:

Deploy more funding into diverse communities serving older adults

Objective(s)

An objective is a **specific, measurable* condition** that must be attained in order to accomplish a goal.

You will have more than one objective for each goal.

Examples:

- Identify a group of BIPOC older adult services providers to advise on diversifying our funding by March 31, 2021 (T & I*)
- Develop a plan for distributing funding into diverse, underserved and/or under-resourced communities with the guidance of our advisors by December 31, 2021 (T & I*)
- Increase giving into diverse, underserved and/or under-resourced communities serving older adults by 25% annually (M, T & I*)

Objectives should be *S.M.A.R.T.I.E.:

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Timebound**
- **Inclusive and/or**
- **Equitable**