

## Goals, Objectives, Activities Examples

Please note that your program goal(s) should not be the same as your overall program outcome or indicators (described in your evaluation). You should set goals to achieve your outcome – your goals are the steps to achieve a desired outcome. Objectives further break down your goals into measurable, tangible mid to short term actions. Activities further break down your objectives into a precise plan of operation for your project/organization.

Please keep your answers brief, one sentence per block. Please do not feel compelled to fill in all the goal, objective, or activity blocks.

### Example #1:

**Organization:** San Miguel Fine Art Association

**Goal #1:** To provide venues for local artists to display and sell their works, encouraging local artists to create new work.

**Objective #1:** To hold two fine art shows during the year around the San Miguel Region, displaying at least 10 local artists' work.

**Activity #1A:** Confirm location and dates for shows

**Activity#1B:** Advertise shows to local artists

**Activity #1C:** Market and advertise shows to communities.

**Objective #2:** To create partnerships with at least five local businesses that will display art work on a rotating basis.

**Activity#2A:** Prepare a model agreement for Businesses and Artists to sign

**Activity#2B:** Meet with local businesses to determine interest

**Activity#2C:** Advertise program to artists.

**Goal #2:** To provide residents and visitors with increased opportunities to view local art and meet local artists.

**Objective #1:** At least 300 residents and visitors will view local art and be invited to a “meet the artist reception

**Activity #1A:** Work with resort lodging and tourism organizations to promote art shows.

**Activity#1B:** Communicate with local art teachers to encourage students to attend shows.

**Activity#1C:** Schedule artist commentaries and news articles to promote the shows.

**Objective #2:** At least one “meet the artists” reception will be held during one of the fine art shows.

**Activity #2A:** Determine date, location, and refreshments for reception.

**Activity#2B:** Invite artists, securing commitment from at least 5 artists.

**Activity#2C:** Advertise and publicize event.

**Example #2:**

**Organization:** San Miguel Watershed Preservation Association

**Goal #1:** To improve natural vegetation along the San Miguel River to enhance fish and natural vegetation habitat.

**Objective #1:** Remove weeds and non-native vegetation in a ¼ miles corridor of the River

**Activity #1A:** Map and assess type and best removal method for weeds and non-native vegetation

**Activity#1B:** Organize work crews and volunteers to remove target weeds and vegetation

**Activity #1C:** Document progress with photos and vegetative mapping

**Objective #2:** Plant native vegetation along a ¼ mile corridor of the River

**Activity#2A:** Determine appropriate vegetation, quantity and best time for planting

**Activity#2B:** Purchase or collect riparian and wetland vegetation

**Activity#2C:** Organize work crews and volunteers for planting.

**Goal #2:** N/A

**Example #3:**

**Organization:** Recycle A Bicycle Program

**Goal #1:** To increase independence, exercise, and confidence in low income children and young adults in San Miguel, Ouray and west Montrose counties by providing them with recycled bikes.

**Objective #1:** To collect and refurbish at least 20 bikes in 2011 through 2 donation drives and events.

**Activity #1A:** Advertise and Market 2 bike drives through radio, newspaper, bike shops, schools.

**Activity#1B:** Engage and recruit volunteers and bike mechanics for the bike drive and bike repairs.

**Activity #1C:** Collect and recruit incentives, prizes and gifts for bike donors, volunteers and volunteer mechanics; seek donated bike mechanic time from bike shops.

**Objective #2:** Distribute 20 bikes to 20 low income children during 2011.

**Activity#2A:** Work with social service departments, schools and nonprofits to determine selection process.

**Activity#2B:** Create application form and contract to be completed by the child and/or family committing child to participation in bike safety and repair classes, completing evaluation surveys, keeping a bicycle use log, and recycling the bike when they outgrow it or no longer need it.

**Activity#2C:** Recruit volunteers to distribute bikes.

**Goal #2:** To increase children's' and young adults' knowledge of bicycle safety, repair and maintenance.

**Objective #1:** To hold one community bike safety/bike skills event in 2011 for at least 50 youth.

**Activity #1A:** Determine a date and location and recruit volunteers, adults, police/law enforcement, EMTs, parks and recreation departments, and school staff for the event.

**Activity#1B:** Research other community bike skills events to determine the best techniques and activities to engage youth and effective safety/skills curriculum.

**Activity#1C:** Collect donated prizes for participating youth.

**Objective #2:** To hold 2 bike repair and maintenance workshops during 2011 for approximately 30 youth per class.

**Activity #2A:** Determine date and location for workshops; recruit volunteer instructors.

**Activity#2B:** Determine workshop topics and market and advertise workshops.

**Activity#2C:** Collect donated bike tools and tubes to give to participating youth.