



GOALS, OBJECTIVES, AND ACTIVITIES

KANSAS GOVERNOR'S GRANTS PROGRAM
GRANT WRITING TIPS

The Goals, Objectives, and Activities section should directly connect to the Problem Statement and Needs Assessment. The goals, objectives, and activities should only connect to the proposed grant project, not the entire agency's goals and objectives. The following topics should be considered and linked to the information in the Goals, Objectives, and Activities section:

- The target population;
- The location of the target population;
- How the applicant will address the problem (Objectives);
- The timeline for addressing the problem; and
- How exactly will it be accomplished (Activities)?

The Goals, Objectives, and Activities must be included in the grant application to ensure the applicant has developed a clear plan and has a strong sense of how to confront the problem being addressed.

Goals

A typical grant or project should include one or two goals, no more than three. Goals are:

- A broad description of the intended change;
- Not measurable or difficult to measure; and
- Intangible and abstract.

Examples:

Increase accessible services to survivors of homicide in Shawnee and Pottawatomie Counties.

Expand options for effective Batterer's Intervention Programming in Northeast Kansas.

Objectives

Each goal should contain one to three objectives, no more than four. Objectives should be SMART.

Specific- Precise description of what will be done

Measurable- Output or outcome to be evaluated (see below for more on outputs and outcomes)

Achievable/attainable- Ambitious but realistic

Relevant- Connected directly to the Problem Statement and Needs Assessment and the Goal

Time-bound- When will it be accomplished (even if it is ongoing throughout the grant year)

The applicant should use a mix of **Output/Process** Objectives and **Outcome** Objectives.

- Output/Process Objectives can be counted.

Examples:

At least 100 adult victims of domestic violence will receive counseling services.

Six DUI victim impact presentations will be conducted.

- Outcome Objectives describe a measurable change that will occur.

Examples:

At least 90% of victims who complete a safety plan with an advocate will report feeling safer.

At least 90% of training participants will be able to identify a new action they will take because of the training.

Though Outcome Objectives can be more complicated to track and evaluate, they are also more attractive to funders because they illustrate a transformation directly attributable to the services paid with grant funds.

Activities

Each objective needs specific, concrete implementation steps, which provides the funder with an understanding of the implementation plan and a roadmap to follow. Activities should be:

- Concrete tasks connected to the objective;
- Tied back to the budget request; and
- Specific to the proposed grant project.

Activities should also include a timetable for completion and be specific about which staff will be working on each activity.

Putting it Together

Goal 1: Increase accessible services to survivors of homicide in Shawnee and Pottawatomie counties.

Objective	Activities / Time Frame	Person Responsible
1. Will offer two accessible support group options to survivors of homicide.	1a. Hire a support group facilitator. By November 30, (include year) 1b. Research effective support group formats and/or curricula for survivors of homicide. By December 31, (include year) 1c. Consult with disability service providers regarding accessibility for survivors with disabilities. By December 31, (include year) 1d. Conduct outreach to survivors of homicide and potential referral sources. January-September, (include year) 1e. Implement a support group. January-September, (include year)	1a. Executive Director 1b. Support Group Facilitator 1c. Support Group Facilitator 1d. Support Group Facilitator 1e. Support Group Facilitator

[Goals, Objectives, and Activities Video](#)