

Developing Objectives for the Plan of Action Template

Objectives define programs and services performed by your organization. They are specific and can be accomplished within a given time frame.

Objectives are specific steps toward a goal. Objectives are directed by the mission toward goals. This is the place in planning where you address the strengths, weaknesses, opportunities, and challenges you found when you assessed your organization. Follow these steps when developing objectives:

1. Look inside your organization: **Make the most of what you have.**
2. Look outside your organization: You will see **opportunities and openings**. You will recognize **obstacles** to remove or avoid.
3. Set a **completion date or schedule** for each objective.
4. Determine **how you will evaluate each objective** when the completion date arrives. Some objectives will be accomplished, making way for new ones. Other objectives may be ongoing, but need to be evaluated and revised at intervals to keep them directed toward your goals.

Write objectives for each of your goals:

Goal: _____

1. Identify the **object**: *(name an advantage, a handicap, an opportunity or a challenge)*

2. Identify the **client**: *(some portion of your constituency)* _____

3. Identify the **program or service**: *(what will this do for them?)* _____

4. State the expected **completion date**: _____

5. What are the **criteria for evaluation**? _____
