

# Nonprofit Marketing SMART Goals Template

## Specific

- Who is involved?
- What do I want to achieve?
- Why is this goal important?

## Measurable

- How will I measure progress?
- How will I know my goal is accomplished?
- What KPIs should I use?

## Achievable

- Is it assumed that the goal will be completed?
- Does the goal seem reasonable in the time frame?

## Relevant

- Is this goal related to our mission?
- How will this goal impact the success of our work?

## Time-bound

- How long will this goal take?
- When should I check in on goal progress?