# SMARTIE Objectives

The SMARTIE objective framework sets grant applicants up to share their project outcomes in a clear, trackable, actionable, inclusive way.

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| **S**pecific | Be clear about what you are doing and who it is for |
| **M**easurable | You can track progress for this objective |
| **A**chievable | The objective is realistic to the scope of the project |
| **R**elevant | Directly tied to the project's purpose |
| **T**ime-Bound | Includes a deadline or timeframe |
| **I**nclusive | Explains how disproportionately affected communities will be served |
| **E**quitable | Includes elements that address inequities or injustices |

## Why use SMARTIE objectives?

SMARTIE framework strengthens project objectives by moving beyond what will happen during the project. It supports the development of a complete, well-designed project by setting clear, measurable, time-bound goals, identifying who is responsible, who will benefit, and how the work will advance inclusion and equity for underserved communities.

## SMARTIE Objective Template

*This is a general template that may need adjusted to fit project needs.*

By ***[date/timeframe]***, ***[organization/team/role]*** will ***[activity/action]*** for ***[target population]***, resulting in ***[measurable outcome or change]***, using strategies that are inclusive and equitable for **[underserved/priority group]**.

## SMARTIE Example:

*Simple Objective*

Increase outreach to people with substance use disorders.

*SMARTIE Objective*

By May 2026, our outreach team will conduct monthly engagement events to connect at least 150 residents to SUD services, using approaches that intentionally promote access to services for people facing homelessness.