**Ministry S.M.A.R.T. Goals**

**Specific. Measurable. Achievable. Relevant. Time-Bound.**

[Year] Fiscal Year

**Specific:**

Is the goal specific? Does it avoid vague language that makes it unclear what the goal actually is or how it will be achieved? Anyone without knowledge or understanding of your ministry should be able to understand each goal and what it is trying to achieve – especially any part-time staff or lay leaders.

**Measurable:**

Can we actually determine whether the goal was accomplished? We are not simply trying to “get better”, how do we know we have actually gotten better? Use objective data points to measure our progress. Also, ensure we have systems to actually measure those data points.

**Achievable:**

Is the goal actually attainable or is it simply pie in the sky? With the resources and time allotted is it feasible that the goal can actually be met? There is a difference between creating a goal that is ambitious and creating a goal that is simply unattainable. Don’t set ourselves up for failure.

**Relevant:**

How does your goal fit with the corporate vision of **[Church Name]**? Does it make sense alongside what other ministries are doing or the overall direction of the church? Avoid vision leak by avoiding goals that aren’t relevant to the organization.

**Time-Bound:**

When will we know whether or not the goal has been achieved? What are our measuring points along the way?

**Example of a S.M.A.R.T Goal:**

*By September 1, 2019 we will baptize 5 people in our main services.*

**How does this goal connect to the vision of [Church Name]?**

This goal supports the vision to reach the 115k and our mission to GO to our neighbors with the story of Jesus Christ. Baptism is a tangible way to help measure how many people are coming to Christ at River Oaks. We would love for many of these baptisms not to only be children, but also adults who have recently come to Christ in response to the vision of reaching the 115k.

**If applicable, give some context to *how* your ministry will accomplish this goal:**

By continuing the cadence of more frequent baptisms, we will keep the importance of baptism and the power of stories in front of people. We will also specifically teach a message on baptism from the pulpit at some point during this fiscal year. Additionally, the introduction of a New Believers Experience will drive people towards baptism as a desired first step in their journey to becoming a fully devoted follower of Jesus Christ.

**Ministry Name:**

**Ministry Leader:**

**PLEASE PROVIDE 3-5 GOALS FOR THE FISCAL YEAR:**

**S.M.A.R.T. Goal #1:**

**How does this goal connect to the vision of [Church Name]?**

**If applicable, give some context to *how* your ministry will accomplish this goal:**

**S.M.A.R.T. Goal #2:**

**How does this goal connect to the vision of [Church Name]?**

**If applicable, give some context to *how* your ministry will accomplish this goal:**

**S.M.A.R.T. Goal #3:**

**How does this goal connect to the vision of [Church Name]?**

**If applicable, give some context to *how* your ministry will accomplish this goal:**

**S.M.A.R.T. Goal #4:**

**How does this goal connect to the vision of [Church Name]?**

**If applicable, give some context to *how* your ministry will accomplish this goal:**

**S.M.A.R.T. Goal #5:**

**How does this goal connect to the vision of [Church Name]?**

**If applicable, give some context to *how* your ministry will accomplish this goal:**

\*These are the goals that will help you develop the Personal Plan of Action (PPOA) for each member of your staff.