Maclellan

HOW

To enter each objective, follow the prompts in the Grantee Objectives tab. Use the following as a guide:

- **Name:** List the units measured
- **Summary:** Please describe the item you are measuring (500-character limit)
- **Objective:** Projected number (number only)

WHAT

When creating your objectives, keep in mind that a good objective considers DESIGN, PROCESS, and GOALS. Each type of objective from Inputs to Impact is important, and generally the closer to the end of the continuum, the objective will be more meaningful but harder to measure.

DESIGN	PROCESS		GOAL	
INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
what we use	what we do	what happens	what results	what lasts

EXAMPLES

A grantee is conducting an indigenously-led, micro-enterprise training for local people. The impact they are working toward is improving the financial resilience and sense of community of the materially-poor people in their community. Here are a few goals they might set to measure progress.

NAME	SUMMARY	OBJECTIVE
# of new master trainers	To increase our training capacity, we will recruit 2 new indigenous master trainers.	2
# of training events	We will have 5 indigenously-led, micro-enterprise training programs running in our project region, lasting 6 months each.	5
# of people trained	We want to train 200 people from local churches in our training programs.	200
# of trainees starting micro-enterprise groups	We want to see 95% of trainees starting micro-enterprise outreaches in their local churches by the culmination of the training.	190
% of micro-enterprise groups still in operation after 6 months	We want to see 90% of micro-enterprise groups started by trainees still in operation 6 months after they started.	90