

OBJECTIVES WORKSHEET

Good objectives make good partners. Our hope is that through developing objectives, the work we do together will be as effective as possible. This worksheet aims to explain what good objectives should look like and provide clear examples that help you create your own. For further help, you can watch our **objectives video guide** by clicking [here](#).

Purpose of Objectives

Our vision is for your objectives to provide clarity for our partnership. For you, objectives help to sharpen your goals, focus your energy, track your progress, make adjustments along the way, create opportunities to learn from your successes and struggles, and celebrate your impact. Objectives make you a better organization.

For us, objectives help us understand your achievements, challenges, and learning. Objectives, and data on objectives, are not viewed alone but together with other sources of information, including post-grant report narrative answers, conversations, correspondence, and field visits. Objectives make us a better partner to you.

Steps to Set Objectives

1. **Name the objective.** Write one simple and clear sentence (not a category or vague idea) that identifies **what** is being done and by **whom**.
2. **Decide the type of objective.** To design objectives, you will determine two kinds of aims: your **outputs** and your **outcomes**. An output objective is about *what you do*. An outcome objective is about *the difference you make in others -- who is changed and in what ways* because of what you do. If the objective is about you and what you are going to do, it is an output objective. If the objective is about the difference you are making in the people you are reaching, training, or serving, it is an outcome. You must create **at least one output and one outcome objective**.
3. **Identify the proposed quantity.** Provide a **number** and **unit of measurement** for your objective. This should reflect either the scale (how much) or the scope (how broad) of your intent, indicated with one numeric value, and what is being measured (like 12 leaders or 75 participants). Please **do not use percentages**.
4. **Identify the proposed quality.** The proposed quality is not how much or how many, but the features, attributes, or characteristics of your output—what you do (like a training that is deeply relational and welcoming of newcomers) or your outcomes—what you impact (like leaders developed having maturity, wisdom, and the presence of the Spirit of God). This is about the quality of output and the quality of outcome. This is NOT a general narrative or explanation of your objective. To prepare, this part of your objectives, think about this:
 - For **output objectives** – describe the qualities and characteristics of how you will perform the activity.
 - For **outcome objectives** – describe the qualities of life-change in the people you want to influence.
5. **Describe the strategy for collecting the data.** As briefly as possible, describe the method you will use to determine whether the proposed quantity and proposed quality of your objective have been achieved. It should anticipate the learning that will accompany the project – what

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worked and what didn't, including what changes could be made for the future.

Objective Examples

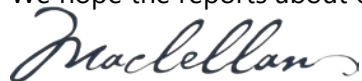
Objective Type	Objective	Proposed Quantity (Number and Unit Measured)	Proposed Quality (Attributes and Characteristics)	Data Collection Plan
Output (the activity we do)	We will train leaders through a 5-session series of workshops	150 leaders	Workshops will be led by mature, experienced trainers, structured to provide deep, honest, and meaningful conversations with other leaders, and including opportunities for personal reflection and listening to the voice of God.	Quantities: Registration sheets will be counted Qualities: Observation and evaluation of sessions by ministry leaders
Output (the activity we do)	We will bring generosity training to churches in our denomination	20 churches	Training will include modeling of our own generosity and storytelling from the lives of others.	Quantities: Records of church involvement Qualities: Notes from training program
Output (the activity we do)	We will design new social media programs to generate posts to reach a larger audience.	12,000 weekly average views	Programs will be culturally fitting, theological sound, and delivered with cultural sensitivity and excellence in presentation.	Quantities: Social media metrics Qualities: Feedback from 5 external experts on the quality
Outcomes (the difference made)	New believers will be baptized.	250 new baptisms	New believers will have a theologically sound understanding of the meaning of baptism, exhibit a "new heart" and hunger for knowing and following Christ, and engage regularly in their local church.	Quantities: Pastors surveyed quarterly Qualities: Conversations with and observations of some of those who are baptized
Outcomes (the difference made)	Local giving will increase.	\$25,000 raised	Giving is broad-based (not just one or two people) and motivated by grace, not a "prosperity gospel" mindset.	Quantities: Metrics on change in local giving Qualities: Interviews with a sample of church leaders
Outcomes (the difference made)	Small group leaders will be equipped to disciple others	50 leaders	Leaders will be walking with God, exhibiting the fruit of the Spirit, showing joy and prayer in their lives, and having a deep heart for loving others sacrificially.	Quantities: Records of those trained who are leading discipleship groups Qualities: Quarterly check-ins with the leaders

Reporting on Objectives

Once the project term is complete, you will submit a post-grant report on each objective. You will provide the actual number for each proposed quantity and an update for each proposed quality. The post-grant report will provide space for you to record your reflections on the successes and challenges of your project, including what you learned.

Additional guidance for reporting can be found in the [Post-Grant Report Worksheet](#).

We hope the reports about objectives enable us to have better conversations so that we can support your organization in being effective in meeting



its mission, vision, and project goals.

Additional Examples

Output Examples – These are objectives about what you do, what the activity looks like, how people experience the activity, and how many attend.

Objective Type	Objective	Proposed Quantity (Number and Unit Measured)	Proposed Quality (Qualities and Characteristics)	Data Collection Plan
Output (the activity we do)	We will develop a new program for an under-reached group.	12 groups reached	Honoring and respecting the work of God already underway in the communities we initiate our programs in by partnering authentically with local churches	Quant: Program records Qual: Debriefing with program staff and team
Output (the activity we do)	We will convene a learning community.	45 attendees	Delivering the program with excellence	Quant: Records of attendance Qual: Feedback from 3 trusted observers
Output (the activity we do)	We'll deliver a generosity program.	6 monthly meetings	Through a non-pressured, relationally-oriented, healthy emotional space for people to meet God and hear his voice	Quant: Program and participation records Qual: Prayer times of discernment and listening
Output (the activity we do)	We will increase the number of summer camps for youth.	35 camps	Led by mature, caring, godly adults who represent the local communities	Quant: Program records of # camps Qual: Observations and notes of camp leadership
Output (the activity we do)	Emergency aid will be given for war-torn regions.	5,000 meals	Offered with compassion and in the name of Jesus	Quant: Reports from coordinators Qual: Observations from a sample of events
Output (the activity we do)	We will hold trainings for board development.	3 two-day retreats	Exhibiting high levels of accountability and challenge, to appropriately disrupt the unhelpful habits of the current board practices	Quant: Records of initiatives Qual: Observations from co-leaders/presenters

Additional Examples

Outcome Examples – These are objectives about the change you see and the difference you make, the outcomes of your work.

Objective Type	Objective	Proposed Quantity (Number and Unit Measured)	Proposed Quality (Qualities and Characteristics)	Data Collection Plan
Outcomes (the difference made)	The denomination will double the number of equipped and effective leaders.	75 leaders trained	Leaders growing in wisdom, maturity, courage, effectiveness, and Fruit of the Spirit	Quant: Program completion records Qual: Observation debriefs from mentors of leaders
Outcomes (the difference made)	Local pastors will lead generosity in their congregations.	32 pastors actively and consistently promoting generosity	Pastors who have a heart for generosity and who are practicing generosity	Quant: Monthly progress reports from pastors Qual: Testimonies from pastors
Outcomes (the difference made)	Participants will have increased responsiveness to the gospel.	1,200 people take a step of responsiveness (conversion, prayer, counsel, re-commitment)	Evidence of authenticity in the hearts of people	Quant: After-action reports from hosts Qual: Debriefing with counselors
Outcomes (the difference made)	We'll see an increase in graduates of theological education.	Increase of 18 graduates	Graduates walk with God and have a heart for serving and ministering to people	Quant: Graduation records Qual: Interviews with coordinators of practicums and internships
Outcomes (the difference made)	Churches will grow.	Churches planted across 3 provinces	Healthy churches	Quant: Reports from regional directors Qual: Church visitations
Outcomes (the difference made)	A new generation of leaders will be equipped for local and regional ministry.	50 young leaders completing the development program and taking a leadership position	Leaders exhibiting a heart for God and his people; hunger to pursue God; evidence of lives of faith, hope, and love	Quant: Alumni reports Qual: Annual meeting; coaching conversations

Data Collection Plan Examples

We understand that our partners are working with varying levels of capacity for monitoring and evaluation – both in terms of funding and staffing. Your plan should be realistic given your ministry's capacity and maturity. Below is a simple example you can adapt based on your organization's context, maturity, and funding capacity.

EXAMPLE: A grantee seeks to plant 20 churches (quantity) that are theologically-mature, missionally-minded, and developing the fruit of the Spirit (quality). How will this grantee assess the proposed quality?

- A “**Basic**” plan could be for the network leader to give an honest evaluation of the quality of these churches based upon conversations with local pastors.
- A “**Moderate**” plan might involve internal or external evaluation:
 - Internal evaluation might involve adding observations to your conversations with local pastors or conducting personal visitations to a representative sample of churches.
 - External evaluation might involve asking some respected leaders from outside your network to visit and evaluate the church plants as a neutral third-party.
- An “**In-depth**” plan could involve a disciplined study, using interviews and surveys to determine the health of the churches, or even hiring a professional researcher to conduct a rigorous audit and evaluation.