All successful projects have a clear needs statement, a goal to address the needs, objectives to achieve the goal and tasks to achieve an objective. The following provides guidance on writing a project goal, objectives and tasks. Financial Assistance applications will be measured against these guidance statements.

- ➢ Needs Statement
  - o A needs statement establishes the urban and community forestry (U&CF) needs and rationale for a project by clearly identifying the gap or problem, the place, and if the applicable audience or demographics are impacted. Addressing these U&CF needs will be the focus of the project.
  - o To make sure your need statement is clear, comprehensive and compelling, include these elements.
    - ▪ What is the main problem, challenge or opportunity?
    - ▪ Use studies, data and trends that identify, quantify and qualify the problem, challenge or opportunity.
    - ▪ Paint a picture with no more than three sentences.
  - o Example:
    - ▪ *The town values the benefits our tree canopy provides and wishes to conserve and enhance our tree canopy cover. However, we lack urban forestry inventory and assessment data to develop urban forestry and community goals and objectives to identify and prioritize where to plant trees to meet those goals and objectives.*
- ➢ Project Goal
  - o Goal statement
    - ▪ A broad statement of what you wish to accomplish.
      - • Make sure your goal links back to your needs statement. One sentence that uses words such as decrease, deliver, develop, establish, improve, increase, produce and provide.
    - ▪ Example:
      - • *Obtain a professional tree canopy cover assessment of the town, findings report and tools to facilitate the development of urban and community forestry policy, tree planting objectives and tree planting plans.*
- ➢ Project Objectives
  - o A step toward accomplishing the goal. In contrast to the goal, an objective is narrow, precise, tangible, concrete and measurable. An objective statement is a single sentence.
  - o Writing an objective statement
    - ▪ Use the S.M.A.R.T. method of writing your objectives; Specific, Measurable, Attainable, Realistic and Time-bound.
      - • Keep the following in mind when preparing your objectives:
        - o State your objectives in quantifiable terms.
        - o State your objectives in terms of outcomes, not process.
        - o An objective should be a single sentence.

- o Objectives should identify the target audience or community being served.
            - o Objectives need to be realistic and capable of being accomplished within the grant period.
    - ▪ Example:
        - • *A professional tree canopy cover assessment, findings report, and inventory and assessment software tools are secured by the end of the second quarter.*
- ➢ Tasks
    - o Tasks are the specific action or process that will be taken to reach an objective. They should be specific and each task should explain: What will occur and who will complete it.
    - o Example
        - ▪ *Develop a tree canopy cover assessment request for proposal specifications. Will be completed by: team member names.*
        - ▪ *Solicit bids from qualified urban forestry firms. Will be completed by: list team member names.*
        - ▪ *Review, award and secure a contract for services. Will be completed by: list team member names.*