

Take Action – Make it Measureable

One of the most important questions to ask yourself before you start your project is : **How will I know when I've succeeded?**

To answer this question, you will need to use numbers, facts and figures to show the success of your project. It's not enough to say **"Yup, things are better."** You want to be able to show it in a way that people outside your project will understand. Some ways you may be able to define whether your project is successful are:

- Number of people who volunteered with your project
- Quantity of waste/recyclables removed from the waste stream
- Number of people who attended an event you held for your project
- Number of people or animals who benefitted from your new resources
- Frequency of views (or shares) your YouTube video received to raise awareness in a certain time frame.
- Number of people who have visited your project's blog or website
- Square footage of the garden you planted
- Quantity of vegetables produced by your new garden and number of people helped
- Number of animals who live in the shelter you helped
- Amount of time volunteers dedicated to your project
- Number of organizations you partnered with to implement your project

Once you know which signs you will watch to measure success, you can decide what tools you would like to use to measure your progress. Here are a few suggestions:

- Complete a survey and calculate the results
- Host a focus group
- Keep track of the numbers that are important. For example, if the number of volunteer hours contributed to your projects is part of how to measure success, keep a volunteer hour log.

Setting Goals!

Before you can measure your goals, you need to set some!
Do your best to set **SMART** goals – ones that are **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime Bound.

For more information on SMART goals, visit:
<https://www.youtube.com/watch?v=3y0Jja52B2o>

