

# Aim for the Stars

5

Killer tips on developing **project objectives** for your next grant proposal application.

# Quick Intro.



## What are we even talking about?

Grant funding authorities want you to define the main objectives of your project in order to **help them understand** what you are **trying to achieve**, and if this **aligns** with the aims of the funding programmes



## Why does it matter for my proposal?

Project objectives form an important part of the **scoring criteria** and **set the scope** of the project plan. Moreover, if your proposal is successful, these objectives will be used to measure your **project's progress** during the delivery phase.



*“What does success look like to you?”*

## No.2

Use SMART to  
create project  
objectives

Use this tried and tested format to articulate the main objectives for your project.

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound



*“Don’t be a fool, be SMART!”*

## No.2

# Define your measure(s) of success

- Link each project objective to a (quantitative) **measure of success**.
- Try to answer the question: “How do I know the objective has **been reached...**”.
- Consider how these measures can **interlink** with key project milestones (and deliverables).

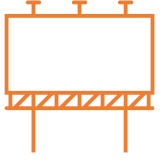


*“Objectives come in all shapes and sizes!”*

## No.3

# Think about the presentation format

- Make sure the way you present your objectives is **easy to digest** for an assessor. Snappy is best.
- Choose the **right format** to present your objectives. For example, consider using bullet points or a table format to show your objectives.



*“Think big from the star!”*

## No.4

# Remember the bigger picture

- Don't only focus on technical objectives! Including **dissemination, exploitation and communications** objectives is essential.
- Make sure your objectives are **sufficiently ambitious** (but not impossible!)
- **Connect** how your project objectives affect the outcomes that the funding programme is looking for.



*“As ‘simple’ as eating pie!”*

## No.5

# Keep it simple!

- **3-6 objectives** per project are usually sufficient
- Break objectives down if they get too complex – ask yourself: “Would my **grandparents understand** this?”
- Differentiate between key objectives and **enabling objectives**, i.e. the small steps needed to achieve larger objectives

THE  
THOUGHT  
BOX

**THETHOUGHTBOX** is an online collection of easy-to-digest tips, tricks, and tools for improving your next grant proposal application.

**THETHOUGHTBOX** content distils real-world experiences made by BOR&BAR consultant and guest contributors into bite-size actionable insights.

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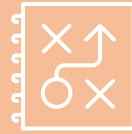
## A little about us.

BOR&BAR helps public & private organisations successfully engage with grant funding programmes.

In the last 2-years we have helped clients secure more than EUR 21 million in grant funding for their ground breaking projects.

From our Berlin office, our team of international consultants cover all major regional, national and European funding programmes.

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Design and implement grant acquisition strategies.



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Identify and qualify the most suitable grant programmes.



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Deliver tailored training on grant writing & pitching.



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Articulate 'investment worthy' grant applications.



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Provide actionable feedback on your draft grant proposals.



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Offer intelligence on customer and competition activities involving grants.