

Grant Writing Toolkit for Museums

Appendix 2

The difference between aims, objectives, outcomes, and outputs?

Aims

What you are trying to achieve. They are statements of intent and usually written in broad terms.

Example: To encourage young people to engage with the museum as part of Museum Takeover Day

Objectives

The planned activities which will enable you to achieve your aims. Objectives should be specific with measurable outcomes and be SMART:

- **S** - specific
- **M** - measured
- **A** - achievable
- **R** - realistic
- **T** - time limited

Example: To deliver 1 workshop for young people to develop curatorial skills to support 2 young people to take part in Museum Takeover Day on the 12 November 2021

Outcomes

The changes, benefits, learning or other effects that occur because of your activities.

Grant Writing Toolkit for Museums

Outputs

The detailed activities and services and products you provide. The easiest way of describing the difference between them is to explain how an outcome is different from an output.

Example: The *output* of a teacher is a certain number of lessons delivered in a year. The *outcome* is happier, wiser students who are more able to succeed.

It is also worth noting:

- **Aims and outcomes are linked.** Aims describe what you plan to change, and outcomes describe the change that will happen because of what you do.
- **Objectives and outputs are linked.** Objectives describe the activities you plan to run, and outputs are the actual activities you will deliver.