

Crafting Your One-Sentence Clear Cause

One-Sentence Cause Worksheet (Individual Exercise)

Clarity lowers invite friction. When the cause is fuzzy, people hesitate—and hesitation kills momentum. A clear cause gives your church one sentence everyone can repeat, post, and invite around without a long explanation. The goal is not to sound inspiring; the goal is to be understood instantly. Write 2–3 options, then refine until your best one is simple, specific, and measurable.

THE FORMULA

Clear Outcome + Specific Audience + Measurable Win = Clear Cause

Hint: numbers cut through fog. Add one if you can.

Draft your 2–3 options

Write fast. One draft should take 3–5 minutes.

DRAFT 1

Need: _____

Audience: _____

Measurable win: _____

One-sentence cause: On _____, we will _____ so that
_____ (measured by _____).

DRAFT 2

Need: _____

Audience: _____

Measurable win: _____

One-sentence cause: On _____, we will _____ so that
_____ (measured by _____).

DRAFT 3 (optional)

Use this if you want a third option.

DRAFT 3 (OPTIONAL)
Need: _____
Audience: _____
Measurable win: _____
One-sentence cause: On _____, we will _____ so that _____ (measured by _____).

Examples: Strong vs Weak Causes

Weak (vague / hard to invite)	Strong (clear / easy to repeat)
"Serve our city / show God's love"	"On May 18, we will build 25 beds for kids who sleep on the floor."
"Support families in need"	"Deliver 300 grocery boxes to single-parent families within 10 days."
Your weak phrase: _____	Your clear rewrite: _____

Coffee Shop Test

Can someone explain your best draft in one breath without stumbling?

☐ One breath ☐ Plain language ☐ Includes a number
☐ Easy invite: "Come with me—we're doing _____."

Cut the Fog: Remove Jargon and Abstractions

Remove fog-words like empower, impact, outreach, bless, transformation. Replace them with plain words a neighbor would use.

Plain-language rewrite: _____

Final pick: Write it exactly as leaders should say it word-for-word.

FINAL ONE-SENTENCE CLEAR CAUSE (write it exactly)

