

Clarity Alignment Audit: Are We Saying the Same Thing?

Alignment Exercise for Staff + Volunteer Leaders

Repetition builds momentum. When leaders use the exact same words, your Clear Cause becomes repeatable, shareable, and easy to invite someone into. This audit helps you spot drift and lock the sentence everywhere.

OUTCOME

Every leader can say the cause sentence word-for-word, and every channel uses the same wording.

TIME

10 minutes (run weekly until outreach day).

YOU'LL NEED

A timer • one copy per leader • the official sentence (hidden until Step 2)

Step 1: Memory Pull (60 seconds)

No phones. No peeking. No talking. Write the one-sentence cause from memory.

Leader	Role / Team	Cause from memory (exact words)

If your team is larger than 7 leaders, print this page again.

Step 2: Reveal the Official Sentence (lock the words)

Show the official sentence. Everyone circles what did not match.

OFFICIAL ONE-SENTENCE CAUSE (WRITE IT EXACTLY)

Measurable win / counting method: _____

Step 3: Comparison Grid (identify drift)

Mark where each person drifted. Drift is normal—alignment is leadership.

Leader	Action / outcome	Audience	Number / timeframe	Jargon / extra words	Notes

Common drift patterns:

- Numbers disappear (measurable win gets vague).
- Audience broadens (“kids in our city” becomes “people in need”).
- Verbs soften (“pack 50,000 meals” becomes “serve families”).
- Churchy language sneaks in (outsiders need a decoder ring).

FACILITATOR CUE

Stay calm and direct. Say: “We’re not debating the heart—we’re protecting the words so everyone can invite confidently.”

Messaging consistency checklist

Find gaps and fix them fast. Same words, all channels.

Channel	Where it lives	Sentence?	Words match?	Owner	Fix by
Stage announcements		☐ Yes ☐ No	☐ Yes ☐ No		
Social media (posts + stories)		☐ Yes ☐ No	☐ Yes ☐ No		
Website event page		☐ Yes ☐ No	☐ Yes ☐ No		
Signup page / confirmation email		☐ Yes ☐ No	☐ Yes ☐ No		
Volunteer huddles (pre-service + day-of)		☐ Yes ☐ No	☐ Yes ☐ No		
Personal invites (text script)		☐ Yes ☐ No	☐ Yes ☐ No		
Printed materials (slides, cards, banners)		☐ Yes ☐ No	☐ Yes ☐ No		

One Sentence Everywhere: Team commitment

Everyone agrees to use the exact sentence below—word-for-word—until the outreach is complete.

THE SENTENCE WE WILL ALL USE (WORD-FOR-WORD)

Leader / Team	Name	Initials	Where you will use it this week
Lead pastor / communicator			
Outreach pastor / director			
Comms / marketing lead			
Volunteer lead			
Campus pastor / location lead			

QUICK TEST

Ask any leader: "What are we doing?" If they can't say the sentence in one breath, update templates and run this audit again.

Correct misalignment without defensiveness

Coach drift cleanly. Protect clarity without shaming people.

- Assume good intent. Start with: “Love the heart behind that.”
- Correct by repeating the standard. Say the official sentence out loud (don’t debate variations).
- Use “we language.” “Here’s the sentence we’re using everywhere.”
- Practice it once. Everyone repeats it together. Awkward for 10 seconds, helpful for 10 weeks.
- Fix the source. Update the slide/script/template so drift doesn’t return.

NON-DEFENSIVE RESET SCRIPT

“Quick clarity check. Our one sentence is: _____. Let’s all say it once. Great—now every place this shows up gets the exact same words.”

Strong Action Plan

Assign owners and dates before you leave the room.

Action	Owner	Due
Choose a single “source-of-truth” doc (official sentence lives here).		
Update stage script + announcement slide with exact wording.		
Update website + signup pages with exact wording.		
Create one reusable social caption template (same words).		
Train volunteer huddle leaders on the sentence (word-for-word).		
Re-run this alignment audit weekly until outreach day.		

Bottom line: Consistency beats novelty. Protect the words, and you’ll protect the win.



CHURCH
GROWTH
INCUBATOR