

From Idea to Clarity: Aligning Around One Clear Cause

Team Discussion Guide

Team alignment multiplies clarity. When leaders use the same words, the cause becomes repeatable, shareable, and easy to invite others into. Use this guide to move from multiple good ideas to one clear cause your whole church can rally around.

MEETING OUTCOME
Choose and lock one cause sentence (one line) and a measurable win (one number).

YOU'LL NEED
3–5 draft cause options • timer • whiteboard/shared doc • (optional) dot-votes

60–90 minute agenda

Time	What you do	Output
0:00–0:05	Set the bar. Confirm: we leave with one sentence.	Decision target
0:05–0:15	Hear the need. What’s emotionally obvious in our community?	Top 1–2 needs
0:15–0:30	Draft & simplify. Rewrite 3–5 options to one breath each.	Clean options A/B/C
0:30–0:45	Vague vs Specific. Convert fuzzy language into measurable outcomes.	Stronger wording
0:45–1:05	Score. Clarity • Emotional pull • Measurability • Invite-ability	Scores + notes
1:05–1:20	Converge. Vote, refine, lock the sentence.	Final sentence
1:20–1:30	Protect. Guardrails against scope creep.	Guardrails + owners

Facilitator cue: If the room drifts into branding or logistics, pause and say: “We’re not designing the event yet. We’re choosing the cause.”

Define the target

A Clear Cause is a single, specific, easy-to-understand community goal your church rallies around—one anyone can explain in one sentence. It is a concrete outcome (not a theme, not a mission statement).

Discussion questions (choose 10–15)

Use these to expose fuzzy thinking and force a decision.

1. What need feels emotionally obvious in our community right now?

2. If we solved one problem this year, which one would matter most?

3. If we had to explain this in one Instagram caption, what would we say?

4. Where are we overcomplicating this? What would we cut by 30%?

5. Who exactly is helped (name the person or group)? Can we picture them?

6. Why will this matter to someone who doesn't attend our church?
7. Would someone be proud to post one photo + one sentence? What sentence?

8. Is the invitation easy: "Come with me, we're doing ___"?

9. What is the single measurable win we want to celebrate at the end?

10. What words sound inspiring—but don't actually say what we're doing?

11. What would an outsider misunderstand if they heard our current wording?

12. If we repeat this next year, does it build momentum or reset everything?

Exercise: Vague vs Specific

Rewrite fuzzy statements into one clear, measurable cause.

Vague (hard to invite)	Specific (easy to repeat)
"Serve our city / show God's love"	"On [DATE], we will _____ for _____."
"Support families in need"	"Provide _____ to _____ families at _____."
"Help the homeless"	"Pack _____ hygiene kits for _____ people served by _____."
Your vague phrase: _____	Your specific rewrite: _____

Score the options (1–5)

Move fast. The scores reveal what the room already feels.

Cause option	Clarity (1–5)	Emotional pull (1–5)	Measurability (1–5)	Invite-ability (1–5)	Notes / edits
A:					
B:					
C:					

Rating key: 1 = unclear; 3 = workable; 5 = instantly clear + easy to invite.

Converge: vote + refine to one sentence

Pick the winner. Rewrite live. Lock the words.

Step	What you do
1) Shortlist	Circle top 2 options based on totals + team conviction.
2) Vote	Each person gets 3 votes. No speeches.
3) Edit live	Rewrite until it passes the tests below.
4) Lock it	Agree: leaders will say it word-for-word.

ONE-SENTENCE CAUSE BUILDER

On _____ (date), we will _____ (action) so that _____ (who is helped) _____ (receives/outcome).

TESTS (check all)

☐ One breath ☐ Plain language ☐ Measurable ☐ Invite-able

Final Cause Statement (write it exactly)

Lock-in: Assign one person to copy the final sentence into every place it appears (slides, signup page, social captions).

Protect the Cause: Guardrails Against Scope Creep

Scope creep doesn't happen all at once—it happens one “small add-on” at a time.

- One cause, one win (one number).
- If it competes with the cause sentence, park it.
- Keep the words stable. Consistency beats novelty.
- Lead with plain language your neighbor understands.

STOP / START table

STOP	START
Adding extra projects “because we can”	Cutting anything that doesn’t serve the one cause
Broad themes without specifics	One measurable outcome with a clear audience
Rewriting the sentence every week	Locking the words and repeating them everywhere
Insider language that confuses outsiders	Plain language anyone can repeat

Decision filter

Ask one question when a new idea appears:

Does this strengthen the Clear Cause sentence—or does it compete with it?

Strong Action Plan

Assign owners and dates before you leave the room.

Action	Owner	Due
Finalize the one-sentence cause (exact wording)		
Define the measurable win (number + counting method)		
Write a 1-sentence invite script (same words)		
Confirm partner / feasibility (so the cause is real)		
Schedule next 15-minute checkpoint		

Bottom line: clarity makes inviting simple. Once you decide the cause sentence, everything downstream gets easier.