



EXECUTIVE SUMMARY

ESTABLISHING THE “WHY”

1. WHAT IS THE “WHY”

- The WHY is the core purpose of the parish
- Defines why the Church exists beyond programs and operations
- Anchors all ministry, leadership, and decision-making
- Provides clarity, direction, and spiritual focus

2. WHY IT MATTERS

Without a clear WHY:

- Parish life becomes routine-driven
- Ministries operate in silos
- Decisions lack alignment

With a clear WHY:

- Everything becomes intentional and unified
- Ministries align around a shared purpose
- Parish culture becomes mission-focused and Christ-centered

3. THE STRATEGIC FRAMEWORK

The parish operates through three connected elements:

WHY (Purpose):

- The reason we exist
- Example: *“Bring people closer to Christ”*

MISSION (What we do):

- Love, worship, teach, serve, disciple

VISION (Where we are going):

- A vibrant Church transforming lives locally and beyond

4. BUILDING A STRONG WHY STATEMENT

Process

- Identify a lead person
- Engage Priest, Parish Council, and ministry leaders
- Form a diverse design team
- Discern through:
 - Prayer
 - Reflection
 - Discussion
- Answer clearly: “Why do we exist?”

KEY CHARACTERISTICS OF AN EFFECTIVE WHY

- Christ-centered
- Clear and concise
- Inspirational and compelling
- Easy to remember and communicate
- Relevant to all parish ministries
- Evident in:
 - Communications
 - Decision-making
 - Parish life
 - Reviewed annually for alignment

ESTABLISHING THE “WHY”

5. APPLYING THE WHY ACROSS THE PARISH

Every ministry should align with the same purpose:

- **Worship:** Bring people closer to Christ
- **Stewardship:** Bring people closer to Christ
- **Youth Ministry:** Bring youth closer to Christ
- **Parish Council:** Lead people closer to Christ
- **Facilities:** Support the mission of bringing people closer to Christ

Key insights:

- The WHY transforms activities into ministry
- Creates a unified and intentional parish culture

6. LEADERSHIP TAKEAWAYS

The Priest and Parish Council must:

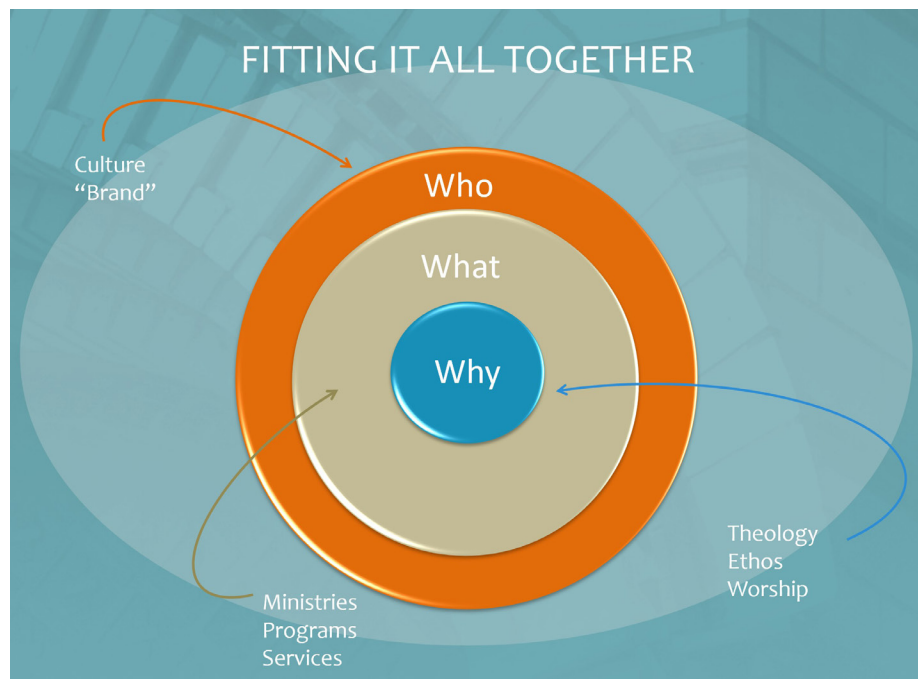
- Define and own the WHY
- Communicate it consistently
- Model it in leadership decisions

A clear WHY:

- Drives alignment across ministries
- Strengthens parish identity (“brand”)
- Inspires greater engagement and participation

BOTTOM LINE

A clearly defined and lived WHY ensures that every aspect of parish life—worship, ministries, stewardship, and leadership—works together toward one unified purpose: *“Bringing People Closer to Christ.”*



HAVE A QUESTION?

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LEADERSHIP
Development