



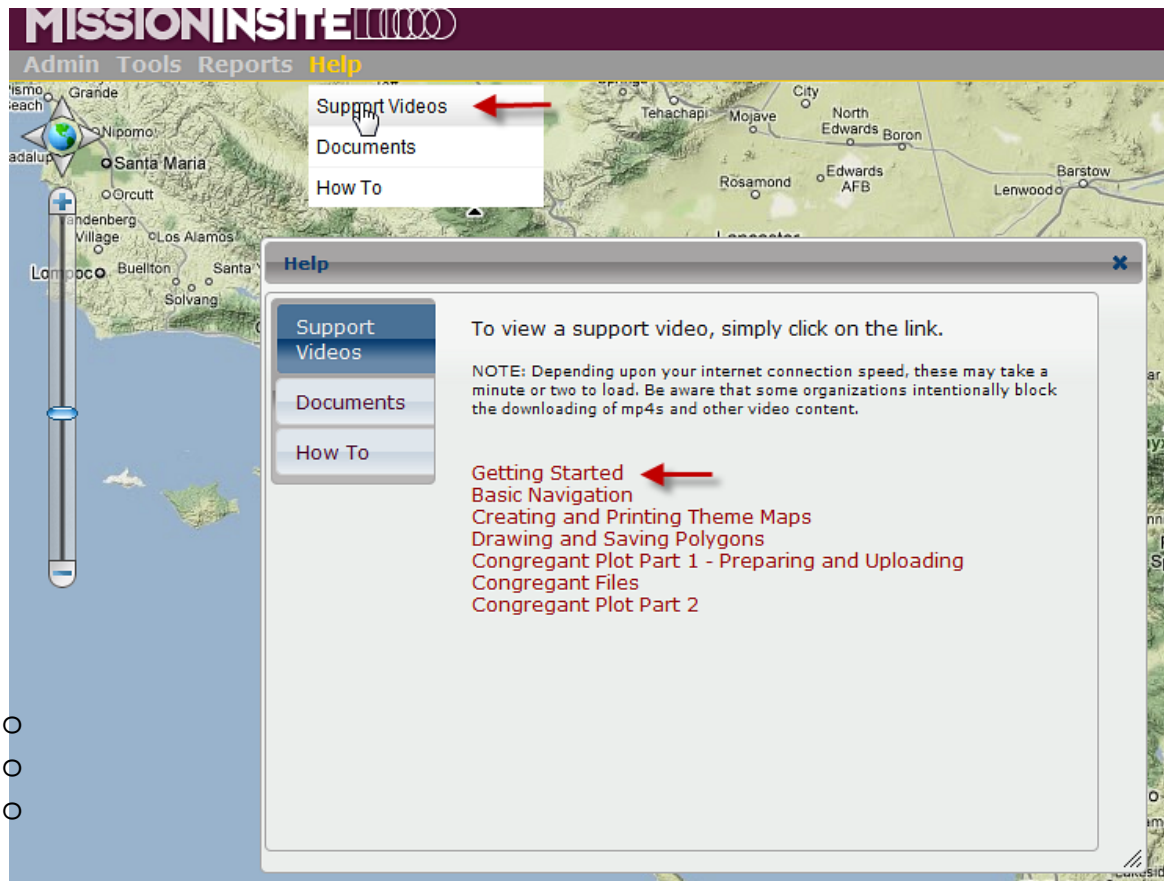
StartingPoint



A Step by Step Local Church User Guide
to "Mission Discovery" Using MissionInsite

- Step One – "Getting Started" with Neighborhood Discovery

- View the "Getting Started" support video located under the Help menu on the map page toolbar.



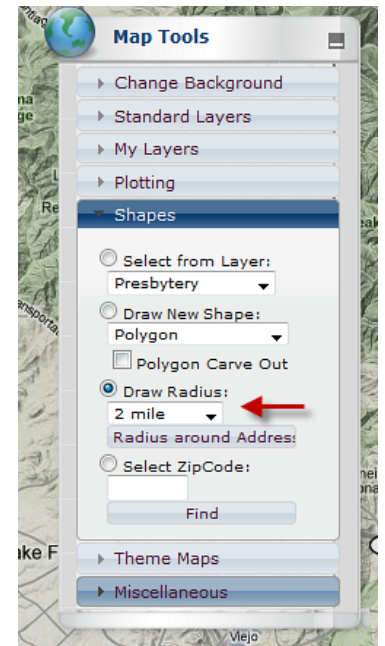
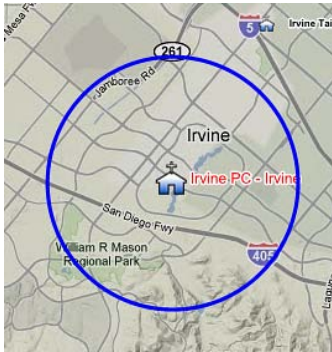
- Create your "mission area" geography. Starting with a small geography allows you to discover your closest "neighbors." You can always expand your study area later.

- On the Map Tools Toolbar on the right of your map screen, select "Shapes" from the menu choices. There are 3 options for creating your "mission area" geography. You may select a **predefined geography** such as a zip code or block group, you may draw a **polygon** of your choice or you may draw a **radius** from any point on the map. The next instructions will illustrate each of the 3 geographic choices.



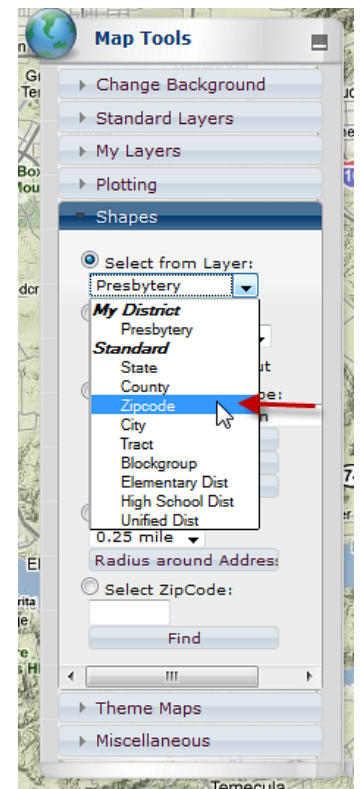
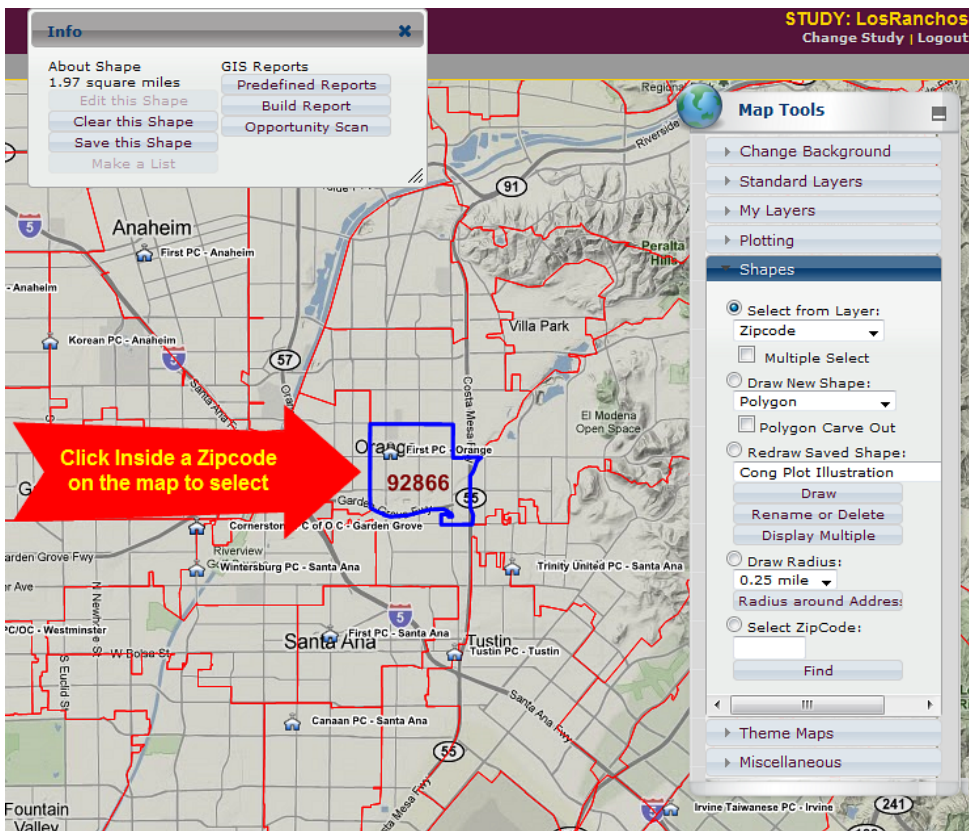
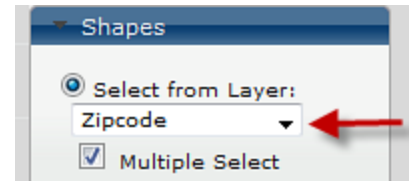
- **RADIUS:** On the "Shapes" menu, click the radial button next to "Draw Radius"

 - Select "2 Mile" from the radius size drop down menu.
 - Go to the map screen and left click your mouse on your church icon.
 - A blue circle and "Info" box should appear indicating you have drawn a 2 mile radius study area.

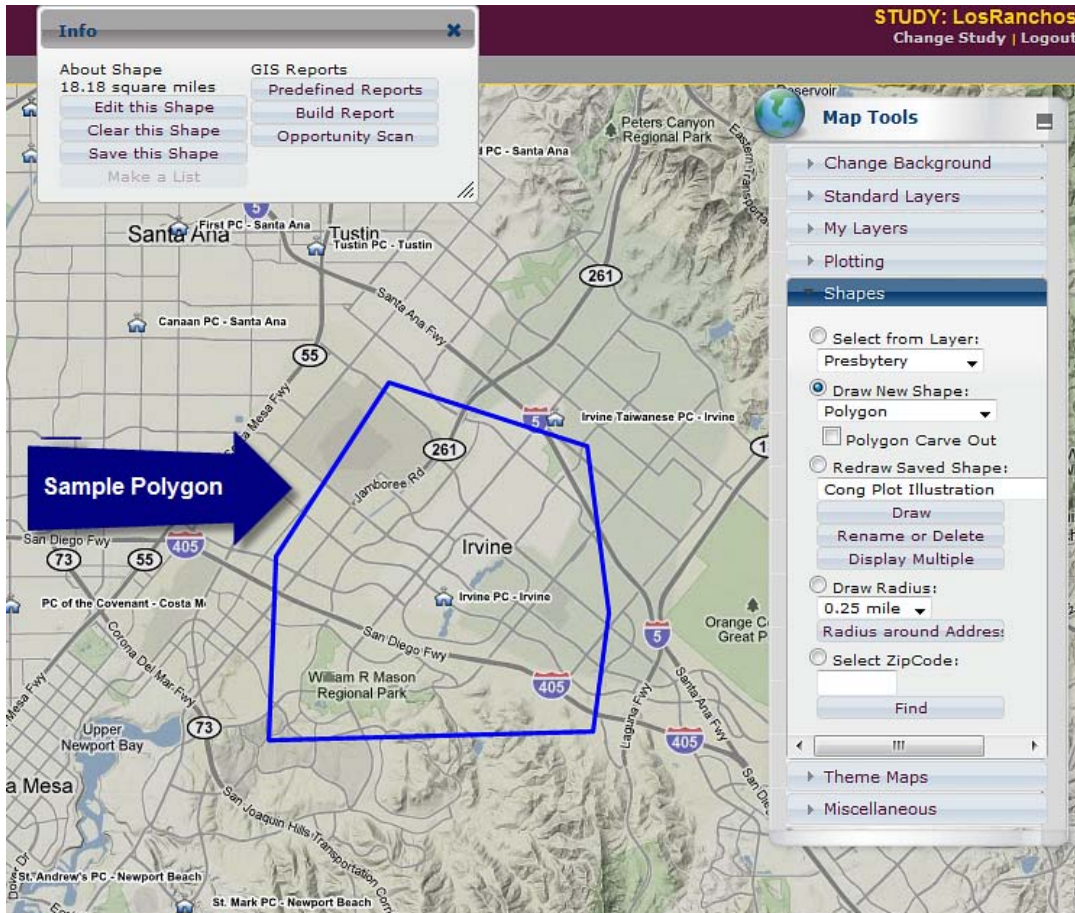
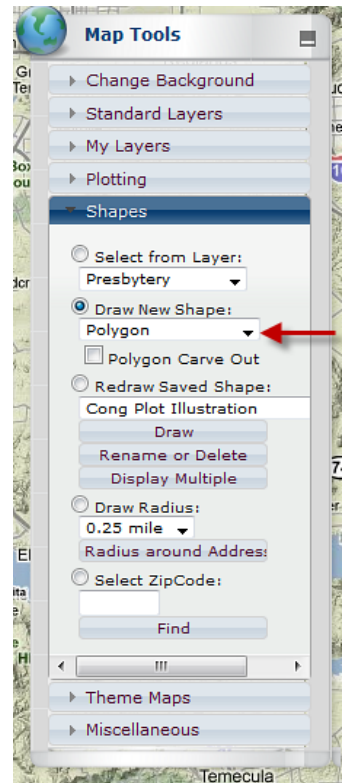
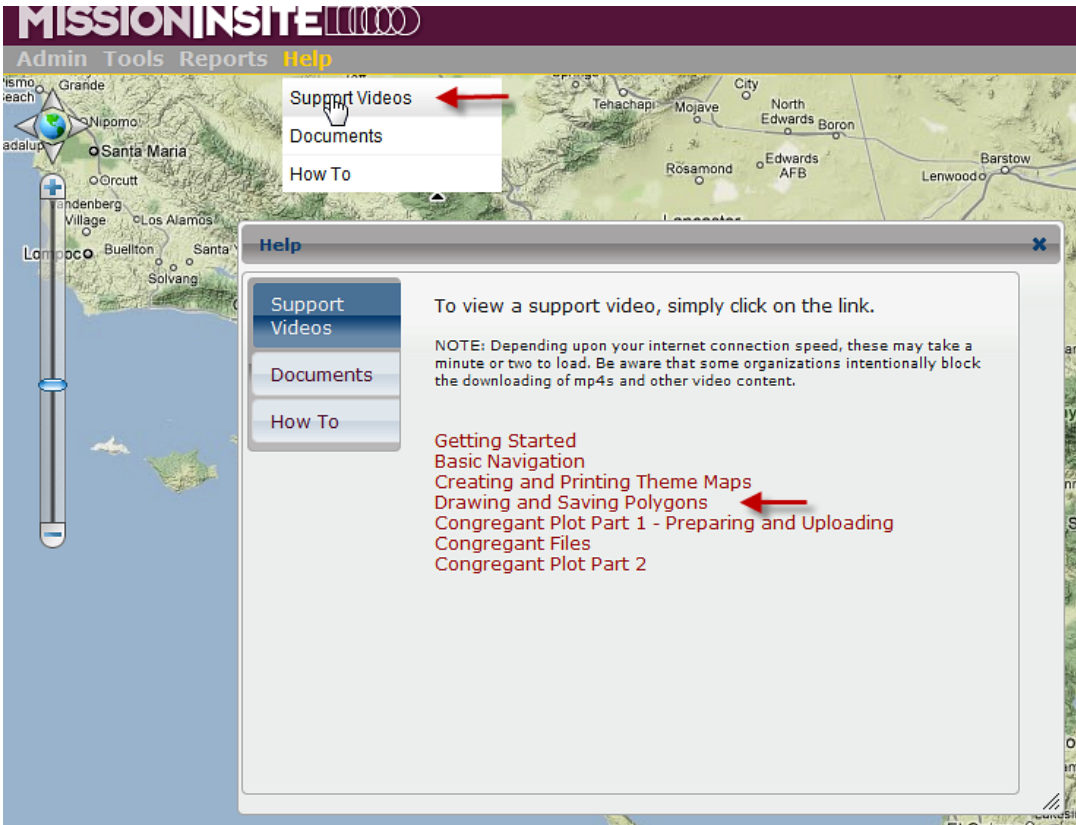


- **PREDEFINED GEOGRAPHY:** On the "Shapes" menu, click the radius button next to "Select from Layer."

 - Then select your "predefined shape" from the drop down menu. For example, when you select "Zipcode" from the drop down menu the Zipcode geographies will appear on the map screen.
 - Click inside any Zipcode area on the map screen to select that Zipcode for your "mission area" geography.
 - To select multiple predefined geographies, select the first geography then check the "Multiple Select" box to choose your second geographic area.



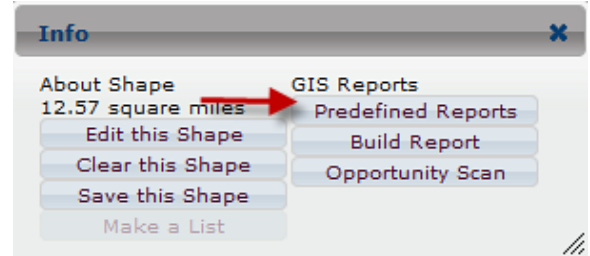
- POLYGON: On the "Shapes" menu, click the radius button next to "Draw New Shape."
 - Then select the default choice of "Polygon" from the drop down menu.
 - Review the "Drawing and Saving Polygons" support video under the Help menu on the map page toolbar for instructions on how to draw a polygon.





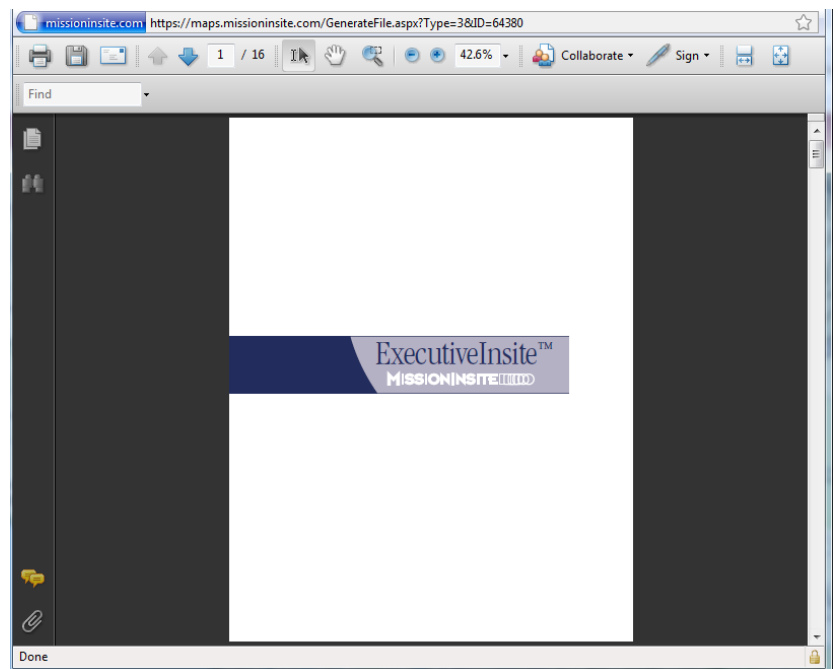
- **Step Two – “Learning More”**
As You Create and Explore an “ExecutiveInsite” Report

- Inside the “Info” box located at the top of your map screen select “Predefined Reports” under the “GIS Reports” heading.



- When the new “Predefined Reports” window opens select “ExecutiveInsite” and your report will generate and appear in a new window.

- Save the ExecutiveInsite Report to your desktop or another folder on your computer.



- Do a quick review of the ExecutiveInsite Report. The ExecutiveInsite Report is intentionally designed for easy reading. Using the color coding tool – consider the following questions:

Color Coding: Both the “Change over Time” and “Comparative Indexes” columns are color coded to easily spot change and its direction.

Change:	Increasing	Stable	Declining
Index:	Above Ave	Ave	Below Ave.

- Are there “green” data variables showing increasing change over time or high index values?
- Do these “green” variables confirm what you suspected about your area or is this a new discovery?
- Do these “green” variables suggest ministry opportunities? Why or why not?
- Are there “red” data variables showing decreasing change over time or low index values?
- Do these “red” data variables confirm what you suspected about your area or is this a new discovery?
- Do these “red” data variables have ministry implications? What are they and why?

Step Three – “Going Deeper”

Discovering Ministry Opportunities Using “ExecutiveInsite”



INTRODUCTION

You may create an ExecutiveInsite report for any ministry area. Each ExecutiveInsite report is organized around 12 themes or “Insites” which are strategic for discovering ministry opportunities. ExecutiveInsite may be used to analyze regional as well as local areas including neighborhood block groups. When using community based information to analyze ministry opportunities we suggest you consider how far people readily travel for work or shopping in order to define your ministry area. You may also want to consider natural, regional, or transportation barriers that impact your location within a ministry area.

Base Area: Your State, _____

A **“Comparative Index”** is used to explain some of the data. This index compares your study area to the entire population of the Base Area which is Your State. The Comparative Index is calculated by dividing the statistic for your study area, by the same statistic for the Base Area and multiplying by 100. For example if the Comparative Index for the Average Age is 125, then your area is 25% older than the average for the Base Area. Conversely, if the Comparative Index for the Average Age is 75, then the Average Age of your area is 25% younger than the Base Area.

INSITE #1: POPULATION AND HOUSEHOLD TRENDS

Page 2

Discussion Questions: Is the population in your study area increasing or decreasing? Whether it is stable or changing, what impact does this have on your ministry decisions?

For additional insight on population change, divide the Percent Change by the number of years to find the Annualized Percent Change. For example if the projected population change is 7.8% over the next five years, divide 7.8 (the projected % change) by 5 (the number of years projected) or 1.5% change per year. How does this compare with the Annualized Percent Change for your congregation over the same intervals? What does this say about your ministry?

Is the population per household increasing or decreasing? As households change, how does that affect the ministry needs of the area?

List Discoveries

INSITE #2: RACIAL-ETHNIC TRENDS

Page 3

Discussion Questions: What does the racial/ethnic distribution of your study area suggest to you? Does the information suggest the need for additional current year detail for the Asian and/or Hispanic/Latino groups? This information is available under the “Diversity” tab in the “Build Your Own Report” section of the Demographics page. The Diversity tab also includes Ancestry and Language spoken at home information.

Consider the percent change of the racial ethnic group that reflects your congregation, as a component of the percent change for the overall population for your area. How might this affect your future missional plans?

List Discoveries

INSITE #3: AGE TRENDS

Page 4

Discussion Questions: Which phase of life segment(s) is/are the largest and/or growing in your study area? How does your current missional emphasis connect with each group? How does the average age of the people attending worship in your congregation compare with the report area?

Which phase of life segment is smallest or declining? How does this affect your current and future missional priorities? What kind of opportunity does each category suggest such as Before Formal Schooling?

List Discoveries

INSITE #4: SCHOOL AGED CHILDREN TRENDS

Page 6

Discussion Questions: How might these trends impact your various School Age ministries? What are the trends for each of the three individual categories?

Are your current children and youth ministries designed to reach and impact these population groups?

List Discoveries

INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

Page 7

Discussion Questions: What is the economic environment of the report area? What does it suggest regarding the economic resources available for ministry needs? Also see Insite #11 for additional information related to charitable giving.

Which family income categories are projected to grow fastest or decrease the fastest over the next 5 years? How do you perceive this affecting family ministry plans for the future?

What is the Asset/Debt message for this report area?

List Discoveries

INSITE #6: HOUSEHOLDS AND CHILDREN TRENDS

Page 9

Discussion Questions: Is your report area stable or are there changes taking place in the structure of households with children? Does this information confirm or change your understanding of household structure with children in this area? What ministry issues are associated with each group?

List Discoveries

INSITE #7: MARITAL STATUS TRENDS

Page 10

Discussion Questions: What percentage of the adult (15+) population is present in each of the 5 categories? Are there surprises in the number of persons in any of the groups?

How do the ministry efforts of your church correspond to each of the groups? Does this information suggest any new opportunities?

List Discoveries

INSITE #8: ADULT EDUCATIONAL ATTAINMENT

Page 11

Discussion Questions: What is the message of educational attainment for your church? Which groups are represented in your congregation? What can you learn from this information to strengthen your ministry in this area? How may educational attainment affect worship or educational ministries in your church?

How can this information assist leadership to minister in this area?

List Discoveries

INSITE #9: POPULATION BY EMPLOYMENT

Page 12

Discussion Questions: Which occupations are prevalent in your area? How are these groups represented in your congregation? How might leaders from each of these can these occupations strengthen your ministry?

List Discoveries

INSITE #10: MOSAIC HOUSEHOLD TYPES

Page 13

Discussion Questions: What are the top MOSAIC household types in the report area? Beginning with the largest type, how many types are present to represent 75% of the households? Is this your ministry target? Is your ministry targeting a group or groups that are not in the majority?

How does the index identify the unique household characteristics of this area? See the MOSAIC Type guide for descriptions of each type.

List Discoveries

Discussion Questions: “For where your treasure is, there your heart will be also.” (Luke 12:34 NRSV) Where do the people in your area place their treasures? Given this information and income information from Insite # 5 how does this inform the financial issues of your ministry?

List Discoveries

Discussion Questions: How do you see the presence of the religious practices and their reference to the state averages informing your ministry? What would it mean if “Important to Attend Religious Services” was well above or below the state average? What impact would a higher than average score for “My Faith is Really Important to Me” mean to ministry planning?

List Discoveries

LIST SUGGESTED MINISTRY APPLICATIONS

Hospitality

Worship

Education

Small Groups

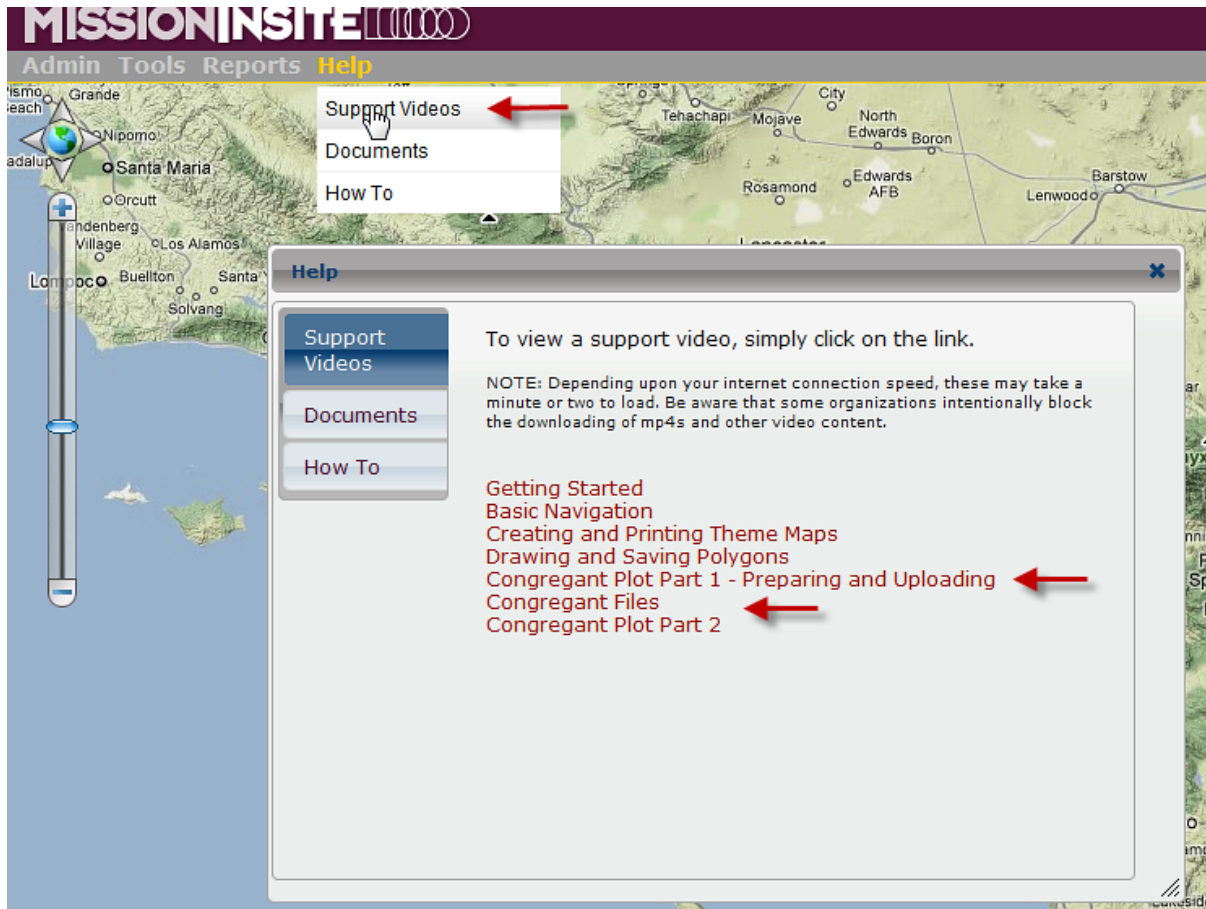
Service Projects

- **Step Four – “Beyond The Numbers”**

Determine Your “Mission Reach” and “Mission Potential” Using Congregant Plot

Congregant Plot allows the church to locate individual congregants within the primary mission field. Congregant Plot allows churches to track demographic information about their members, so it can be compared to demographic information from the primary mission area. As a general rule, a congregation is healthiest when it mirrors the demographic diversity of the primary mission area. Congregant Plot can also give planners clues to the placement of specialized outreach ministries and small groups, based on potential volunteers already in the neighborhood

- Watch the Two Congregant Plot Videos under the “Help” menu on the upper left of the map page.



- Create your Congregant File and Plot Your Church’s Congregants
- Create a report to Determine Your Congregation’s MOSAIC profile
 - Plot your congregants on the map
 - Create a polygon geography large enough to capture at least 90% of your congregants
 - Select “Build Report” from the “Info” box
 - Select the “Client Info” tab, then select “Congregant Mosaic Profile”
- Create a Thematic Map for the MOSAIC Segments in Your Area by Census Block Group. For additional information on how to create and print Theme Maps view the corresponding support video.
- Review Your Congregant Plot and Consider These Questions:
 - What kinds of people are connecting with the church and what kinds of people are we missing?
 - Are there specific areas where we have an opportunity to increase our mission impact?

Mission Impact



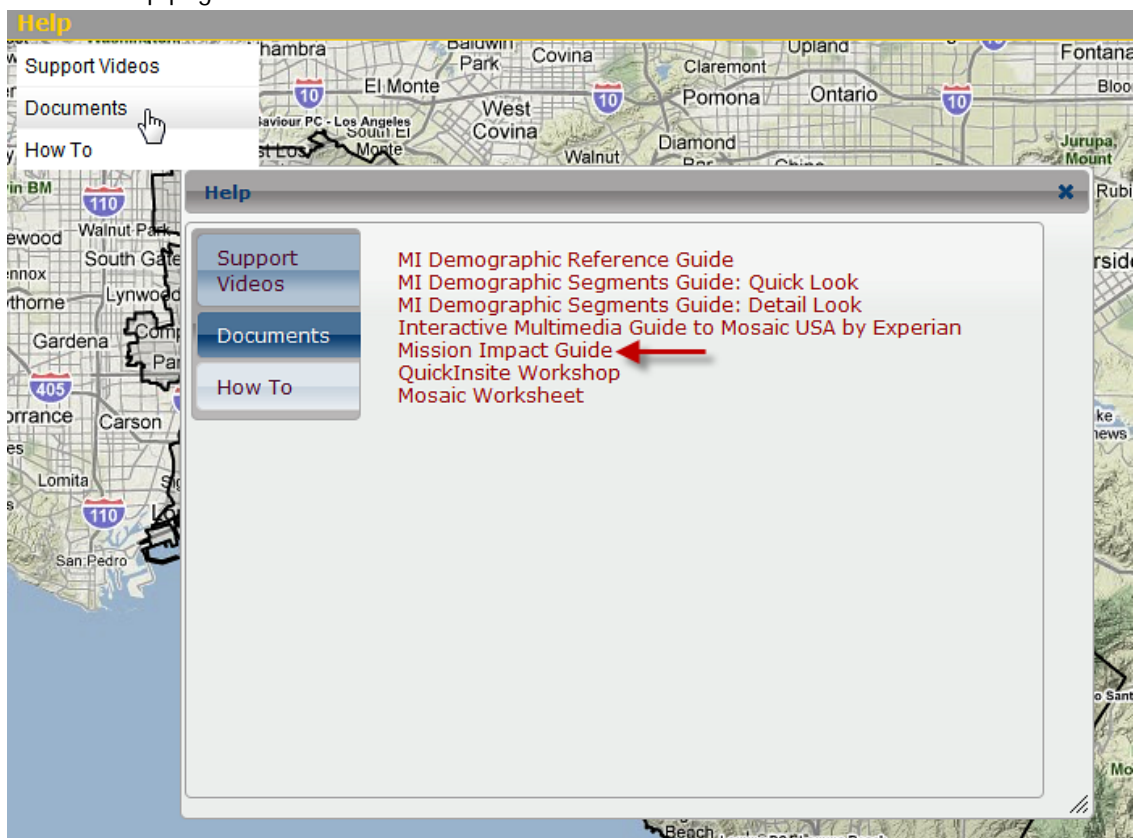
- Step Five –

Ministry Applications for Mosaic Lifestyle Portraits

“Community Connection”

Connecting Your Ministry with Mosaic Households Using The “Mission Impact Guide”

- *Mission Impact* is a concise summary of ministry applications for each of the 60+ lifestyle types described by *Mosaic* research. It is specifically designed for local church and denominational planning, and for the faith-based non-profit agencies that are accountable to them. The *Mosaic* description is provided for each lifestyle type, followed by the ministry applications.
- Download the Mission Impact document from the “Documents” selection on the “Help” menu on the upper left of the map page.



- The primary use of the ministry application guidelines is to help you select and train leaders, and design hospitality and worship, adjust educational strategies, focus affinities for small groups, and target outreach projects.
- The secondary use of ministry application guidelines is to help you design advertising and marketing strategies, upgrade facilities and technologies, and multiply fund raising opportunities.
- After determining the Primary Mosaic Type for your church – review the corresponding ministry suggestions for that type from the Mission Impact Guide. The following is an example of one of the sixty Mosaic Lifestyle portraits with outreach suggestions

Ministry Applications for Mosaic Lifestyle Portraits

Sources: Tom Bandy, Experian and MissionInsite

H01: YOUNG COSMOPOLITANS

Residents are young, single, college educated and earning upper-middleclass incomes as whitecollar professionals, managers and executives living in luxury apartments and condos in fast growing cities.

About “Young Cosmopolitans”

Demographics

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast growing cities—including a number of college towns—these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice as likely as average Americans to have graduate degrees. Many hold fast-track jobs in finance, information services and the arts. If they're married, it's a given that both spouses are working and their dual incomes provide comfortable, upper-middle-class lifestyles.

Lifestyles

Young Cosmopolitans households work hard and play hard. They have prosperous leisure lives, traveling frequently for business and pleasure, and enjoying city-quality amenities such as restaurants, movies, theaters and the nightlife. They like to stay fit by jogging, lifting weights, doing yoga and working out on cardio machines at health clubs. As consumers, they patronize high-end stores like Bloomingdale's, J. Crew and Victoria's Secret. They're also big purchasers of all kinds of tech gear, including iPods, BlackBerry devices and Xbox consoles. Their desire to stay abreast of the latest styles extends to home design, and they fill their condos and apartments with furnishings from Crate & Barrel, Pottery Barn and IKEA. The members of Young Cosmopolitans like to look good and feel good, whether they're on the town or at home.

Media

Young Cosmopolitans residents are often too busy to stay at home to watch TV or read a magazine. They'd rather go out and get their entertainment on a stage or big screen. When they do relax at home, these households make a strong audience for news, comedy and late-night talk show hosts such as Letterman and Leno. They enjoy catching music videos on MTV and VH1, and they keep their radios tuned to alternative rock and adult contemporary music stations. They're not big fans of magazines, other than youth-oriented fashion and fitness titles such as Elle, Shape and Men's Health. Increasingly, they're spending their free time online, going to news and travel sites and checking out social networking forums in search of a date or a mate.

Reaching out to “Young Cosmopolitans”

This type is not particularly interested in the church because to them it is boring and unproductive ... a sidetrack for an otherwise healthy and active lifestyle. Their interest in spirituality is not high, and they are likely to think in psychological, social, and economic categories. Some may criticize the church, but most are indifferent and consider churchy people to be a nuisance. However, they are frequently lonely, tempted by addictions, and periodically reject materialism and church values occasionally appeal to them.

Leadership: Mentor, Pilgrim

Credibility depends on high lifestyle integrity, sincere spiritual humility, and an ability to get along respectfully with all ages and cultures. Marks of integrity include simple living; marks of relevance include technological aptitude. They may not connect with a church, but they may connect with a spiritual guide. Leaders may or may not be ordained or certified, but they have great clarity about the significance of Christ and are able to share faith in gentle ways. They often describe themselves as on a spiritual journey, and do not necessarily identify their life path with service to the institutional church. They often have a mystical perspective toward faith and an appreciation for other religions.

Hospitality: Multiple Choices, Take-Out

This group values hospitality that is “on demand”. They access quality food, with lots of options, at the time and place they choose. They are “on the run”, and like to drop in and drop out of conversations with ease ... updating themselves by text message or cell phone conversations as they go. Be ready to accept the risks of being intimate on-line. They make rapid judgments, and expect to be evaluated rapidly, based on visible signals like clothing, jewelry, facial and body adornment, type of transportation, and visible technologies.

Worship: Inspirational, Transformational

If they take time for worship, and worship is available at the day and time they want it, they will likely attend an inspirational or transformational worship service. Inspirational worship will use the latest trends in music, be very rhythmic, and rely on a lot of images and few words. Transformational worship will address worries about addiction and depression. People in this type are open to dramatic changes in lifestyle for the sake of intimacy with others or intimacy with God.

Education: Experiential, Topical, Peer Group

They expect education to be very practical and dialogical. Abstractions quickly bore them, and they are not given to profound analysis of ideas or situation. They tend to act on instinct, and look for education to help them “go with their gut feeling” with reliably beneficial outcomes. Information is assimilated in very short bursts (texts). If the Bible is important to them, they prefer Bible stories to Bible teachings. They tend to be very eclectic about collecting spiritual insights and aphorisms. Action/reflections methodologies work the best for learning anything new

Small Groups: Designated Leaders, Affinity Based

This type normally functions in small groups, and they have a variety of affinity-based relationships going on at any given time. The good news is that they connect with small groups through a church if the groups are relevant to their need at the time; the bad news is that church small groups have to compete with every other small group demanding their attention. If a group is not helpful, they are more likely to drop out than change it. The sympathetic bond between participant and small group leader is very important.

Outreach: Human Potential, Interpersonal Relationships

Mission teams composed of their peers (i.e. by age, income, lifestyle, and interest) are the most significant ways they do outreach ... and it is this kind of peer team that is most likely going to reach them in outreach. Sports, late night entertainment, video gaming, and extreme activities capture their interest. They will resist a program, and won't stay passive for long to receive information, but they will welcome respectful dialogue with spiritual people who can connect and appreciate their interests.



We hope you have found “*StartingPoint*” to be of value as you begin the mission discovery process with MissionInsite. In addition to these “*StartingPoint*” suggestions, the Map Tools Toolbar on your map screen includes additional functions to assist you in further exploration of your ministry area.

We invite you to review these additional resources:

- **Church Life Survey** (The easy way to discover what you need to improve your *current church life* and *mission growth objectives*) <http://www.missioninsite.com/surveyinfoMI.html>
- **New Movers, New Homeowners, and Residential Mailing Lists**
<http://www.missioninsite.com/lists/LeadsPlease.html>
- **Accelerate Your Church** (6 Week Mission Planning Process) <http://www.missioninsite.com/book/accelerate.html>