

# The Stranger Next Door

Learning about your community using MissionInsite

# Welcoming

- Matthew 7:12 – The Golden Rule: do to others as you would have them do to you
- What if they don't like the same things that you do?
- Welcome people in the way **they** want to be welcomed.
- To do that, you have to know something about them.
- MissionInsite can start you understanding who is outside your doors so that you can start thinking about how to welcome them in and how to bless them.

# Demographics

- Age
- Marital status
- Household composition – structure, children, size
- Ethnicity
- Language ability

# Socio-economics

- Education
- Occupation
- Vehicle ownership
- Income

# Other

- Travel to work time
- Preferred communication method

# Getting curious

- How have the demographics of your congregation changed in the last 10 years?
- How have the demographics of the community changed in the last 10 years?
- How are the demographics of the community projected to change in the next 5 years?
- Does your congregation reflect the community?

# Looking at the report

- Page 1 – the study area for this report: 2.5 mile radius
- Are there any other Presbyterian Churches within 2.5 miles of your church?
- (Hint: for 10 out of 13 of WSSMG churches the answer is Yes.)
- If there are, what differentiates your church?

# Looking at the report

- Page 4 - If you provide or want to provide ministry to children and families, how might the family makeup and projected changes impact your ministry plans?
- Page 5 - If you have a day care or you think you should – what is the trend in children 0-4?
- Page 5 Phase of Life – who is increasing and decreasing over the next 10 years?
- Page 7 Racial/Ethnic – how does your congregation compare with the community?



# Mosaic Segments(p.8)

- 71 lifestyle types defined by Experian
- Give insight into behaviors, attitudes, and preferences
- Defined in the Experian Mosaic e-handbook

# Mosaic Segments

## Mission Impact Mosaic Application Guide

Preferences about:

- Leadership style
- Hospitality
- Worship
- Christian Education
- Small Group style
- Outreach
- Facilities
- Giving style
- Communication method

# How to get started

- QuickInsite Group Workshop – worksheet available to lead you through exploring the QuickInsite report with your leadership team
- Get a MissionInsite account – contact Felicia Scott
- Map different study areas
- Plot your congregation
- Contact Susan Moody for local help (susanmoody822@gmail.com)



# Supplemental Slides

# Explore different study areas

- Zipcode
- Distance
- Travel time – driving, walking
- Custom shape - boundaries

# Explore different study areas

St. John United example – families with children

- 2.5 mile radius – over 60% are married-couples
- 10 minute walk – 55% single mother households, and increasing