



Module MF03

Series: Mission Field

Title: Finding your Neighbor

Learning Outcomes:

- Discover how to analyze data generated through MissionInsite Reports
- Identify Mosaic groups within a certain geographic area and explore how the local church can respond
- Identify lifestyle preferences and social values that are unique to your ministry context

Part 1: Who are the people in the neighborhood?

In every ministry context, there is a unique combination of people from different demographic, ethnic, religious, and sociopolitical backgrounds. Because of this, an effective faith community must get to know its context and adapt to the unique needs of the people within it. Before we begin analyzing each of your own ministry contexts, let's first reflect on who we think make up our communities:

Group Discussion

Without looking at your MissionInsite reports, who do you think makes up your community?

What do you think their goals and interests are?

What are their primary social values?

What stage of life do you think they are in?

Even though we may have lived and served in the same community for many years, sometimes we miss demographic shifts and social changes that are constantly happening all around us. Because of this, many churches can end up offering opportunities and resources geared to past communities that no longer exist. As we begin to dig deeper into our MissionInsite reports, we will see where our assumptions about our local communities are correct and where they have strayed away from the facts.

Part 2: Mosaic and Mosaic Groups

One of the most helpful tools within MissionInsite is the ability to view Mosaic and Mosaic Group data. Mosaic is “a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique types and 19 overarching groups, providing a 360-degree view of [peoples’] choices, preferences and habits.” Although the software was developed for business marketing purposes, it provides a snapshot of local communities that contains invaluable information for local church leaders.

Take a moment to find the section of your Drive Map Report that contains the data on Mosaic and Mosaic groups. Identify the top three responses for each and list them along with their corresponding numbers below.

Mosaic 1.
 2.
 3.

Mosaic Group 1.
 2.
 3.

Divide the above groups among members of your team. Now, click on the following link <http://missioninsite.com/missionimpact-guide> to learn about the top three groups that you identified above. Focus primarily on the Leadership, Hospitality, and Worship sections as you read about the groups that are most prevalent in your ministry context.

Group Discussion

How did your initial assumptions about who is in your community match with top mosaic groups?

Were there any mosaic groups that surprised you by how large or small a percentage of the overall community they were?

Where do you see the three largest mosaic groups in your local community?

What do you think the greatest needs are for the people in your top three mosaic groups? Who do you think is meeting those needs?

Part 3: Lifestyle Preferences and Social Values

One of the things that commonly changes over time in a community are lifestyle preferences and social values. As established groups move out of communities and new groups fill in the space that was left behind, they tend to bring different preferences and values with them. It is essential that local congregations be able to identify these shifting preferences and values and that they respond accordingly.

Take a moment to locate the sections in your Drive Report about Lifestyle Preferences and Social Values, and read through the results. In the space below, write down any response that you find unexpected or surprising.

Group Discussion

Was there any response that a majority of the community agreed upon (>50%) in either section?

What do the top responses in these sections tell you about the issues that your community is passionate about?

How do these values and preferences relate to the values represented by the people who make up your congregation? Where are they the same and where do they differ?

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