

# Know Your Neighbor Workbook

v3.0

Billings

v3.0



WHOLE CHURCH



*Jesus replied, "It is not for you to know the times or periods that the Father has set by his own authority. But you will receive power when the Holy Spirit has come upon you; and you will be my witnesses in Jerusalem, in all Judea and Samaria, and to the ends of the earth."  
— Acts 1:7-9*

## Introduction

The mission field for the contemporary church is no longer a far-off place. It is no longer sufficient to call and send missionaries to bring good news to people an ocean away. Every neighborhood, city, or town is now a mission field. In the United States, following the same path as Western Europe, more and more people are being born, raised, and moving into adulthood never having participated in Christian community. More and more people, soon to be a majority, have never attended worship, Sunday school, or church camp.

At the same time our existing congregations are becoming more disconnected from their communities. How many committed laypeople have strong relationships with those outside of their church circles? We have become cut off to the point that we do not even know who is in our communities.

One pastor appointed to a new church was informed by the congregation that the neighborhood around the church was declining and aging, so opportunities to reach younger families were few. Later, when the pastor was talking to the principal of the school next door to the church, she was surprised to learn that school actually had a record student census and planning was underway for an expansion project. Digging deeper, she learned that while the neighborhood was transitioning, it was actually getting younger and more ethnically diverse as families moved back to near downtown and out of the suburbs.

Too often what we think about our neighborhood can be very different from reality. It is increasingly common for our congregations to be populated with people who no longer live in the neighborhood of the church. They may have lived there at one time, but no longer. This is why so many of our neighborhood

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churches struggle with parking; nobody walks to church because nobody lives close by.

There are several ways to overcome a deficit of neighborhood knowledge. This workbook will walk you through the process of looking at your neighborhood in a fresh way. We will start in the relative safety of looking at applied demographics through the tool MissionInsite. We will then work up to the less comfortable practices of actual one-on-one conversation with people in the neighborhood.

Better understanding your community is a required step for any congregation seeking to better live out its mission to *make disciples of Jesus Christ for the transformation of the world*. Oftentimes it is not what we are saying but how we are saying it that causes our outreach efforts to fall flat. Like in Acts 2, our job is to translate the message of the good news into a language our neighborhood can hear.

The next section will walk you through creating your first MissionInsite report. If you are participating in this workbook as a team, it is only necessary for one or two people to do Part 1. The larger team can join in Part 2 where the generated report is discussed.

# Part 1: First Report

MissionInsite is a tool available to any congregation from a participating conference or judicatory that leverages what is called “big data.” Like it or not, companies have been quietly amassing all sorts of data about individuals and households for years. Using public property records and information from credit card companies and retailers, surprisingly accurate portraits can be made of households across the country. MissionInsite gives local congregations a window into that data and thus a window into our communities.

When you first log in, MissionInsite will give you the opportunity to view a number of guides in the “Welcome to the MissionInsite PeopleView System” box. For now, dismiss them by clicking the X in the top right corner.

## Create MissionInsite Account

To use MissionInsite you will need to create an account. You can make one here: <https://maps.missioninsite.com/Registration.aspx>

To get your Agency Account Number  
<http://www.yacumc.org/congregationaldevelopment>  
<http://www.rmcmc.org/vitalcongregations>

To create the report we will use for this workbook, find the “Map Tools” in the upper right corner. Then do the following:

1. Click on “Shapes” and that section will expand.
2. Click on “Travel Polygons”. A box will open.
3. Select “Drive Time Polygon” and enter 10 minutes in the box.
4. At the bottom of the box, under “Enter an address below,” enter the address of your church. Hit the enter key.
5. The system will draw a blue irregular polygon around the neighborhood of your church. This represents all the people

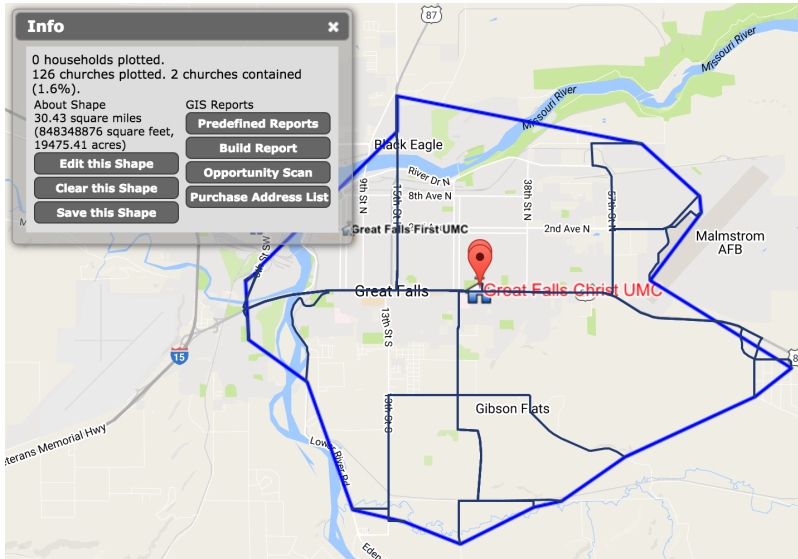
The screenshot shows a dropdown menu titled "Shapes". It contains the following options:

- ☐ Select from Layer:
  - State (dropdown menu)
  - ☐ Multiple Select
- ☒ Draw New Shape:
  - Polygon (dropdown menu)
  - ☐ Polygon Carve Out

Below these options are three buttons: "Draw Radius", "Travel Polygons", and "Select ZipCode".

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who could reasonably drive to your location in ten minutes or less.



6. In the “Info” box click “Build Report.”

The screenshot shows the 'Build a Custom Report' interface. On the left is a sidebar with navigation tabs: Overview, People, Households, Families, Diversity, Housing, Work, ViewPoint, and Client Info. The 'Overview' tab is selected. The main area contains a list of report categories with checkboxes:

- ☒ Demographic Trends
- ☐ Racial/Ethnic Trends
- ☐ Population/Households Forecast
- ☐ Phase of Life Forecast
- ☐ Average Income Trends: Households and Per Capita
- ☐ Summary: Population 5+: Language Spoken at Home
- ☐ Summary: Phase of Life
- ☐ Summary: Population by Household Type
- ☐ Summary: Families in Poverty
- ☐ Summary: Housing Units
- ☐ Mosaic
- ☐ Mosaic Groups

Below the list is a 'select all' button. On the right side, there are buttons for 'Get Reports', 'Get Charts', and 'Get PDF'. Below these is a section titled 'Selected Reports (clear)' with a bullet point for 'Demographic Trends'.

7. Select the following:

- Demographic Trends
- Racial/Ethnic Trends
- Population/Households Forecast
- Phase of Life Forecast
- Average Income Trends: Households Per Capita

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- Mosaic
  - Mosaic Groups
8. Click “ViewPoint” on the left side menu and select the following:
    - Life Concerns and Well Being
    - Lifestyle Preferences
    - Personal Perspectives
    - Religious Practices
    - Social Values
  9. Click “Get PDF.”

Please save the PDF for use in the next section. You have now created your first MissionInsite report. Congratulations!

As you can see, there are many ways to customize the process of creating reports. You can tweak the lines of your travel polygon. You can also base your polygon on distance or walking time. Finally, in the report menu there is a vast amount of selectable information. Feel free to explore the tool and its various options.

## Part 2: Mine Your Data

As useful as the MissionInsite data is, there is a learning curve to using it well. This section and the next will walk you through different areas of the report you created. Open the report from Part 1 and review the “Demographic Trends” and the “Racial/Ethnic Trends” tables. MissionInsite provides not only historical information but also projections for the next five years. While these projections are estimates, they are well-informed estimates.

### GROUP DISCUSSION

What is happening to the overall population and average age in your neighborhood?

Is your community getting more or less ethnically diverse?

How does your congregation match these trends? If your neighborhood is growing, is the congregation? Does your congregation match the diversity of its neighborhood?

### Next Phase

Find the “Phase of Life Forecast” section. Many times congregations can fixate on a certain age group only to realize that group is a relatively low percentage of the population. As people move into different phases of life, different living situations are preferable. As stated in the introduction, young people, single and married, are moving back into urban centers. Similarly, older people are moving into retirement-friendly neighborhoods and towns. We cannot assume we know who is in our neighborhoods.



## KNOW YOUR NEIGHBORS WORKBOOK

As you review this table, pay attention to both the percentages and total population. If you are in a densely populated area, even low percentage groups can have a large actual population.

### GROUP DISCUSSION

List the three largest age groups in your neighborhood:

- 1.
- 2.
- 3.

Are they growing or decreasing?

How does your congregation match these trends?

### Can I Have Your Opinion?

We will skip the Mosaic and Mosaic Group information for now and cover it in Part 3. Focus on the remaining tables from the “ViewPoint” section of the report. If you are working as a team, you may want to divide them up between team members for review. Pay special attention to any line listed as “Well Above State Average” or “Well Below State Average.”

### GROUP DISCUSSION

For each table discuss the following:

Where is our neighborhood either well above or well below the average? What does that say about us?

Under the *Religious Practices* table review the top and bottom line items specifically. What stands out to you there?

KNOW YOUR NEIGHBORS WORKBOOK

Now What?

Knowing more about your neighborhood is important only if you act on what you learn. Knowing what you know, now what do you need to do next?

Task List

What do you need to do next?

What?	Who?	By When?

# Part 3: Mosaics

Mosaic Segments and Mosaic Groups are a powerful way to understand who is in your neighborhood, but what are they? They come from Experian Information Solutions, who offers the following definition:

**Mosaic Segments & Groups**

Experian Marketing Services Mosaic® USA is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique descriptive segments organized into 19 overarching groups. The classification is based upon similar income, buying habits, age household composition and life events. Credit: <https://www.experian.com/assets/marketing-services/product-sheets/mosaic-usa.pdf>

Mosaic information is the same information marketing research firms, retailers, and political parties use to better understand neighborhoods and who is in them.

In about the middle of your report you will find the Mosaic and Mosaic Group tables. For the Mosaic table, list below the top three to four Mosaic Segments in your area. You want to identify the groups that make up the first 50% of your population.

Mosaic	Population	Percentage

## KNOW YOUR NEIGHBORS WORKBOOK

Next download the Mission Impact Guide for your top Mosaic Segments from the link below.

Guides: <http://missioninsite.com/missionimpact-guide/>

These guides are valuable tools for understanding how different Mosaic Segments relate to religious preferences. They are by no means absolutes, but do offer a way to engage in informed conversation. Take a moment to read the *Comments* section on page two of each guide.

### GROUP DISCUSSION

What stands out to you from just the initial comments?

Where do you see overlap with your congregation?

Where do you see disconnect between a Mosaic Segment and your congregation?

### Leadership, Hospitality, Worship, & Education

There are many ways to break down the life of a local church. The Mission Impact Guides use several categories and links them to well-understood preferences of the different Mosaic Segments. Each category is worth exploring, but for this section we will focus on four: *Leadership, Worship, Outreach, and Communication*.

For each category for each Mosaic Segment there is a box that begins with two to three bolded strategies. Find the boxes for the four categories listed above and then complete the following table.

## KNOW YOUR NEIGHBORS WORKBOOK

### Leadership

Mosaic Seg.	Strategy 1	Strategy 2	Strategy 3

### Worship

Mosaic Seg.	Strategy 1	Strategy 2	Strategy 3

### Outreach

Mosaic Seg.	Strategy 1	Strategy 2	Strategy 3

## KNOW YOUR NEIGHBORS WORKBOOK

### Communication

Mosaic Seg.	Strategy 1	Strategy 2	Strategy 3

### Finding Common Ground

For the categories above, list the two most frequently represented strategies in the box below. Alternatively, you may want to give preference to Mosaic Segments you feel your congregation has a strong affinity or opportunity with.

	Strategy 1	Strategy 2
<b>Leadership</b>		
<b>Worship</b>		
<b>Outreach</b>		
<b>Communication</b>		

Review the details of each of the strategies listed above in the Mission Impact Guides.

## KNOW YOUR NEIGHBORS WORKBOOK

### **GROUP DISCUSSION**

What stands out to you about the strategies listed?

In which strategies is your congregation strong?

In which strategies do you need improvement?

## KNOW YOUR NEIGHBORS WORKBOOK

### Now What?

You now have some very specific information about your neighborhood and the people in it, and a glimpse into their preferences. In the next section we will discuss techniques for confirming these insights with real, in-person conversations. You should still identify some next steps based on what you know now. What changes can you make in the next few weeks or months to better engage with your neighborhood? What other teams or committees in your church need to better understand what you have learned?

### Task List

What do you need to do next?

What?	Who?	By When?



## Part 4: To The Streets

Demographic information is an incredibly valuable tool for any church. It opens up a whole new window on your neighborhood and helps move past basic assumptions. However, as valuable as it is, it needs to be confirmed and informed with real conversations with real people in your neighborhood.

There are proven techniques for how to engage people outside your congregation in conversation that will help you learn what you need to know. These conversations might feel stilted or artificial to start, but they become more natural the more you do them.

The technique we will learn is the Relational Meeting, or 1:1. Options for understanding this technique are offered below. Please watch the training video together.

### **Relational Meeting Learning Options**

You may print and review the online article “A Non-Negotiable Practice for Ministry Leaders” on the website [recoveringcontrolfreak.org](http://recoveringcontrolfreak.org). (Direct link: [goo.gl/ZVZ4Nd](http://goo.gl/ZVZ4Nd))

Alternatively, this video is from the same author as the article and runs about 20 minutes: <https://vimeo.com/191085852> (password: grace)

### **INDIVIDUAL ACTIVITY**

List the names of those you could have a 1:1 with in the next two weeks. (Must be at least five).

## KNOW YOUR NEIGHBORS WORKBOOK

### GROUP DISCUSSION

Who do we as a congregation need to have a 1:1 with?

What could we learn if we did several 1:1s in our community?

### Now What?

The follow-up to this part is simple: do some 1:1s. Make sure to take notes from each conversation and pay special attention to how it relates to what you learned from the MissionInsite information in Parts 2 and 3.

### Task List

What do you need to do next?

What?	Who?	By When?

## Part 5: Advanced Insite

If you are participating in this workbook as a team, it is only necessary for one or two people to do this. The larger team can join in Part 6 where the generated report is discussed. Because MissionInsite has information about almost every household, it gives you the ability to better understand your local congregation through the ComparativelyInsite report. To use this report, you will need to provide address information for your members and regular attenders. It is important to include all people who participate in the ministries of your church. Do not include those who only receive your newsletter or who attended once as a visitor but did not return.

You will need the following on each person you want to report on:

- Last Name
- First Name
- Address 1
- Address 2
- City
- State
- Zip

You will need to provide the information in an Excel file with a specific format. The file contains additional fields beyond what is listed above that you may provide if you wish. You must keep the columns headers in this same order with the same titles.

Template: <http://www.wholechurch.org/media/CongregantImportFile.xls>

Once you have your file complete follow these steps.

1. Log into MissionInsite.
2. Select “Tools” —> “Congregants” from the top menu.  
*Note: If you do not see this, you need to request access to it from your MissionInsite administrator.*
3. From the “Tools” box select “Import/Upload.”

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### 4. Select “Import Congregants.”

#### Import Congregants

Download sample		
<b>Instructions:</b>	1. <a href="#">Download Template for Congregant Plot</a> . You HAVE to use it to load your data, it is already set up with the proper field headings. 2. Download <a href="#">Instructions for Uploading Congregants</a> 3. The fields marked in red are required to plot. 4. All other fields are optional. 5. For Congregant Status and Member by means please use the numeric codes. If you use other codes, you must match your codes to the MissionInsite codes using the Translation Tables. Click the appropriate Translation Tables. 6. Browse to select your file. Wait until the textbox turns green. 7. Click 'Upload'. <b>There will be a 15-minute delay after a successful congregant file upload for the ability to plot new congregants on the MI System.</b>	
<b>Church</b>	<input type="text"/>	
<b>Congregant Status</b>	<input checked="" type="checkbox"/> Use Expected Congregant Status Codes OR <a href="#">Edit Congregant Status Translation Table</a>	
<b>Member By Means</b>	<input checked="" type="checkbox"/> Use Expected Member By Means Codes OR <a href="#">Edit Member By Means Translation Table</a>	
<b>Submitted By:</b>	<input type="text"/>	
<b>Email:</b>	<input type="text"/>	
<b>Select file</b>	<input type="button" value="Choose File"/> No file chosen <input type="button" value="Upload"/>	
<b>Upload status:</b>	Browse to select your file then click Upload	

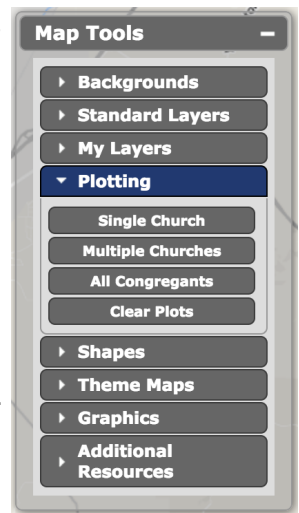
- Under “Church” select your congregation.
- Enter your name in “Submitted By.”
- Enter your email in “Email.”
- Select your file under “Select file.”
- Click “Upload.”

There will be a fifteen-minute delay after a successful congregant file upload before you can use the data.

#### Plotting Data

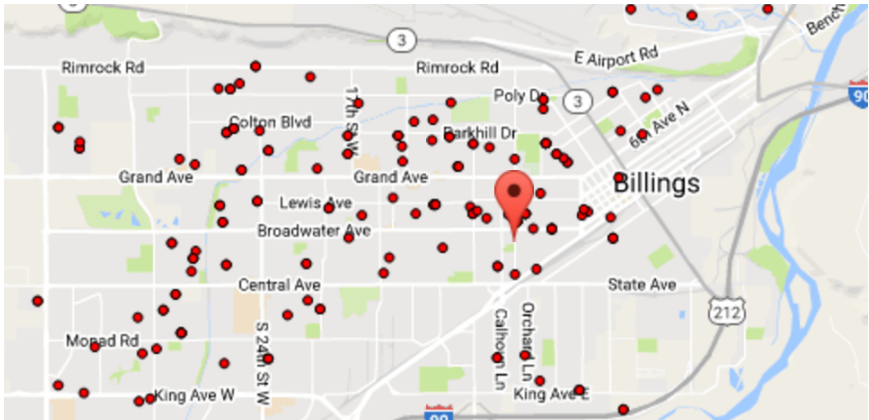
To create the ComparativeInsite report, follow these steps.

- Select “Plotting” in the “Map Tools” box.
- Select “Single Church.”
- In the “Select Plot Options,” select your congregation.
- Click the “Plot” button.



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You will see the home address of each of your members plotted on the map.



### Create Your ComparativeInsite

To create your ComparativeInsite report you will need to repeat the process of creating the travel polygon from Part 1. The report will compare the demographic information of the general public with the members who live ***within*** that polygon. You may need to tweak the boundaries of the polygon to make sure at least 80% of your congregants are included in the boundaries.

### Run your ComparativeInsite report

1. From the “Info” box select “Predefined Reports.”
2. From the “Predefined Reports” select “ComparativeInsite.”

Provide the report to the members of your team for use in the next part.

# Part 6: Knowing Us and Them

As important as it is to know your neighborhood, it is equally important to know your local church community. The ComparativeInsite report will give you important information about who is in your congregation and how they compare to your wider neighborhood. Take some time to review the report and note anything that stands out.

## GROUP DISCUSSION

How does the age breakdown differ between the *Mosaic Segments Study Area* and the *Congregant Mosaic Segments*?

Review the *Income*, *Racial/Ethnicity*, and *Education* sections of the report. What stands out to you?

Review the Comparative Mosaic Segment Report and identify the top three to four Mosaic Segments in the congregation. If there are Mosaic Segments present in your church not present in the top neighborhood segments from Part 3, download the additional Mission Impact Guides.

Mosaic	Population	Percentage

## KNOW YOUR NEIGHBORS WORKBOOK

### GROUP DISCUSSION

How do the top Mosaic Segments for your community compare to the top Mosaic Segments in your congregation?

What are the common Worship strategies for the Mosaic Segments present in your church? Do they match your current worship style?

Review the top Worship strategies for your community from Part 3. How do they compare with the strategies for your local church? Where is there overlap and where is there disconnect?

*Repeat for the other Categories from the Mission Impact Guides.*

### Generosity

The final section of the ComparativeInsite report is the Financial Potential Estimate. This section uses standard average household incomes for each Mosaic Segment to estimate the total household income for members of your congregation. Review the *Compare current giving to potential* section on the bottom of the last page.

### GROUP DISCUSSION

How does your church's current giving compare to its giving potential?

How can you use this information to better educate your congregation on financial stewardship?

## Part 7: Choose Your Adventure

There are multiple places you can go with the information you now have. You will likely be tempted to start working on multiple things at once. Depending on the size of your team and congregation, that may or may not be practical. So be wise in how much you take on immediately. At the same time, make sure to record all ideas for later use.

### GROUP DISCUSSION

Where did your 1:1 conversations confirm the MissionInsite information?

Given what you know now, where do you (individually) feel called to put your learning into practice in your ministry areas?

#### Intentional Discipleship & Missional Outreach

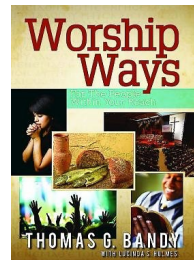
Every local church has the mission to *make disciples of Jesus Christ for the transformation of the world*. If you want to dive deeper into intentional discipleship and missional outreach, visit the Whole Church website and look under the *Resources* menu.

<http://www.wholechurch.org/>

#### Worship Resource Option

A great option for pastors and worship teams is the book *Worship Ways*. It explores in greater detail the strategies presented in *Mission Impact Guides*.

<https://www.cokesbury.com/forms/ProductDetail.aspx?pid=1263223>





# Making a Plan

We have learned about our church community...

We have learned about our neighbors...

We feel our church is called to...

The difference we expect to make from this is...

How is this going to happen?

How will you invite people to participate?

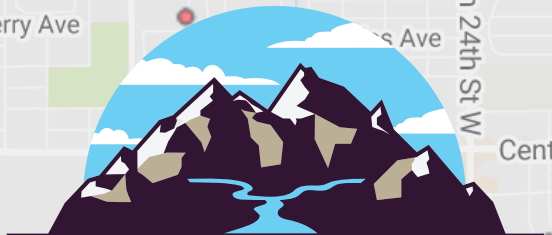
**Task List**

What do you need to do next?

What?	Who?	By When?







# MOUNTAIN SKY



AREA

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