



HOW YOUR CHURCH CAN BEST SERVE YOUR COMMUNITY DURING AN ECONOMIC DOWNTURN

Understanding inflation, bear markets,
recessions, and the impact they have
on your community.

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INTRODUCTION

In this guide we will uncover what exactly inflation, bear markets, and recessions are and who is impacted most by each of these. We will then dive into unique ways the church can help in each of these situations and best serve those most impacted by these events. We will also cover easy ways to use advanced research tools to discover and reach those in your community who are most impacted by economic downturns.

WHAT IS INFLATION

A decrease in the purchasing power of money, due to a general increase in the prices of goods and services.

FAST FACTS

- The last 10 years inflation has averaged 1.2% annually.
 - Annual Inflation as of May 2022 was at 8.6%
 - The Consumer Price Index (CPI) is used to measure inflation
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Causes

- Rising Costs of raw goods
- Increase in wages
- Influx of money into an economy (stimulus)
- Devaluation of currency

Impacts

- An increase in the cost of goods and services
- Currently the federal reserve is raising rates which increases the cost of doing business, slowing the economy and ideally lowering inflation.

Who It Impacts Most

- Low income households
- Elderly households
- Retired households
- Single mother households
- Lenders

WHAT IS A BEAR MARKET

When the stock market (S&P 500) experiences a decline of 20% or more from it's high.

FAST FACTS

- Bear Markets are relatively common happening on average every 5 years or so since 1932
 - Bear Markets see an average decrease of around 35%
 - Bear Markets last on average just under 10 months
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Causes

- Slowing Economy
- Bursting market bubble
- Pandemics
- Wars
- Rising inflation
- Rising unemployment
- Economy entering recession

Impacts

- Retirement assets and securities may decrease in value
- Individuals may have a realized financial loss if they panic sell their stocks or are financially forced to sell.

Who it Impacts

- Those living off retirement income, forced to withdraw funds while the market is at a low point
- Those unable to contribute into the market while it is at it's low point

WHAT IS A RECESSION

Is generally defined as when a nation experiences a decrease in Gross Domestic Product (GDP) for 2 consecutive quarters.

FAST FACTS

- Recessions historically last on average less than 18 months
 - They happen on average every 58 months
 - It had been 128 months since our last recession
 - We are most likely in a recession currently (not announced as of this writing)
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Causes

- High Interest Rates
- Loss of confidence in an economy
- Bear Market
- Falling home prices/sales
- Asset bubbles popping
- Economic shocks (pandemic, supply chain. War, etc)

Impacts

- Higher unemployment
- Lost wages/ opportunities
- Decrease in home values
- Lower higher education attainment levels
- Increase in household debt
- Often a decrease in stock market returns

Who it Impacts Most

- Households who have become unemployed
- Lower income households
- Retirement households
- Elderly Households
- Single mother households
- Home owners

HOW THE CHURCH CAN HELP

Ideas churches can implement to serve those impacted most by an economic downturn.

Physical Resources

- Providing financial assistance to help cover rent, utility bills, food, motels, etc.
- Depot ministries: Food Panty, clothing, supplies, etc.
- Emergency housing and other needs can be met through partner ministries or church staff/ congregation members.

Connections

- Hosting Job fairs on site is a great way to both serve those who are under/unemployed in your community and bring new people to your campus.
- Leverage connections the church has with organizations to help with specific needs individuals have.

Education

- Biblical finance classes are typically in high demand and can introduce people to your church while helping them create a sustainable financial plan.
- Resume writing, interviewing, and job application classes.

Counseling

- Households who are most impacted by economic downturns typically will experience personal and marital stress. Providing counseling and marriage/family counseling could be a much needed resource.

HOW TO REACH THOSE IMPACTED MOST

Utilizing MissionInsite to find and serve those impacted most in your community

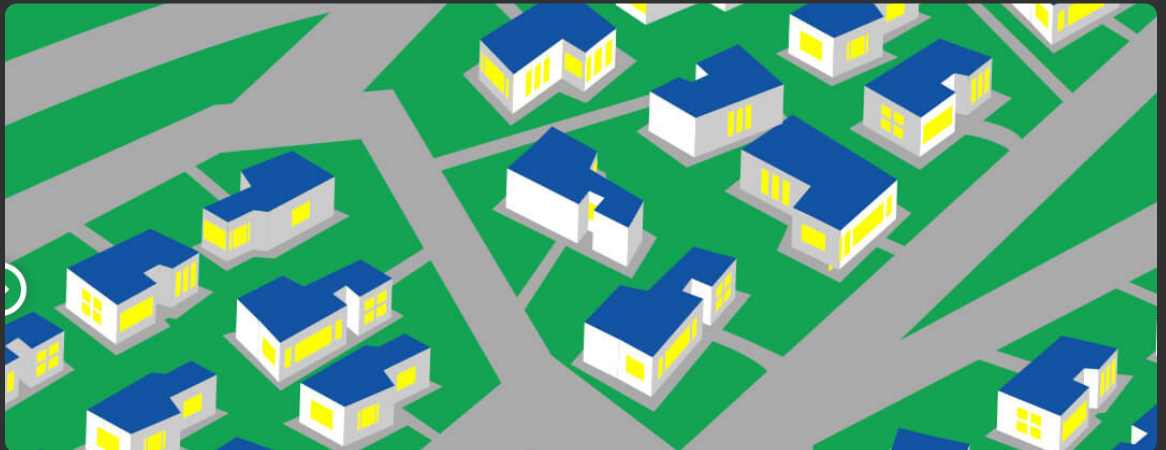
STEP

1

USING MISSIONINSITE

MissionInsite is a powerful analytics tool for churches that will be vital in our strategy to reaching.

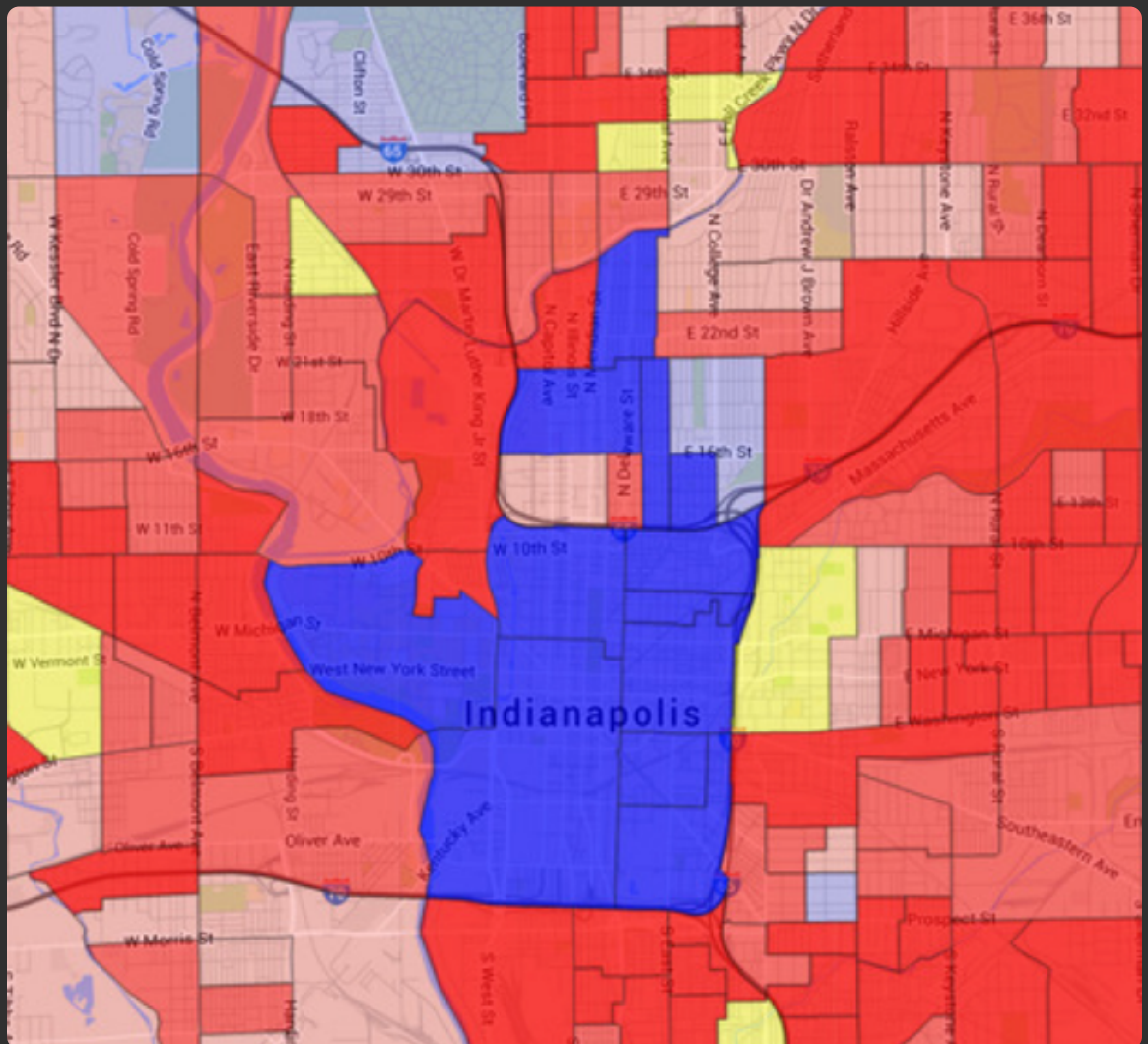
If you do not already have a subscription with MissionInsite you can sign up today.



2

OPPORTUNITY SCANS

One of the quickest ways of finding a target group is by using the opportunity scan feature within MissionInsite which allows you to filter geographies for areas of the highest populations of the people you are trying to reach.



STEP

3

MOSAICS

Mosaics were created by the credit agencies as a way to categorize people into 1 of 71 different groups. Every household in the US falls into one of these groups. You can uncover the top mosaics in your community through MissionInsite to learn more about the people you want to reach.



STEP

4

NEEDS AND OUTREACH

You will discover each mosaic is prone to have different needs when it comes to outreach based on their circumstances. You can use the information about each mosaic to determine the unique needs of your community but also the outreach preferences/ gifts of your congregation.



STEP

5

BELIEFS

Running both the MinistryInsite and ReligiousInsite reports will give you key data from the American Beliefs Study that will help you uncover not only the religious beliefs of your community as a whole but also the ministry and program preferences they may have as well.



COMMUNICATION

The MinistryInsite report will also provide key data on the social media preferences of your community, but for an even more targeted approach you can use the specific communication and messaging preferences that are listed for each of the mosaic types you are trying to reach.

Study Area Detail	Social media preferences					
		Never	Less than once a month	2-3 times a month	Weekly	Daily
Facebook		27.8%	7.8%	7.2%	13.6%	43.7%
Flickr		95.2%	2.6%	0.9%	1.1%	0.2%
Instagram		60.4%	6.4%	4.8%	8.3%	20.2%
LinkedIn		63.3%	17.8%	9.3%	6.1%	3.5%
Marco-polo		94.5%	2.4%	1.2%	1.2%	0.6%
Meetup		92.8%	4.2%	1.7%	1.1%	0.2%
Pinterest		60.8%	14.6%	10.5%	9.9%	4.3%
Reddit		80.6%	7.5%	3.6%	4.6%	3.6%
Snapchat		84.0%	4.9%	2.0%	3.5%	5.6%
Tik Tok		88.6%	3.4%	2.0%	2.9%	3.1%
Tumblr		93.4%	2.6%	1.8%	1.4%	0.8%
Twitter		71.8%	7.0%	4.3%	6.6%	10.2%
WeChat		95.9%	1.6%	1.0%	0.9%	0.7%

SUMMARY

In this guide we defined what inflation, bear markets, and recessions were, who they impacted and what the church can do to best serve those impacted most. We also looked at unique ways to utilize MissionInsite to find and reach those in the community around your church who are impacted most during economic downturns.

KNOW YOUR COMMUNITY'S WANTS AND NEEDS

Understanding your congregation and community is imperative for a thriving and growing church. We may think we know our congregation. But do we? And what about how it compares to our community?

MissionInsite is the tool that can provide your church with powerful demographic, socioeconomic, and religious preference information about your congregation and community so that you can move from data to decisions.

MissionInsite also allows you to identify areas of growth for your church. It's a great way to make informed decisions based on the needs and interests of those that make up your church community.

[Are you interested to learn more?](#)

Here are two easy next steps to choose from:

Email or Call Us to Get Expert Help

We have MissionInsite Ministry consultants ready to talk with you to help your ministry with their advice and counsel. It's not about using a product; it's about them doing it all for you. We make it easy for you to understand your community.

Email: emilyr@acst.com

Call: 317.224.3277

Use MissionInsite Yourself

Request a demo today and get a first hand look at everything MissionInsite has to offer.



This Ministry Guide was written in partnership with Andrew Esparza, the founder of [Kingdom Analytics](#).

Andrew has served over 300+ organizations doing good in the world by helping better connect them to their community, congregation, or customers using advanced demography research. He also has experience in the church world, working for the largest high school ministry in the country at North Point Community Church. Andrew graduated from Arizona State University with degrees in Design Management and Tourism Development and is CITI certified in Social and Behavioral Research.

Choosing the Right Ministry Partner

The know-how you need from experts you trust.

ACS Technologies is the original pioneer of Church Management Software (ChMS). We are firmly dedicated to serving local churches all over North America by providing the best-in-class ministry software and service solutions that help you fulfill Christ's mission for your Church.

Tools and support to strengthen churches.

We build great software, but we don't stop there. We have a "service-first" approach that truly sets us apart. With hundreds of dedicated support and consulting personnel, your staff can reach our team 24/7. We're in your corner to help you with the ministry challenges you face every day.

Ideas and solutions powered by integrity.

Integrity is real for us, and it means consistently being faithful stewards by doing the right thing for church success. We have earned the trust of pastors, church staff, congregants, our employees, and colleagues for over 40 years.

A plan to meet your needs and move your ministry.


We're not just interested in satisfied customers. We see ourselves as your real ministry partner and will work with you to make disciples that will last for an eternity. We're excited to talk about your goals, create a plan together, and set you up with the software, service, and resources you need.

We believe in YOU!

ACS Technologies believes in the local church. Over 75% of our team has experience serving in their local churches. We know firsthand that serving the Church means serving people, and we take seriously our commitment to helping ministries like yours achieve their God-given mandate - to make disciples in their communities, states, and across the world.

Let's Talk

We know the challenges of switching or implementing new technology and how that can be intimidating. But we also know the unbelievable changes that have happened within churches that have partnered with us for their ministry needs. Let's connect and see how we can assist you in the greatest thing you do - grow God's Kingdom.

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