

REACHING THOSE IN NEED NEAR YOUR CHURCH

*A step by step guide on how to use
MissionInsite to uncover the various
needs of your community and reach
those who need help most.*

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INTRODUCTION

In this guide you will learn strategic ways to define your “community.”

You will then learn how to use tools, such as MissionInsite, to fully understand your community’s unique makeup and identify the specific needs in your area. Once you have defined your community, discovered who they are, and understood their needs, you will learn how to reach them with the specific services your church has to meet those needs.

SECTION 1:

DEFINING YOUR COMMUNITY

Defining the boundaries of your community is an important first step. This allows us to set up a defined study area that will be used to understand who is in your community and their needs. There are many ways to define the boundaries of your community including custom geographic boundaries, drive time boundaries, zip-codes, cities, counties, and set distance radii.

Step 1: Choosing The Best Method for Defining Your Community

For 90% of the churches we work with the Drive Time Method tends to be the most effective due to the fact that most churches have a congregation that commutes to their campus via car. This method also tends to be more accurate than defining your community by a set distance from the church (i.e. a radius of 5 miles), because a distance radius in the heart of a large city would have a much longer drive time requirement than that of a church in a rural setting.

Finally, it's most important to choose the method that best fits your particular congregation and goals. The most effective sample would include an area that encircles 80% of your congregation. You do not want to expand so far out that the data no longer represents your current community, nor do you want to concentrate too close to the campus that you exclude individuals you have the potential to impact and serve. Depending on your church size, reach, and location, consider starting with a drive time radius of 10 - 30 minutes from your church campus.

Step 2: Using MissionInsite to Define your community

- Now that we know what method to use to define our community we are ready to use the MissionInsite software to map out this study area.
- Open MissionInsite and Select the “SHAPES” button at the bottom of your screen.



- This will open up a tab on the right of your screen with several options. In this scenario, we will be doing a drive time map and will select the “Travel Polygons” tab. However, if you prefer to draw the custom shape yourself, or to use a set distance radius from the church, you can select those options above the “Travel Polygons” tab.
- Once we have selected the “Travel Polygons” tab we will want to select the car icon to indicate we are creating a drive time map. We will then want to input our “starting location” either with your church address. If desired, you can also use the option to manually select an area on the map.



Travel Polygons







1 Starting Location

First, Lets Decide The Starting Point. This Can be an Address, a Point you Select On the Map or your Current Location

From... *

| Address ▼

Address... *

| 123 Main Street

NEXT →

- Once this is complete hit next and move on to the “Time Contours” section. Here you will input the drive time that best defines your community. It may be worth testing a few of these ranging from 10 - 30 minutes to find the one that fits best for your church.



2

Time Contours

You Can Define between 1 and 4 "Contours", Each Representing How Far you Can Travel from the Point you Selected in the Time you Specify (Up to 60 Minutes).

Minutes

20

Minutes

Minutes

Minutes

← BACK

NEXT →

- Click Next. Then select “High” resolution and then “Draw”. The software will now create your custom study area that will be used to define your community!
- If you do not already have a subscription with MissionInsite you can sign up here: <https://www.acstechnologies.com/missioninsite/>

3 Done

Great! We'll Draw an Polygon(s) that estimate(s):

- A **20 minute drive** from

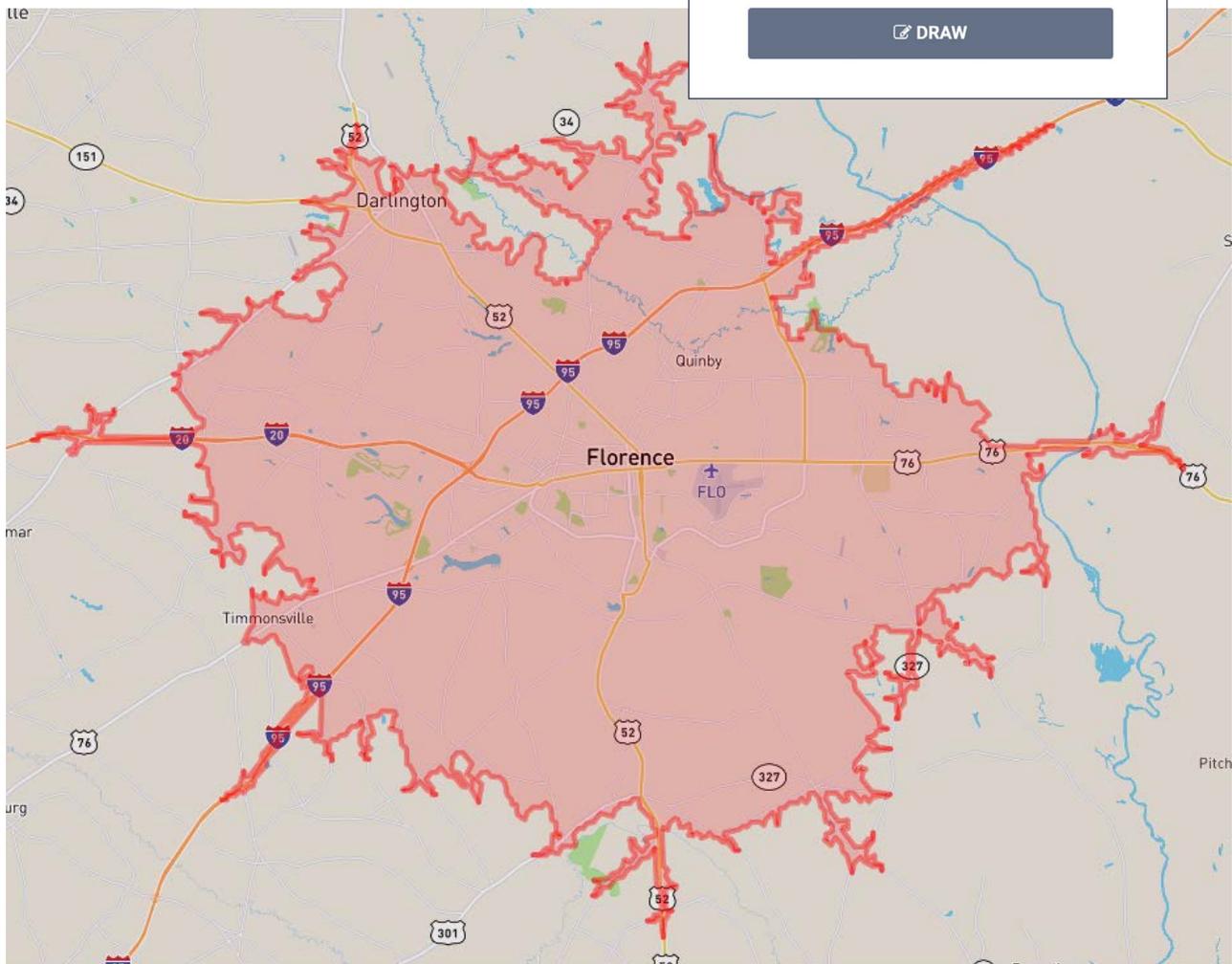
Resolution... *

High (Most Points) ▾

← BACK

↻ RESET

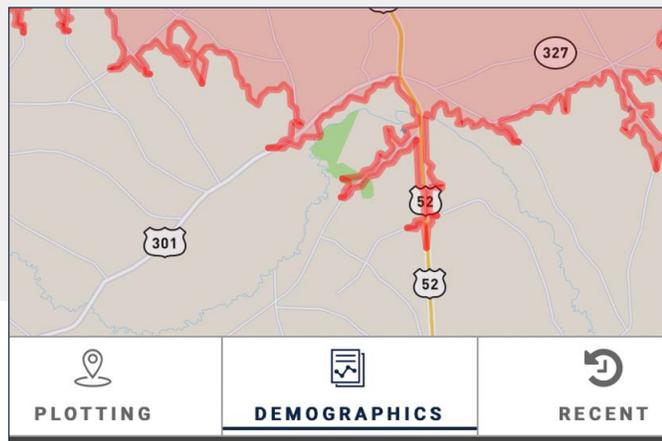
✍ DRAW



SECTION 2: UNDERSTANDING YOUR COMMUNITY

Now that we have defined “what” our community is, let's look deeper to understand “who” they are. This is a surprisingly simple process that can be done by pulling reports using MissionInsite that will tell us everything we need to know.

- You should now have your community highlighted on the map from our previous step. Next we are going to click the “DEMOGRAPHICS” button at the bottom of the screen.



- A tab will open on the right. Next, under the “Predefined” section select “FullInsite Report” and then click the “Generate Report” button.

Predefined ^

Prepared for *
Your Church Name

Study Area *
20 minute drive

Select a predefined report *
FullInsite ▾

GENERATE REPORT



- After clicking the “Generate Report” button you should see a report start to download. It will be saved in your downloads folder and will shortly be ready for you to review. This report will contain everything you could ever want to know about your community demographically. The report will include descriptions that help you more fully understand what’s included in each page. Pay special attention to the “Mosaics” in your community on page 24. At the bottom of the page you will find resources to help you understand what mosaics are, and how you can utilize them when planning for your church.

Diversity: Mosaic

Mosaic Lifestyle Segmentation Types
Mosaic Lifestyle Types provides insight into the behaviors, attitudes and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.

Top 15 Mosaic Segments (Experian): 2022

Segment	Percentage
A01 Power Elite - American Royalty	8.7%
C13 Booming with Confidence - Philanthropic Sophisticates	7.0%
A03 Power Elite - Kids and Cabernet	6.0%
A02 Power Elite - Platinum Prosperity	6.0%
O51 Singles and Starters - Digitally Savvy	4.9%
E21 Thriving Boomers - Unspoiled Splendor	4.5%
C11 Booming with Confidence - Sophisticated City Dwellers	4.4%
Q64 Golden Year Guardians - Established in Society	4.1%
F22 Promising Families - Fast Track Couples	4.0%
J34 Autumn Years - Suburban Sophisticates	3.4%
Q62 Golden Year Guardians - Enjoying Retirement	3.3%
I30 Family Union - Potlucks and the Great Outdoors	3.0%
B07 Flourishing Families - Across the Ages	3.0%
C12 Booming with Confidence - Golf Carts and Gourmets	2.8%
D15 Suburban Style - Sport Utility Families	2.8%
Remaining HH	32.3%

	Study Area		State of TN		Comp Index CY
Mosaic: Top 15 Segments	2022		2022		
A01 Power Elite - American Royalty	1,597	8.7%	46,784	1.7%	509
C13 Booming with Confidence - Philanthropic Sophisticates	1,289	7.0%	34,203	1.2%	562
A03 Power Elite - Kids and Cabernet	1,110	6.0%	30,717	1.1%	539
A02 Power Elite - Platinum Prosperity	1,094	6.0%	56,722	2.1%	287
O51 Singles and Starters - Digitally Savvy	893	4.9%	140,024	5.1%	95
E21 Thriving Boomers - Unspoiled Splendor	824	4.5%	102,607	3.7%	120
C11 Booming with Confidence - Sophisticated City Dwellers	801	4.4%	72,333	2.6%	165
Q64 Golden Year Guardians - Established in Society	749	4.1%	160,413	5.9%	76
F22 Promising Families - Fast Track Couples	741	4.0%	81,643	3.0%	135
J34 Autumn Years - Suburban Sophisticates	622	3.4%	81,703	3.0%	113
Q62 Golden Year Guardians - Enjoying Retirement	607	3.3%	37,127	1.4%	244
I30 Family Union - Potlucks and the Great Outdoors	553	3.0%	88,570	3.2%	93
B07 Flourishing Families - Across the Ages	545	3.0%	28,493	1.0%	285
C12 Booming with Confidence - Golf Carts and Gourmets	514	2.8%	9,635	0.4%	795
D15 Suburban Style - Sport Utility Families	506	2.8%	54,382	2.0%	139
Remaining HH	5,928	32.3%	1,712,893	62.6%	92
Totals:	18,373	100.00%	2,738,249	100.00%	

Learn about your Mosaic Households
To access Mosaic Portrait data click on:
[Mosaic USA E-Handbook by Experian](#) (To open in a new Tab hold Control key when you click on the link)
 Handbook includes Mosaic Overview and two graphic pages for each of the 19 Groups and 71 Segments.
[How to Read and Understand a Mosaic Portrait - Video](#)
[Understanding Mosaic Portraits for Mission Planning - Video](#)
Faith based clients: To access the Mosaic application guide click on:
[Mission Impact Mosaic Application Guide by Bandy](#) (To open in a new Tab hold Control key when you click on the link)

Sources: US Census Bureau, Synergos Technologies Inc., Experian Page 24

SECTION 3: IDENTIFYING THE UNIQUE NEEDS OF YOUR COMMUNITY

Understanding the details of your community will now give you the ability to understanding the unique needs of those in your community.

- The first step in understanding the needs of the community is creating a new MissionInsite Report. The report we want to create is called the “MinistryInsite” Report.
- Follow the same steps in our previous section when creating the FullInsite report, however, this time simply select the “MinistryInsite” option in the predefined reports section.
- This report will offer key points to help you better identify the needs of your community. The first portion of this report will showcase the unique concerns of those who live in your community. Knowing the most pressing concerns of those in the community will allow you to craft sermon topics, series, and services around these subjects.

Concerns About Personal Health & Life							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Alcohol/drug abuse	15.6%	4.8%	15.1%	5.5%	104	88	
Anger management/losing my temper	31.3%	4.8%	30.0%	5.6%	104	86	
Bullying (including cyber-bullying)	27.2%	12.1%	26.0%	12.9%	105	94	
Depression	38.8%	11.0%	35.8%	12.3%	108	89	
Finding a mate/spouse	14.6%	6.7%	13.6%	6.7%	107	100	
Getting over the past/dealing with guilt	39.5%	8.2%	37.4%	9.2%	106	89	
Losing weight/diet issues	47.2%	18.0%	46.4%	18.4%	102	98	
Making friends / loneliness	42.1%	8.9%	38.2%	10.4%	110	85	
Mental health issues	37.6%	12.7%	33.7%	14.5%	112	87	
Ongoing impact of COVID-19	37.9%	50.8%	38.3%	51.3%	99	99	
Personal health problems	57.6%	15.3%	54.6%	17.0%	105	90	
Sexual abuse	14.8%	8.8%	13.8%	9.2%	107	95	
Sexual addiction/pornography	12.0%	3.6%	11.2%	4.5%	108	80	
Struggling with my sexual orientation	5.6%	1.7%	5.3%	2.3%	105	74	
Unemployment/Losing my job	27.1%	12.3%	23.9%	12.4%	113	99	
Personal Life Average	29.9%	12.0%	28.2%	12.8%	106	93	

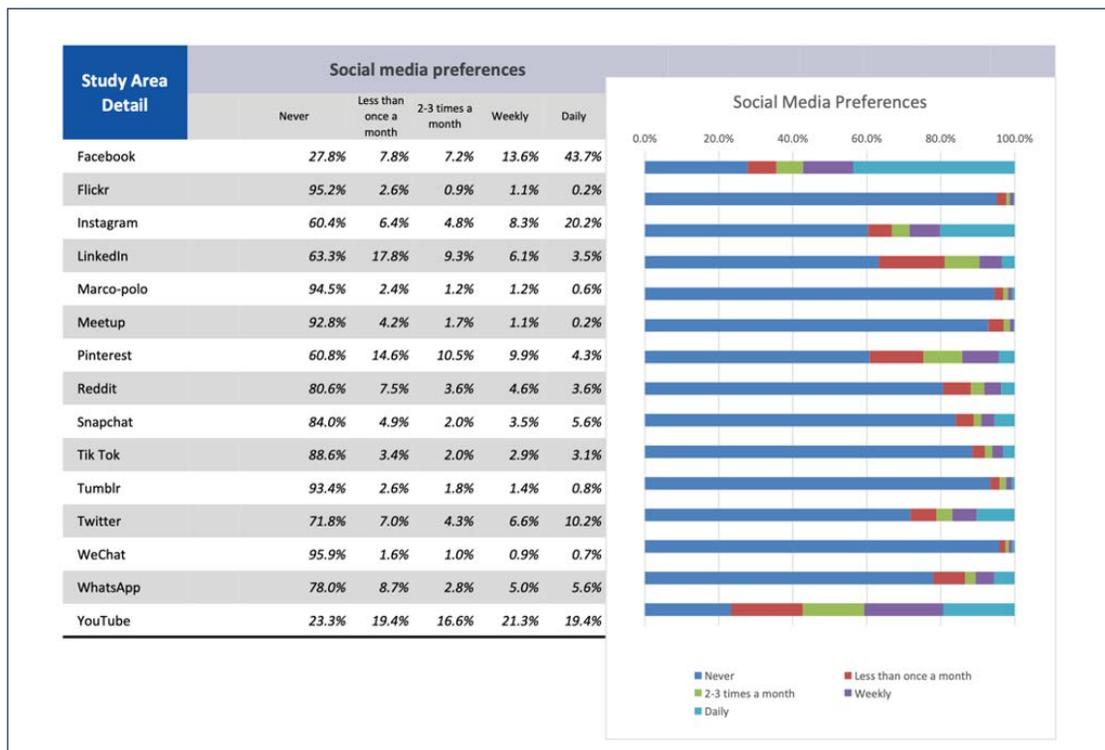
- The next section of this report will uncover the ministry and program preferences of those in the community based on their life concerns. You will find a list of various programs and potential ministries with a number that shows what percent of your community thought that program was “important” for the church to offer. You can use this section in combination with the concerns of the community to identify key areas your church may be able to serve the needs of the community.

Study Area Compared to National Average	Study Area			US Average		Comparative Index	
	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Personal Growth							
Addiction support groups	51.9%	33.3%	0.6	51.1%	35.3%	102	94
Health/weight loss programs	55.9%	29.7%	0.5	55.1%	32.1%	101	93
Membership and leadership training	48.4%	36.7%	0.8	45.9%	41.1%	105	89
Opportunities to develop personal relationships	25.7%	63.2%	2.5	24.5%	65.8%	105	96
Practical training seminars (money management, computer skills, etc.)	47.0%	39.4%	0.8	45.4%	42.4%	103	93
Personal Growth	45.8%	40.5%	0.9	44.4%	43.3%	103	93
Family Support and Intervention Services							
Daycare/After-School Programs	58.9%	24.7%	0.4	59.0%	26.6%	100	93
Crisis support groups	40.5%	46.6%	1.1	37.0%	50.8%	109	92
Family oriented activities	36.9%	50.8%	1.4	33.4%	56.6%	111	90
Marriage enrichment	47.2%	37.3%	0.8	45.2%	41.8%	104	89
Parenting development	54.6%	30.7%	0.6	53.2%	33.0%	103	93
Personal/family counseling	41.0%	46.5%	1.1	40.6%	47.8%	101	97
Family Support and Intervention Services	46.5%	39.4%	0.8	44.7%	42.8%	104	92



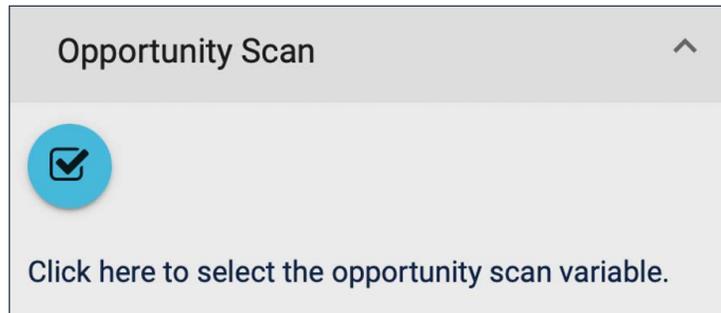
SECTION 4: HOW TO REACH THOSE IN NEED

- Now that we understand who our community is and what their needs are, our final step is to understand how to best reach them.
- We will be using both the FullInsite Report and MinistryInsite report for this task.
- Pages 26, 27, & 28 showcase the media preferences in your community. This will be key in prioritizing your church’s digital marketing strategy.



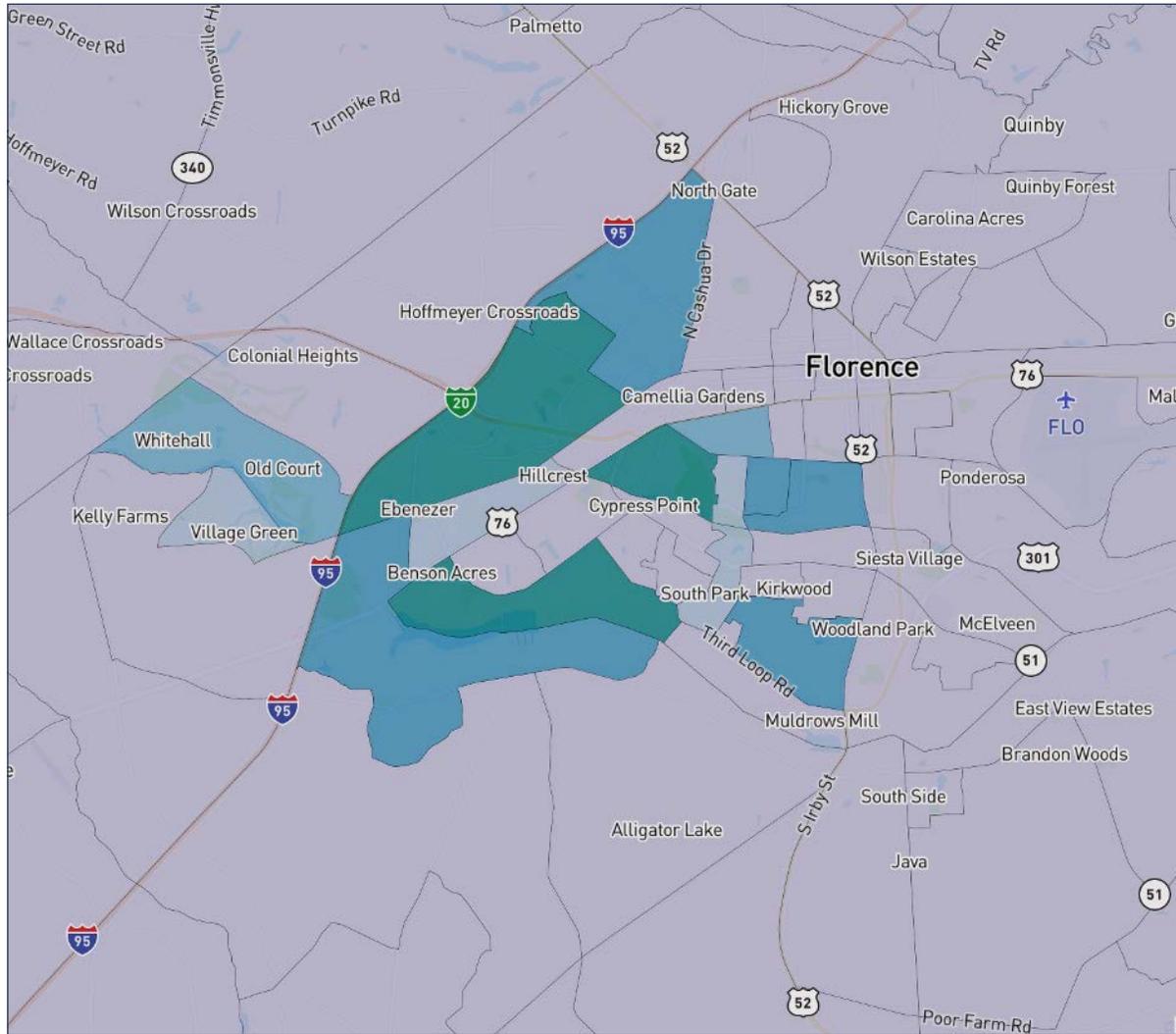
- Going back to the “FullInsite Report”, we talked about paying extra attention to the Mosaics in your community on page 24. Here is where this will become valuable. Focus on the top mosaics in your community and spend time reading and learning about them in the MissionImpact Guide resource at the bottom of that page. This resource will give you detailed information about each of your top mosaics (people groups) and will also provide you with important information regarding their outreach needs, general preferences, and the most receptive communication styles. Use this information, in combination with the digital marketing data mentioned in our previous step, to develop an action plan to reach these individuals.

- Not all mosaics in your community will be receptive to digital marketing. When this is the case, there are a few more steps we can take including a direct mail campaign. Within MissionInsite you have the ability to pull a list of targeted addresses in your community that fit the mosaic you are trying to serve. Contact MissionInsite customer service (timh@acst.com) for help with this.
- The other option you have is to do an “opportunity scan” in MissionInsite. This will highlight the areas of your community that contain the highest representation of the specific mosaic you are trying to reach/ serve. To do an opportunity scan we will be in the “demographics” section again (the same section we created our original reports in). At the bottom of this section you will see an “opportunity scan” tab. Click the checkbox under the tab.
- Next select “Mosaic” in the window that opens up and then select the mosaic you want to focus on. Finally, click “Create Theme Map” on the right side under the demographics “thematic” tab.



Voting Age Census 2010	A03 Power Elite - Kids and Cabernet	
Population/Households Forecast	A04 Power Elite - Picture Perfect Families	
Phase of Life Forecast	A05 Power Elite - Couples with Clout	
Average Income Trends: Households and Per Capita	A06 Power Elite - Jet Set Urbanites	
Summary: Population 5+: Language Spoken at Home	B07 Flourishing Families - Across the Ages	
Summary: Phase of Life	B08 Flourishing Families - Babies and Bliss	
Summary: Population by Household Type	B09 Flourishing Families - Family Fun-tastic	
Summary: Families in Poverty	B10 Flourishing Families - Cosmopolitan Achievers	
Summary: Housing Units	C11 Booming with Confidence - Sophisticated City Dwellers	
Mosaic ✓	C12 Booming with Confidence - Golf Carts and Gourmets	
Mosaic Groups	C13 Booming with Confidence - Philanthropic Sophisticates ✓	
Citizen Voting Age Population by Race	C14 Booming with Confidence - Boomers and Boomerangs	
	D15 Suburban Style - Sport Utility Families	
	D16 Suburban Style - Settled in Suburbia	

- This will create a colored map, highlighting the areas in your community, that includes the people you are trying to serve. Use this information to be strategic about your future programs and outreach to better reach those who are in need of those ministries.



SUMMARY PAGE

Summary Page: In this guide you learned strategic ways to define your “community”. We also covered how to use tools, such as MissionInsite, to fully understand the unique makeup of your community, as well as how to identify the specific needs in your area. Once we have defined your community, discovered who they are and what their needs are, we then discussed strategies regarding how to most effectively reach those in your community.

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:

1. Email or call us to get expert help, as 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: 800.736.7425
2. Use MissionInsite yourself. Request a demo of the product MissionInsite at: <https://www.acstechnologies.com/missioninsite/contact/>

This Ministry Guide was written in partnership with Andrew Esparza, the founder of [Kingdom Analytics](#). Andrew has served over 400+ 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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