

# STRATEGIES TO REACH MORE — OF YOUR — COMMUNITY

*Comparing your  
Church Congregation  
to your Community*

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# INTRODUCTION

In this guide, you will learn the process of defining and mapping your community, uploading and plotting your congregation, creating and analyzing a ComparativeInsite Report to give you all the information you need to understand who you are as a church and how you compare to the community you are located in.

Every church is different, and no church will ever perfectly reflect its community. Some may even be called to reach a particular people group. This guide is a diagnostic tool or checkup to give you factual details about your community and congregation.

# SECTION 1

## *Defining Your Community*

Defining the boundaries of what you consider your community is an essential first step. This step allows us to set up the study area we will later use to understand who is in your community and their needs. There are many methods for setting the boundaries of your community. These range from 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 best option. This is because most churches have a congregation that commutes to them 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). This is because a distance radius in the heart of a large city would require a much longer drive time than a church in a more rural area. All this said, choose the method that best fits your particular situation. The goal would be to have an area that best describes your local community. Typically, this area would contain 80% of your congregation. You do not want to expand so far out that the data no longer represents your true community, nor do you want to concentrate too close to the campus that you exclude key parts of your community you have the potential to impact and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 do a drive time map and select the "Travel Polygons" tab. However, if you prefer to draw the custom shape yourself or 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 choose 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 or you can use the option to select an area on the map manually.

 **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... \*

**NEXT →**

**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   

Minutes   

Minutes   

Minutes   

**← BACK**

**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.

- Hit Next, select “high” resolution on the final section and click “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, see the end of this guide for details on how to get started.

**3 Done**

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

- **A 20 minute drive** from

Resolution...\*

High (Most Points) ▾

## SECTION 2

### *Uploading Your Congregation*

Now that you have defined your community, the next step is uploading your congregation into the system. This will allow you to compare details about your community to the specific households in your church. All you need to complete this step is an updated address list of your congregation members and the MissionInsite Address Upload Form, which you can download [HERE](#). Once you download the form, you will notice there are a variety of fields. You do not have to complete all of these fields, but at a bare minimum will need to fill in the address columns. It is important that you do not adjust the formatting or try uploading a different form, as the MissionInsite program is designed to only work with this specific form and formatting. It is also important to ensure the addresses you are entering are up-to-date and accurate, as this is what the study will be based on. Filling out the form should be as simple as a copy and pasting from your church management software. Now that the Address Upload Form has been filled out, you are ready to upload it to MissionInsite. To do this, log into your MissionInsite account and scroll down in the menu to the right until you see the “People Upload” button. Select this.

The screenshot shows the MissionInsite mobile app interface. At the top, there's a navigation bar with the MissionInsite logo and the tagline 'Community Engagement Specialists For Faith & Nonprofit Groups'. Below the navigation bar, there are four icons: a home icon, a location pin icon, a pencil icon, and a person icon. The main content area shows the user's profile 'Kingdom Analytics, LLC Base Study (Kngd...)' and a 'HOME' button. Below that, there are three input fields: 'Enter From Date... \*', 'Enter To Date... \*', and 'Select a report \*'. A 'GENERATE REPORT' button is located below these fields. The 'Import and Upload' section is expanded, showing two buttons: 'PEOPLE UPLOAD' and 'DROPBOX'. The 'MyChurch Locator' section is also expanded, showing a 'RUN MYCHURCH LOCATOR' button.

Next, you will see a menu pop up. Select your church and the people, type "Congregants," and hit next to move on. Input your name and email on the next page to receive updates on when your upload has been completed. Hit next. The next page allows you to input values for codes that you may have listed on the various other columns in the Address Upload form. For this exercise, we do not need to worry about this page. Hit the next button.

### MissionInsite People Upload

✕

#### Text Attribute Mapping

If text attribute values are different from the standard, use the tables below to map any specific values to their respective attribute descriptor.

Member Status

Member Status	Expected Codes	Actual Codes
Member	1	1
Regular Attender/Non-Member	2	2
Non-regular Member	3	3
Other	4	4
Visitor	5	5

Member By Means

Member By Means	Expected Codes	Actual Codes
Profession of Faith	1	1
Transfer	2	2
Re-affirmation	3	3
Other	4	4

← PREVIOUS
↻ START OVER
✕ CANCEL
→ NEXT

If there is an issue with the upload please email [misupport@acst.com](mailto:misupport@acst.com)

On the following page, you will now be able to upload your form. There is also a link if you do not have the Address Upload Form and need to download it. Choose the file you want to upload and hit the next button to move to the next step. The system will quickly analyze your form to ensure everything is correctly formatted. On the next page, you will see the results of this. The system will let you know how many addresses you uploaded and how many are formatted correctly. Assuming everything looks acceptable here, hit the next button for the final time. This confirms the list. The system will upload the addresses. And you will receive an email confirmation. Depending on the list size, this can take anywhere from 15 minutes to 1 hour. You have now successfully uploaded your congregation. You can upload multiple lists in the future if you want to analyze specific segments, for example, your volunteers, new members, etc.



# SECTION 3

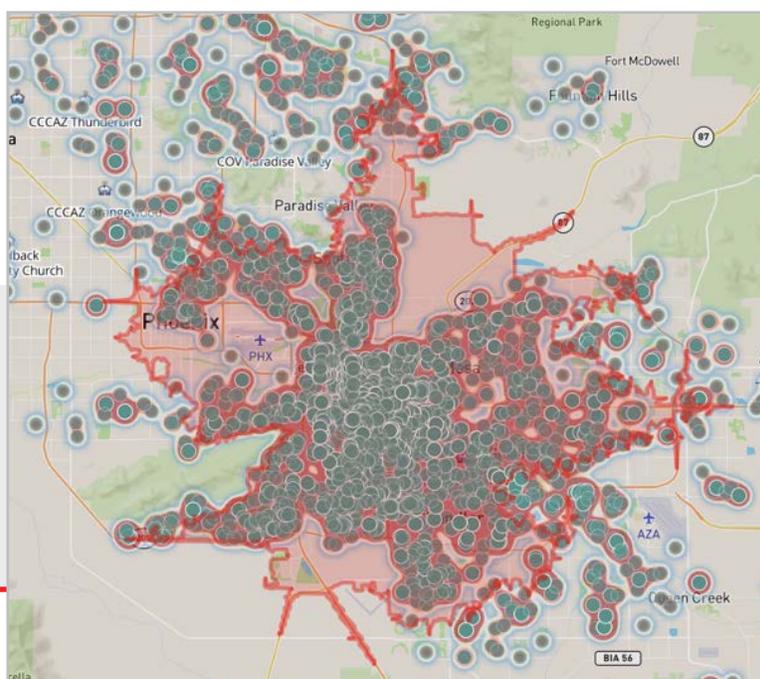
## Comparing Your Congregation To Your Community

### Step 1: Plotting your congregation and creating reports

Now that you have successfully uploaded your congregation, we can compare your community to your congregation. The first step is to create your community by following the previously listed steps. Next, you need to insert your congregant households. To do this, select the "Plotting" tab at the bottom of your screen. Then select "Congregants and the study you uploaded in our last step on the right side of the screen. Once selected, scroll down and hit the blue "plot" button.

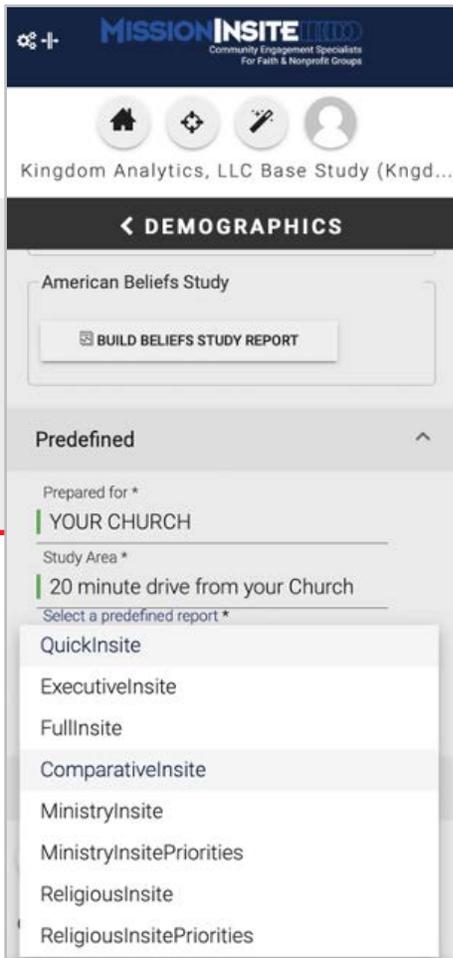
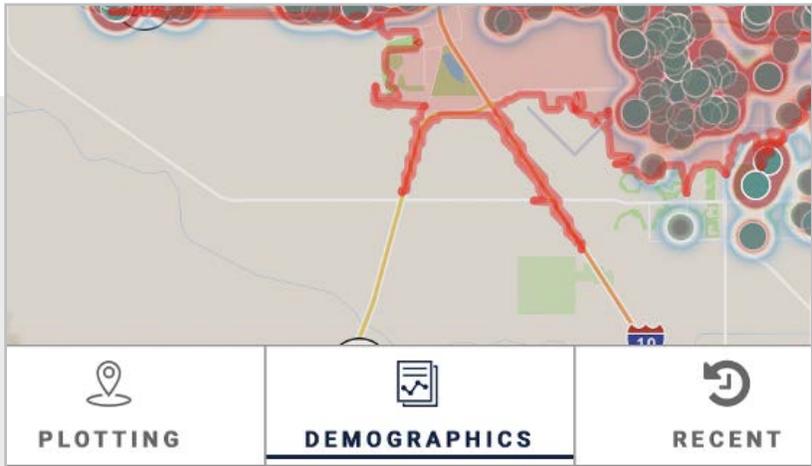


You will then see dots representing each of your congregation member's households populate onto the map and in your study area.



You now have plotted your congregation. This can immediately tell us a few things, how much of our congregation is contained in our defined community (are we using the right definition for our community, where are our congregation members coming from, what areas of our community are we not represented in, and more. These are all good initial geographic insights; in our next step, we will learn much more about demographic and psychographic insights.

The next step in comparing our community to our congregation is by creating a ComparativeInsite Report. To do this, select the "Demographics" tab at the bottom of the screen.



On the right side of your screen, under the "Predefined" dropdown menu, you will find the ComparativeInsite Report, select it and hit the "Generate Report" button.

The report will now be created and should end up in your download folder.

## Step 2: Understanding the ComparativeInsite Report

The ComparativeInsite report is key to (as the name implies) comparing your congregation to your community. At the top of each page, you will notice the number of individuals and households from your congregation that was included within the community study area. You will also see the total population of the community. You will notice that each page of the report has two sections. Details on the households in the community are on the left, and details on your congregation are on the right. Page 2 contains categories of age and household details.

Who Are We? Who is Our Neighbor?					
Mosaic Segments Study Area			People Mosaic Segments Weighted by Presence		
	%	No.	%	No.	Index
<b>Total People</b>		<b>551</b>			
<b>Total People Households</b>		<b>520</b>			
<b>Total Population in Study Area</b>		<b>1,041,446</b>			
<b>Total Households in Study Area</b>		<b>397,487</b>			
<b>Total No. of Mosaic Segments in Study Area</b>				<b>71</b>	
<b>Total No. of Mosaic Segments with People HH Present</b>				<b>43</b>	
<b>Estimated Household Penetration Rate</b>					<b>0.1%</b>
<b>Head of HH Age</b>					
Age 19-24 years	5.0%	19,839	4.3%	22	86
Age 25-30 years	13.1%	51,940	10.9%	57	84
Age 31-35 years	12.6%	50,213	12.6%	66	100
Age 36-45 years	18.5%	73,566	17.1%	89	92
Age 46-50 years	10.0%	39,576	10.0%	52	101
Age 51-65 years	25.6%	101,871	30.6%	159	119
Age 66-75 years	7.5%	29,929	8.1%	42	107
Age 76+ years	7.7%	30,555	6.4%	34	84
	<b>100.0%</b>	<b>397,487</b>	<b>100.0%</b>	<b>520</b>	
<b>Average Age Head of Household</b>		<b>50</b>		<b>50</b>	<b>101</b>
<b>Married Households</b>	<b>50.6%</b>	<b>200,966</b>	<b>68.7%</b>	<b>357</b>	<b>136</b>
<b>Households by Type with Children</b>					
Married with kids in household	19.7%	78,189	23.1%	120	117
Single Parent with kids	7.2%	28,742	2.9%	15	40
Unknown marital status with kids	1.8%	7,347	1.5%	8	83
	<b>28.8%</b>	<b>114,278</b>	<b>27.5%</b>	<b>143</b>	<b>96</b>
<b>Household by Type without Children</b>					
Married without kids in household	30.9%	122,778	45.6%	237	148
Single Parent without kids	23.0%	91,236	12.5%	65	54
Unknown marital status without kids	17.4%	69,129	14.6%	76	84
	<b>71.2%</b>	<b>283,142</b>	<b>72.7%</b>	<b>378</b>	<b>102</b>
<b>Presence of a Child</b>					
Presence of a child 0-3 years	9.3%	36,806	7.7%	40	83
Presence of a child 4-6 years	5.2%	20,578	4.9%	26	95
Presence of a child 7-9 years	5.3%	21,060	5.3%	27	99
Presence of a child 10-12 years	5.1%	20,433	5.4%	28	105
Presence of a child 13-18 years	7.5%	29,817	8.3%	43	111
	<b>32.4%</b>	<b>128,695</b>	<b>31.6%</b>	<b>164</b>	<b>98</b>

Page 3 contains income, ethnicity, and education breakdowns for your community and congregation. Page 4 continues this with occupation data. A trick to quickly read the report and compare your community to your congregations is by using the "Index" number details listed in the column on the far right. This will tell you the areas in your congregation is over and underrepresented. An index score of 100 means your congregation has the same percentage represented in a category as we see in the community. They are matching. A score of 150 would tell us that our congregation is 50% more represented in a particular category than the community. This may look like **8%** of the community has incomes from \$100,000 - \$124,999, and **12%** of your congregation falls in that range. Likewise, an index score of 50 would tell us our congregation is 50% underrepresented in a particular area than what we see in our community. This may look like 8% of the community is African American, but **4%** of our congregation is listed as African American.

The mosaics breakdown for your community and your congregation are on pages 5 and 6. These are perhaps the most important pages of the entire report. See our previous article to learn more about Mosaics and how to use them. At the top of the final pages, you'll find income breakdowns for each Mosaics in your congregation. And an estimate for the total earned income of your congregation. Through our work with hundreds of churches around the country, we have found that the average "tithe" amount to be at just 2.5% of a congregation's total income, often following the 80/20 rule, with roughly 80% of the giving coming from just 20% of the congregation.



## Who Are We? Who is Our Neighbor?

Total People	551	Total No. of Mosaic Segments in Study Area	71
Total People Households	520	Total No. of Mosaic Segments with People HH Present	43
Total Population in Study Area	1,041,446	Estimated Household Penetration Rate	0.1%
Total Households in Study Area	397,487		

	<b>Mosaic Segments Study Area</b>	<b>People Mosaic Segments Weighted by Presence</b>
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<b>Estimated Household Income</b>					
Less than \$15,000	9.5%	37,824	4.9%	26	52
\$15,000-\$24,999	9.5%	37,708	5.1%	26	53
\$25,000-\$34,999	9.6%	38,070	5.7%	30	60
\$35,000-\$49,999	9.5%	37,756	6.5%	34	69
\$50,000-\$74,999	9.2%	36,449	7.7%	40	84
\$75,000-\$99,999	8.8%	35,151	9.3%	49	106
\$100,000-\$124,999	8.8%	34,868	11.3%	59	128
\$125,000-\$149,999	8.6%	34,215	10.9%	57	127
\$150,000-\$174,999	8.1%	32,211	11.6%	60	143
\$175,000-\$199,999	7.6%	30,040	10.7%	56	142
\$200,000-\$249,999	5.6%	22,223	8.6%	44	153
\$250,000+	5.3%	20,974	7.6%	40	144
	<b>100%</b>	<b>397,487</b>	<b>100%</b>	<b>520</b>	

Average HH Income	\$89,026	\$152,319
Median HH Income	\$69,159	\$105,281

Diversity Score Scale 0-5	2.4	3.2	135
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<b>Estimated Racial/Ethnicity</b>					
African American	5.6%	58,533	3.5%	19	62
Asian	4.6%	48,148	4.7%	26	102
Caucasian	66.3%	690,561	74.5%	411	112
Native American	0.2%	1,920	0.2%	1	87
Hispanic	12.0%	124,862	9.0%	49	75
Hispanic - Caribbean1	2.4%	24,953	1.7%	9	72
Hispanic - Mexico1	8.5%	88,401	6.1%	34	72
Hispanic - Central American1	0.2%	2,360	0.1%	1	62
Hispanic - South American1	0.1%	1,487	0.1%	1	94
Hispanic - European1	0.0%	221	0.0%	0	112
	<b>100%</b>	<b>1,041,446</b>	<b>100%</b>	<b>551</b>	

<b>Est. Average Head of HH Level of Education</b>					
Less than High School	15.4%	61,314	8.6%	45	56
High School diploma	19.5%	77,557	17.6%	92	90
Some College	29.3%	116,300	28.0%	146	96
Bachelor's degree	22.5%	89,325	28.3%	147	126
Graduate degree	13.3%	52,992	17.5%	91	131
	<b>100%</b>	<b>397,487</b>	<b>100%</b>	<b>520</b>	

# SUMMARY

In this guide, we shared a step-by-step process of defining and mapping your community, uploading and plotting your congregation, and creating and analyzing a CompartiveInsite Report. This gives you all the information you need to understand in what areas your church is reaching and not reaching your community. Every church is different, and no church will ever perfectly reflect its community. Some may even be called to reach a particular people group. This guide functions as a diagnostic tool or a checkup to understand who you are as a church... actually and how that relates to the community, you are located within.

## Comparing your Church Congregation To Your Community

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 for you. We make it easy for you to understand your community. Email: [emilyr@acst.com](mailto: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.

 **1-844-467-3256**

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