

Segment Q65:

Mature and Wise

Retirees settled in metro apartment communities living cost-effective, sensible lives

Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective:

Faith of our fathers (and mothers) living still

Spiritual Issues:

Feelings of loneliness, anxieties about displacement and abandonment

Common Church Presence

- Loyal to home church
- Church friendships important

- Relocating to urban centers
- May connect with one or more churches

- Socially conservative
- Open to modest experiments



Potential Influence

Lifestyle Compatibility	Family Group Q <i>Golden Year Guardians</i>	Frequent Neighbors
E20 No Place Like Home J36 Settled and Sensible L43 Homemade Happiness S68 Small Town Sophisticates	Q62 Enjoying Retirement Q63 Footloose and Family Free Q64 Established in Society Q65 Mature and Wise	C11 Sophisticated City Dwellers E21 Unspoiled Splendor L42 Rooted Flower Power J34 Suburban Sophisticates

General Comments:

Mature and Wise are loyal to their home church, attending worship as often as they can. However, they may have been forced to relocate from small towns to urban centers to access healthcare or find assisted living housing. They often stay connected with their original church through old friends and church newsletters and may maintain their memberships. They may connect as adherents with a new church of the same tradition, size, and worship style, and may regularly participate in a midweek small group. They may in fact connect with more than one church, especially if there is a church nearby compatible with their faith tradition in which apartment neighbors are active. They connect through social activities, bible study groups, and chapel services in their building.

Faith is important and the church continues to be a nexus of friendship and resource for spiritual life. They may be on lower fixed incomes, but they like to keep pace with life and try new things. Boomers often claim to represent their opinions and resist change, but instead project their own needs and anxieties on their elders. *Mature and Wise* are not obsessed with the past, but live moment to moment and try hard to avoid a rut. They are probably adventurous enough to have a “bucket list” of things they want to do. They go to concerts and plays, or a casino and bingo. Contrary to what many of their baby boomer children might think, they often appreciate a church that experiments with new things: fresh liturgies, new technologies, and creative outreach. Even though they have generally conservative social values, they are often more willing to take a risk and experiment than clergy think.

Color Key	High Priority	Medium Priority	Low Priority
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High Priorities also marked with “X” for churches photocopying in black and white.

Leadership PreferencesResource: *Spiritual Leadership* by Thomas Bandy (Abingdon Press)

	Traditional		Progressive		Radical
x	Caregiver		Discipler		Visionary
x	Enabler		Guru		Mentor
	CEO				Pilgrim

Mature and Wise expect pastors to be very friendly and approachable. They are usually experienced ministers but have extra the energy and creativity. Clergy have special gifts in pastoral care and counseling and concentrate on building healthy relationships. They manage to meet every individual in a crowd and appreciate unique personalities. They are good listeners as well as good organizers. These clergy often have reputations for integrity and spiritual insight when it comes to Baptisms, Communion, and funeral services. They are quite interested the spiritual life and make small adjustments in worship design. They experiment with different kinds and styles of prayer, preaching, liturgy, and music (provided the music is not too loud). Despite creativity, pastors are keenly aware of their faith tradition and value continuity with the past.

Lifestyle Connectivity

Physical presence and listening skills are key to relationships. They are not using social media and may not read newsletters or remember coming events. They can have high expectations for visiting and clergy need to manage their calendar efficiently.

Hospitality Preferences Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

	Traditional		Modern		Postmodern
	The Basics		Multiple Choices		Take-Out
		x	Healthy Choices		

Mature and Wise see Sunday worship as a key time to reunite with friends and family, so hospitality before and after worship is just as “sacred” as the worship service itself. They attend irregularly. They may arrive early to church and leave late (depending on transportation). Greeters should be prepared to welcome people at least 30 minutes prior to worship (or Sunday school). Provide “layers” of hospitality: volunteers in the parking lot or outside the doors to help these elderly folks navigate steps and icy sidewalks; and inside the doors to greet people by name and communicate enthusiasm. Create a welcome center in the vestibule where they can introduce visiting family or guests to their friends. Ushers should give personal attention to seating and provide cushions and hearing devices and assist with walkers or canes. Always deploy a trained “pastoral care team” in the sanctuary to monitor the needs of these older members at worship. Be prepared to provide emotional support and personal assistance during worship, and private prayer after worship. The environment for refreshments should be bright, colorful, and temperature controlled. Provide plenty of seating, and portable trays or small tables. Use tablecloths, silverware, and dishes (and avoid plastic and Styrofoam). Refreshments are tasteful, plentiful, and healthy. If there are mixed generations in the room, provide a separate table for children. Identify sugarless, decaffeinated, and allergy free foods. Servers should be prepared to bring food to seated members, rather than expect them to stand in line.

Lifestyle Connectivity

Take time to pass the peace in worship. Clergy often circulate among them in the congregation. Use a larger font for bulletin inserts or words projected on a screen. Follow up with visiting family or friends by mail.

Worship Preferences Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

Traditional		Modern		Postmodern	
x	Caregiving Worship		Inspirational Worship		Mission-Connection Worship
x	Educational Worship		Transformational Worship		Coaching Worship
	Healing Worship				

Mature and Wise value worship in a variety of ways. Worship is a meditative time. The pace of worship tends to slow down to provide time for thought and reflection. There may be moments of silence, and nobody minds if it takes longer for a reader to approach the lectern from the congregation. Caregiving is important. Individuals may be named in prayers of intercession and supplication. People will pray intentionally for family and friends. Healing for those grieving the loss of family and friends is frequently needed as people in this segment feel increasingly alone. Holy Communion is often comforting, and healing prayer is often welcome. Worship is a relational opportunity. Visiting family and friends may accompany them to worship. This might be the only time in the week to talk with close friends or chat with the minister. They value a Children's Story time in worship even if there are only a few children. In their hearts they are among the children listening for the voice of Jesus.

Worship is an educational moment. They seek clarity and purpose in life and want to deepen their spirituality. If the body is weakening, the spirit is still willing, and the mind may still be sharp. They usually pay close attention to the sermon and are prepared to discuss it later. They tend to follow the words and theology of a hymn and appreciate the significance of liturgy and sacrament. Music is important. Hymns and anthems create a sense of belonging and hope. Worship is often a blend of traditional practices and contemporary innovations. They are apt to feel bored by repetition and enjoy the stimulation (and even some of the argument) around liturgical innovations.

Lifestyle Connectivity

Be prepared to share the elements of Holy Communion in multiple ways. Lay leaders may be authorized to bring the consecrated elements to their residences. Connect the actions and words of worship with private devotions. Devotional objects like a cross or rosary have great spiritual significance.

Education Preferences

Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Form		Content		Grouping	
x	Curricular		Biblical	x	Generational
	Experiential		Topical	x	Peer Group

Mature and Wise want the church to maintain a children's Sunday school, even if it is relatively small. Classes may well be combined to gather younger and older children (K-8). Grandchildren may accompany them to worship, and they want to supplement their understanding of scripture, doctrine, and morality. Sunday school topics are often linked to the focus of the children's time in the worship service. Children's Sunday school is usually quite traditional (age-based classes studying approved workbooks mainly focused on Bible stories). They may be ambivalent about youth ministries for older teens. On the one hand, they want the church to offer faithful and mature role models for older youth. On the other hand, they may find it hard to keep up with the energy and creativity of a youth program. They may favor a combined youth ministry with other nearby churches. Elderly members can form mentoring relationships with youth. They enhance confirmation classes with their experience and coach younger board or ministry leaders in spiritual life and faith formation. They are often committed to an adult class that has met for a long time. They give one another strong emotional and spiritual support. The focus of study and conversation can be eclectic, because people in this segment want to explore a wide range of ideas and not fall into a rut.

Lifestyle Connectivity

They do book studies and may occasionally include audio and video content. Many participants are diligent about doing their homework reading and highlight text or discussion points. Questions and concern are shared directly with the pastor or priest through confidential conversations.

Small Group Preferences

Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Leadership		Focus	
	Trained Leader		Curriculum Study
x	Rotate Leaders	x	Shared Affinity

Mature and Wise support large, traditional groups based on gender or age, but may not be able to support committees that organize and lead them. They appreciate clergy that visit fellowship gatherings and mingle for conversation. They may be reluctant to entertain clergy for a long visit at home, but a few timely words at a fellowship gathering gives them the recognition and encouragement that they need. Midweek small groups often meet in afternoons rather than evenings. Groups are primarily about friendships, mutual support, and shared devotions. Incorporate music whenever you can. Small group leadership is often rotated among the participants. People often know each other already, so leadership responsibilities focus on hosting and some coordination. Conversation flows naturally, and groups cope with personality conflicts and disagreements in their own way. Clergy should be ready to intervene and make peace. Some groups will use a curriculum (bible study, book studies, mission studies, etc.). Other groups center on shared enthusiasms (hobbies, music, crafts, games). Groups might meet in the church, but more likely meet in a common room of the assisted living facility. Groups may stay together a long time, and resist attempts to divide and multiply.

Lifestyle Connectivity

Small groups are a means for members to socialize and go deeper into faith, but not to attract new people into the church. Provide transportation to and from gatherings, and assistance to enter and exit the church.

Outreach Preferences

Resource: *Strategic Thinking* by Thomas Bandy (Abingdon Press)

	Personal Need	Readiness to Volunteer
Basic Survival		x
Health and Wellness	x	x
Quality of Life		x
Addiction Intervention		
Interpersonal Relationships	x	
Human Potential		
Salvation and Human Destiny		x

Mature and Wise are interested in outreach ministries that encourage and support friendships or inform and supplement healthcare. Fellowship events (dinners, concerts, Christmas pageants, etc.) are opportunities for them to invite friends to church. Wellness centers and support groups for people with various chronic ailments (arthritis, diabetes, cancer etc.) are welcome. Outreach may be combined with craft activities that result in products distributed or sold for mission. They financially support, and occasionally volunteer for, “depot” ministries: collecting food, clothing, furniture, or household items for general distribution. They also encourage the church to rent or loan space to a variety of community organizations and social service agencies. They want to improve the quality of life of disadvantaged people in their community. This may include support for health clinics and vaccination centers.

Lifestyle Connectivity

They often find it difficult to participate personally in outreach, but they like to be kept informed about progress. Images of volunteers in action, or people receiving help, and more important than wordy reports. They are unlikely to view a website, so share images on a smartphone or tablet as you visit.

Facility PreferencesResource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Property		Technology		Symbolism	
x	Ecclesiastical	x	Modern	x	Classic Christendom
	Utilitarian		Postmodern		Contemporary Post-Christendom

Mature and Wise have attended the same church for a long time. The architecture of the church building usually reflects the ecclesiastical designs of their denominational tradition from the first half of the 20th century or earlier. That often means steeples or towers, pointed windows and doors, memorial courtyards, and ornate exteriors; along with traditional sanctuaries with pews in rows or semi-circles, center aisles, and lots of hardwood. These churches may have little used balconies. The symbols are classically Christian, but also include more abstract images representing important doctrines, images of saints or events from the history of the denomination. Symbols may be set in glass, stone, wood, or textiles and may be memorials. They have a deep sense of “sacred space”, and the building, symbols, and musical or sacramental accessories often have multiple layers of meaning. They are often hesitant to renovate or change the facility fearing that sacred objects and memorials might be lost. Property maintenance is a high priority, and this may occasionally cause stress when outside groups rent or use the building.

Lifestyle Connectivity

Technologies are modern, in the sense that the church often relies on older audio systems, print hymnals and pew Bibles, hymn boards, pipe organs and grand pianos. They are unlikely to install video screens, and the electrical system may not support amplified instruments. The office may still rely on hard copy, older duplicating machines, and filing cabinets for records. The computer may be recent, but the software may not be up to date.

Financial PreferencesResource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Giving Target		Giving Method	
x	Unified Budgets & General Funds	x	Informed Philanthropy & Pledging
	Designated Programs & Mission Projects		Lifestyle Coaching & Family Financial Planning

Mature and Wise have low fixed incomes and are cautious money managers. Nevertheless, they try to be generous toward the church, and some may tithe. They will participate in a traditional church stewardship campaign. They trust the church with money for a unified budget, but they want to know the financial details. If they have extra disposable income at the end of the year, they may make a single large donation to outreach as a Christmas gift. They prefer line budgets to narrative budgets, and in an annual meeting they might want to analyze the budget line by line. They make conservative pledges adjusted for inflation. They like to keep significant financial reserves in case there is an emergency. They avoid debt, and dislike year end deficits. If they must do a capital campaign, they may prefer to pay for a professionally guided process.

Lifestyle Connectivity

They are delighted with visits from the clergy and church members but prefer not to talk about money. They would rather hear about ongoing congregational life and mission.

CommunicationResource: *Mosaic E-Handbook* by Experian

Communication in Daily Living				Communication in Church Participation				
Broadcast/Streaming TV	x	Direct Mail	Radio	Live/Recorded Video	x	Print and Paper	x	Announcements or Visits
Mobile SMS		Email	Social Media	Text Message		Email		Social Media

Mature and Wise prefer print. The church often provides mailboxes for every church member in the narthex to avoid postage costs. Announcements take several minutes in every worship service and fellowship gathering, and printed inserts provide additional information. Advertising is limited to the newspaper, signage, and posters.

Telephone trees help remind members of emerging prayer concerns or important events. Devotional objects and resources are often important reminders of church support. This includes Christian jewelry, rosaries, colored glass, bookmarks, and other visual reminders of faith. Exterior signs are usually static. Fixed signs identify the denomination, the name of the church, and times for Sunday school and worship.

Lifestyle Connectivity

Mature and Wise are not very active users of the internet. They may search health websites, and some will use social media to talk with distant family members. If they carry a cell phone, it is usually used for emergencies and does not include many extra features. They probably will not pay much attention to a church website and consider a website as another form of static brochure to advertise the church.