

Segment Q63: *Footloose and Family Free*

Settled couples and widowed individuals living active and comfortable lifestyles

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

- Spiritual *and* religious
- Church primary source of fellowship
- Rural living with global awareness
- Mentors to next generation
- Strong opinions
- Cautious about change



Potential Influence

Lifestyle Compatibility	Family Group Q <i>Golden Year Guardians</i>	Frequent Neighbors
E19 Consummate Consumers E21 Unspoiled Splendor J35 Rural Escape L41 Booming and Consuming L43 Homemade Happiness	Q62 Enjoying Retirement Q63 Footloose and Family Free Q64 Established in Society Q65 Mature and Wise	C11 Sophisticated City Dwellers C13 Philanthropic Sophisticates J34 Suburban Sophisticates J36 Settled and Sensible L42 Rooted Flower Power

General Comments:

Footloose and Family Free grew up in Christendom contexts further north and keep Christendom alive in the south. They gravitate to larger established churches (evangelical and mainstream) that appear to be successful. Properties are relatively new, refurbished, or expanded. There are usually multiple staff leaders. There is an array of quality programs to interface with their active social lives. These churches often have reputations for acceptance of diversity, high quality music, experienced and educated clergy, and numerous mission projects. They may be liberal or conservative but try to separate politics and religion.

These active seniors have relocated south and southwest. They live in detached homes and condos (some gated communities) with lots of amenities and room for visits from grandchildren. They generally have positive attitudes and take a lively interest in peoples, cultures, and liberal ideas (that are not too radical). They keep their minds and souls engaged through continuing education, reading, political involvement, and the church. It is hard for them to make life priorities. They will say that they put God first in their lives ... right alongside marriage, family, friends, and personal fulfillment time. They also say that the “journey” is more important than the “destination”. Process may be more important than measurable outcomes. Their churches have modest membership expectations. They travel frequently. If they attend worship and a small group occasionally, volunteer on committees or mission teams about once a year, and use offering envelopes, they are in good standing.

Color Key	High Priority	Medium Priority	Low Priority
------------------	----------------------	------------------------	---------------------

High Priorities also marked with “X” for churches photocopying in black and white.

Leadership Preferences

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

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

Footloose and Family Free prefer clergy who are experienced ministers and may have advanced degrees in theology or administration. They have a strong sense of vocation. They delegate much of the caregiving, counseling, visitation to other staff leaders; and much of the governance and representational duties in the community to board members. Clergy are passionate about sustainable outreach that combines social justice and evangelism. They are able program managers, but usually more interested in team building and lay empowerment. They concentrate on preaching and teaching the congregation and training and coaching volunteers. They know how to acquire, train, evaluate, and (if necessary) dismiss paid and unpaid leaders. Membership expectations may be modest, but leadership expectations are much higher regarding worship attendance, small group participation, personal spiritual disciplines, and active service. These clergy are very committed to taking people deeper in spiritual life. They readily relate to seekers, people who are experimenting with faith, or who perceive themselves on spiritual journeys. They are normally rather laid back and informal but can participate in very formal occasions easily. They are self-confident among Christians of different traditions or people of different cultural or economic backgrounds. They are loyal to the denomination, but often try to avoid denominational committees.

Lifestyle Connectivity

Clergy keep regular office hours but spend time networking in the community. They take time for personal spiritual practices. They always check their cell phones, and the executive secretary always knows where they are.

Hospitality Preferences

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

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

Footloose and Family Free may attend worship sporadically. They lead busy social lives, travel, and entertain. They may miss a Sunday but like to be recognized by name when they return. Greeters should wear name tags and give equal time and consistent warm greetings to every person who enters. Greeters should linger a long time after worship to say goodbye and help people to their vehicles (with the occasional umbrellas). Churches often have a welcome center staffed throughout the morning with lots of church and community. Ushers should be extroverted and helpful in little things. People may enter with temporary or permanent disabilities. Grandchildren may need gentle guidance. They usually stay for refreshments and socialize with friends. They expect high quality cold and hot coffee and tea, and better refreshments from a reputable supermarket rather than a bulk store. They are also quite conscious about diet and nutrition. Provide clearly marked options for sugarless, decaffeinated, diet, and high-fiber, along with food allergy alerts. Servers should be trained to be extra friendly and be able to guide food choices. The environment should be naturally illuminated, tastefully decorated, with options to stand and sit.

Lifestyle Connectivity

Discreet television monitors in the refreshment area cycle through announcements and calendar of events. These reinforce printed bulletin inserts and newsletters. Follow up visitors with a warm letter of welcome with suggestions to join large and small groups.

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

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

Footloose and Family Free prefer worship that inspires hope and reinforces optimism. It involves high quality choral and/or instrumental music that rely on classic 19th and early 20th century music, accompanied by organs, pianos, and occasional woodwinds and strings. Traditions are important. The order of worship is often “standard” to a denominational pattern. If people have a second seasonal home, they appreciate the similarities that make them feel right at home. They borrow “best practices” to recommend back home. There are fewer announcements, and “Passing the Peace” takes less time. Preaching should challenge their mind, but not disrupt their lives. Sermons follow a lectionary, explain the meaning of scripture, reinforce core Christian values, and encourage moderate behavior. Holy Communion is often important as both remembrance and mystical moment. Liturgies are usually a blend of traditional or contemporary but are generally more formal than informal. Baptisms and Confirmations, weddings and funerals are often major events. There can be friction over worship times and worship music. They tend to associate faithful worship with their personal tastes and may consider other forms of worship aimed at youth or young adult seekers as “dumbing down the Gospel”. Nevertheless, they are ready to change if their friends are willing to do so also, the pastor is solidly behind it, and it aligns with their sense of mission.

Lifestyle Connectivity

Livestreamed or recorded worship may be a short-term expedient in a health crisis but are not sustainable as a long-term option. However, they will watch streaming video of special services at Christmas or Easter if they are traveling. Record choir concerts and cantatas to on the website and using CDs and DVDs. Sermons should be posted to the website, along with images of Baptisms, Confirmations, and special presentations.

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

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

Footloose and Family Free like to have children around them in church and provide at least one option for a family friendly worship service that is often tied to Sunday school. The children’s Sunday school will supplement printed workbooks with many options for crafts, videos, music, puppetry, and other techniques. The curriculum may follow a single theme, rather than the Christian Year, and children may rotate among activity centers. This church usually has sufficient resources to provide concurrent Sunday schools during each service, Children’s church activities for younger kids during worship, and a separate Sunday school before or in-between services. Children’s Sunday school tends to be more experiential, but in contrast the adult Sunday school is often quite curricular. classes tend to study a book or workbook that may be occasionally enhanced by a video. The video, however, is less likely to be dramatic or animated, and more likely to be a lecture by a well-known author, denominational leader, or scholar. Adult classes tend to gather around a highly respected lay teacher. They often reflect the seniority of membership in a church. It is often easier for newer members to form a new Sunday school class than be assimilated into an ongoing class. Adult classes function like ongoing small groups. They invest a lot of energy socializing and giving mutual support and may undertake mission projects in behalf of the church.

Lifestyle Connectivity

Adult education does not lead to social media. If people are absent from class, they do not follow discussions online, but expect to seamlessly rejoin once they return. Printed handouts or summaries can help them catch up. However, they will access the church website and download educational resources. Phase out the old church library and build a virtual library on the website.

Small Group Preferences

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

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

Footloose and Family Free value midweek small groups. However, their participation may be intermittent, limited to specific seasons, or only in short term commitments. Groups are primarily about friendship and mutual support, but they also like to do devotional disciplines together. Unlike adult Sunday school, small group leadership is often rotated among the participants. People often know each other well, so leadership responsibilities focus on hosting and some coordination. Conversation flows naturally, and groups cope with personality conflicts and disagreements in their own way. Groups may meet in afternoons as well as evenings. Some groups will use a curriculum (Bible Study, book review, mission study, etc.). Other groups will center on an affinity that is usually a hobby or craft, health and wellness, a common passion for collectibles, or playing card games. Some small groups work on crafts specifically for mission purposes. Occasionally a small group may form around a mission trip or cruise. Some groups may stay together a long time, but other groups are intentionally designed to be short term. Either way, even if these busy seniors are absent from a group for some time, they return with expectations for warm welcomes and instant acceptance. Close friendships in the community can sometimes carry a small group out of the direct control of a given church. If the larger harmony of the church is unsettled, some people may drop out of church for a time and participate solely in their small group.

Lifestyle Connectivity

Large and small group conversations will continue as people interact during the week, but not through social media. They are increasingly experimenting with email. Note that committee meetings are a means of fellowship and personal sharing.

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	x	
Salvation and Human Destiny		x

Footloose and Family Free are very sociable seniors and want their church to be well known as a “friendly church”. They assume that their friendliness is the best outreach they can offer. They invite their friends and assume that the primary motivation for people to join the church is a desire to belong. They value any program that will initiate and develop strong interpersonal relationships. In addition, members often connect with programs related to health (nutrition, diet, low-impact exercises, alternative medicine, and education about prescription drugs, wellness clinics, and Parish Nurse programs). They may participate in support groups for people coping with, or recovering from, a disease. They support programs that provide the necessities of life to disadvantaged people locally or globally. They may also support programs that protect women and children; improve health (wellness clinics, vaccination programs, personal hygiene); or education (tutoring, scholarships for college or seminary students); and raise standards of living (fundraising for food distribution, fresh water, and irrigation, etc.). They advocate racial equality and cross-cultural respect. They pay professionals to do mission. They donate generously to a good cause.

Lifestyle Connectivity

They like to be well informed, and constantly updated, about the various ministries and missions in which their church is engaged. Missions are highlighted in worship for prayer, and images of volunteers in service or on mission trips are on the church website.

Facility Preferences

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

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

Footloose and Family Free generally prefer church architecture to be distinctive, identifying the spirituality and denominational focus of the building from surrounding structures. Buildings are often new, but with classic ecclesiastical architectures and symbols. Sanctuaries are bright and may resemble a concert hall with its stage lighting, broad chancel, and more contemporary altars, pulpits, and fonts. Pews are often padded and provide ample room to walk down the aisles. Landscaping is often just as important. Lawns and gardens are more elaborate and well maintained. There may be a memorial garden or columbarium in an outdoor courtyard. Interior and exterior symbols are often a mix of classic Christian crosses and creedal images, and contemporary Christian art in stained glass, sculpture, murals, mosaics, and pictures. Furniture in offices and meeting rooms is new, tasteful, business-like, and modern. The building is often wireless of internet access. Children's classrooms are activity centers, rather than lecture rooms. They see Christendom keeping in step with contemporary art forms and technologies.

Lifestyle Connectivity

They want the best audio equipment to enhance the quality of music and clarity of preaching. Monitors or LCD screen are sometimes in the sanctuary if it blends in with traditional architecture. The sanctuary will be used for religious concerts and special events, so furniture tends to be movable. The food court often includes LCD screens for announcement and mission updates.

Financial Preferences

Resource: *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

Footloose and Family Free trust the church to manage a unified budget, but they do like some options when they pledge (distinct funds for operations, mission, debt relief, memorials, and perhaps a signature outreach ministry). They will pledge a percentage of their income. Core paid and unpaid leaders often tithe, while others do what they can. They often resist every member visitation in the home and prefer to attend information meetings about strategic planning and budgeting. They like detailed budgets and seek detailed information about mission projects of the church. They like quarterly reports but may not attend an annual meeting to approve a budget unless there is some controversy or major capital campaign looming. They don't mind extra fund raising for mission ... but don't like to raise funds simply to overcome a deficit. They intend to spend most of their money now when they can enjoy it and may not try to leave money in wills. Therefore, they are more likely to make significant donations now to capital campaigns, memorial funds, and worthy causes, than leave a bequest to the church.

Lifestyle Connectivity

They avoid deficit spending and extra fundraising. They guarantee cash flow by pre-authorizing withdrawals. They don't need to use church envelopes and can continue to support the church as they travel.

Communication

Resource: *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

Footloose and Family Free prefer print. The church often provides mailboxes for every church member in the narthex to avoid postage costs. Advertising is limited to the newspaper signage, and posters. Telephone trees help remind members of emerging prayer concerns or important events. Telephone reminders about church activities are welcome, but you may need to leave a message on the answering machine because these people may not be home or may be filtering their calls.

Lifestyle Connectivity

Although *Footloose and Family Free* may be late adopters for technology personally, they want their church and professional staff to have the updated computer hardware and software, printers, and other accessories. Church websites are more advanced and frequently updated.