

Segment E21:***Unspoiled Splendor*****Comfortably established baby boomer couples in town and country communities**

Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective:

Reasonable religion, from privileged perspective, for a better world

Spiritual Issues:

*Feeling flawed and aging, anxieties over meaninglessness and death***Common Church Presence**

- Personalized spirituality
- Church primary source of fellowship
- Rural living with global awareness
- Self-reliant & potential mentors
- Strong opinions
- Cautious about change

**Potential Influence**

Lifestyle Compatibility	Family Group E <i>Thriving Boomers</i>	Frequent Neighbors
B07 Across the Ages H27 Life of Leisure I30 Potlucks and the Great Outdoors J34 Suburban Sophisticates	E19 Consummate Consumers E20 No Place Like Home E21 Unspoiled Splendor	A04 Picture Perfect Families B08 Babies and Bliss C11 Sophisticated City Dwellers L43 Homemade Happiness

General Comments:

Unspoiled Splendor have deliberately chosen to remain in, or relocate to, rural and small-town environments. Most people will prefer to connect with a small to medium sized church; some may be willing to drive further to a central location to participate in a larger, resource size parish. They tend to be spiritual *and* religious, living lifestyles that are sensitive to God and creation and connecting with established churches. They can have a strong sense of mystery and awe in their spiritual lives, and they often practice personal or family spiritual disciplines during the week.

They gravitate toward established small town or rural churches for whom local and denominational tradition are important. However, they bring with them urban assumptions, habits, and priorities. This can cause tension between this segment and long-time rural church members. They are better educated and more globally aware than many church leaders think. Although they are social conservatives, they may have very liberal concerns about the environment, marriage and family, and equality. They may be theologically conservative or moderate, but usually avoid extremes. The most important quality of a healthy church is that it is “friendly” and “welcoming”, but newcomers who are too creative or threaten harmony and heritage are *not* welcome. These people dig deep roots in the community. They care about their neighbors, volunteer in community social services, and take leadership in municipalities. They offer board and committee leadership for a local congregation and mentor the next generation. They often have strong opinions about what makes a just society and a faithful church. They are not particularly ambitious to think outside the box or challenge traditional authorities.

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
x	Caregiver		Discipler		Visionary
x	Enabler		Guru		Mentor
	CEO				Pilgrim

Unspoiled Splendor prefer clergy that are classically trained in seminary and ordained by a denomination. Even if the church is independent, clergy are well connected with a network of peers that share a common tradition. Clergy should be doctrinally sound and spiritually disciplined, knowledgeable of scripture and able to apply it to daily life and national issues. They may be young or old but prioritize time to mature members in Christian faith and equip them for service. They are great small group leaders, build mentoring relationships, and help individuals through the lifecycle transitions. If Eucharist is part of the church tradition, the clergy take their priestly role quite seriously. Eucharist often functions as a healing or mystical experience. In a small church, clergy combine enabling with caregiving. They visit homes and residential communities and provide counseling and personal support. In a larger, regional church, clergy combine enabling with faith formation. *Unspoiled Splendor* prefer long lasting pastoral relationships. If there is a need for interim ministry, they often opt to for local lay leadership for a short term rather than professional interventionists.

Lifestyle Connectivity

Clergy communicate best face to face, or in front of a congregational gathering. They have some presence on social media (like Facebook). They may communicate with some denominational leaders and network partners via email, but use print (direct mail, newsletters) with most members. They carry a cell phone primarily to receive urgent calls but may be slow responding to voicemail.

Hospitality Preferences

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

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

Unspoiled Splendor prefer basic hospitality ... with extras. Refreshments are "basic" ... but "basic" may include fresh grains, fruits, vegetables, and milk products alongside regular and decaf coffee. Sugary delights are welcome, but they are usually homemade. Greeters do not need to be trained, but they are chosen for their outgoing natures and tolerant attitudes. Ushers are unnecessary. More attention should be given to training refreshment servers. They should be able to address participants by first name and confident enough in their faith to engage in significant conversations about God, life, relationships, service projects, etc. People in this lifestyle segment may come to church early and linger later. Sunday morning is an opportunity to connect with friends and neighbors once a week. They often gather in their friendship circles and may miss a newcomer. Train and deploy a team of "minglers" who deliberately welcome visitors and introduce them to others. Committee and board meetings may take place before or after worship on Sunday, rather than midweek.

Lifestyle Connectivity

Physical presence is basic to their sense of hospitality, which makes virtual worship difficult. Unity with friends and family, eye contact and facial expression, are in themselves sacramental ... important to feeling the presence of God. LCD monitors are less effective in conveying information than verbal announcements.

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

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

Unspoiled Splendor say they prefer "traditional" worship, but they are usually thinking of the *best* worship experiences in their *personal* history. Good worship is not necessarily what the seminary or denomination thinks best, but what has been most influential in their local experience. Rural churches usually blend educational and caregiving worship. The educational part includes a strong (albeit brief) expository sermon that is broadly connected to the lectionary or Christian year, and predictable orders of worship with standardized prayers. Caregiving includes personal intercessory prayers, extensive personal greetings, shared concerns, meditative moments, and children's stories. Rural churches networked as a wider parish may have special healing services as well. Small town churches are usually blend educational and inspirational worship. The same educational elements are included, but the pace of worship is much faster. There is more music and music participation, and music is more upbeat. There is a greater emphasis on praise and thanksgiving. They may offer two or three services for different generations, but rarely succeed in blending one service to serve all. The pastor may have to be mobile from church to church, so lay leadership training becomes more and more important. This lifestyle segment values lay worship leadership, but only if leaders are good communicators and authentic spiritual role models. They are also quite supportive of children and youth participating in worship leadership.

Lifestyle Connectivity

Sensory experience is important to spirituality. Internet worship rarely satisfies, unless traveling on holidays and wanting to connect back home. They are more likely to enjoy the outdoors on Sunday morning than watch television; more likely to focus meditation on some talisman of personal religion than download a sermon.

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

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

Unspoiled Splendor is likely to rely on structured educational events using a book, workbook, or curriculum. The curriculum may be tied to the lectionary used in worship or the Christian year, but they will also observe major cultural holidays like Mother's Day, Halloween, and Thanksgiving. They are prone to bring their grandchildren to church, even though the parents of the children tend to be intermittent participants. Adult commitment to Sunday school is mixed. Those adults with strong and consistent church backgrounds may continue the practice of Sunday morning classes. These are usually led by an older, highly respected member (clergy or retired clergy). People remain in the same class for a long time. Increasingly, however, adults tend to replace Sunday school with expanded hospitality on Sunday morning, and transfer Christian education to midweek small group experiences.

Sunday schools in small or medium size churches may be small, but these people value traditional children's classes at least in fall and winter. They support Vacation Bible Schools. People in this segment are more open to young children than to older children since the latter often do not embrace their grandparents worship preferences. In smaller churches, Sunday school may be replaced by a strong nursery and preschool, plus "Children's Church" that gathers children of all ages. However, if the size and resources of the church permit, they will likely opt for age-based classrooms. Content will usually emphasize Bible stories rather than Bible studies, and some curricula will emphasize contemporary topics. *Unspoiled Splendor* have strong opinions about Sunday school method and content. There may be stress when introducing new educational methods or content.

Lifestyle Connectivity

These people may take online courses (often related to Bible study, meditation, cooking, or healthy lifestyles) from credible institutions, or view webinars and read blogs from experts and gurus. They may prefer e-books to print or listen to audio books.

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

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

Unspoiled Splendor may be ambivalent toward small study groups. Groups primarily focus on relationships and mutual support, and the actual content of discussion may be secondary. Groups tend to stay in touch over an extended period. Affinities include outdoor recreational activities and indoor crafts, and special interests for antiques, gardening, and home decorating. Groups often rely on a leaders' book to create a lesson plan, guide conversations, and enhance participation. However, the instructions are often set aside for the sake of friendly conversations. Leadership is rotated because no one likes to stand out, and everyone wants to share authority. Basic training may be difficult to develop, and the pastor or overseeing leader will need to rely on 24/7 coaching to help groups deepen spiritual life and resolve personality conflicts. Group leaders are often hesitant to enforce too much accountability. They are more likely to tolerate bad behavior in a group, even if it plateaus spiritual growth, because relationships are longstanding, and they do not want to disrupt harmony.

Lifestyle Connectivity

They may not communicate through social media when they are traveling, but people in this segment will soon reconnect with their group once they return. They are likely to share pictures and experiences with a broad network of friends and church contacts through Facebook.

Outreach PreferencesResource: *Strategic Thinking* by Thomas Bandy (Abingdon Press)

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

Unspoiled Splendor commonly say that "we just want to make a difference!" They tend to believe in "gentle evangelism". They want to change hearts, impart faith, and witness ... but do it in non-confrontational and educational ways. They feel great urgency to protect children, and support police checks for vulnerable sector workers. They volunteer for non-profit boards and are active in community social services. They are willing to write petitions, participate in marches, and advocate on behalf of victims of crime, prejudice, or poverty. They can be very compassionate, particularly for local or regional outreach. Perhaps surprisingly, they are less concerned about environmental or health issues, but respond generously to family or community emergencies; gather and distribute the necessities of daily living (food, clothes, used furniture etc.); and create opportunities for education (particularly for disadvantaged youth and adults). They are strong advocates to sustain rural and small-town communities, and to support traditional community events (fairs, socials, exhibitions, etc.). They may not have a big, bold vision for the future, but they can be very earnest about a variety of causes that capture their hearts.

Lifestyle Connectivity

Popular social media platforms like Facebook may be used to celebrate mission, recognize volunteers, and pray for both. Images of people doing mission are as important as images of mission itself. Provide links to the websites of other faith-based organizations (churches and parachurches).

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

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

Unspoiled Splendor develop strong ties with the rural and small-town community. The facility is a spiritual symbol and a sign of commitment to the community. They are often passionate about preserving heritage buildings (including churches), and cautious about renovations or technology upgrades that might dramatically change the exterior or interior appearance of facilities. The church building is "sacred" space, not necessarily because it is consecrated ground, but because it embodies the history of the community. People tend to be quite opinionated about any proposed change to facility or technology and often lobby to preserve the status quo. Symbols are traditional and clearly Christian. The standard of audio and video technology is often whatever was "good enough" for their parents. Electrical circuits may not support highly amplified equipment but plumbing and appliances for kitchens and washrooms will be updated. They will readily provide ramps and widen doorways for handicapped accessibility, but fear that elevators might compromise the aesthetics of the building. If a tornado or fire destroys a church building, they are apt to replace it with an exact replica.

Lifestyle Connectivity

Technology upgrades in the sanctuary may be controversial. Hardware and software in classrooms, youth rooms, and offices are used ... but there is not urgency to keep it up to date. LED screens rarely replace bulletin boards but may be used for videos in elementary age Sunday school rooms.

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

Unspoiled Splendor are careful with their money and frugal about spending. They will hunt for bargains even when they can afford high quality. They build large nest eggs for retirement and avoid debt. These attitudes are projected on the church as if it were an extended family. They preserve investments against a "rainy day" and are hesitant about capital campaigns (unless necessary to restore historic buildings or bless disadvantaged persons). If a financial crisis forces a hard decision between sale of property and reduced personnel, they will often opt to reduce staff costs rather than sell, merge, or mothball property. They give to unified budgets and expect regular and detailed financial statements. They prefer traditional, every-member visits, and pledge to only a few funds (general, memorial, and debt retirement). However, they are quite open to special fund raising during the year for mission projects. They tend to spread their money around and donate to several local charities (within and beyond the church), but they also prefer to follow their money and get involved. They often raise questions about spending in board or annual meetings. They may lobby to be appointed to finance and property committees.

Lifestyle Connectivity

They often prefer offering envelopes than pre-authorized withdrawals from their accounts and may wait until the end of the fiscal year to make a large donation.

Communication

Resource: *Mosaic E-Handbook* by Experian

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

Unspoiled Splendor tend to be “old school” when it comes to internal and external information and marketing. They prefer printed newsletters and a master calendar on a wall in the church building. Printed announcements are reinforced by verbal repetition in worship and meetings. They reach the public through posters in community centers, public service buildings, restaurants, and sports arenas ... and through direct mail.

Lifestyle Connectivity

A church website may not be a high priority, and it will be used primarily to advertise and provide basic information about worship times and church programs. In very rural areas it may also provide a map to find the building. They may see a church website as another form of static, printed, brochure.