

Segment L42:

Rooted Flower Power

Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement

Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective:
Spiritual Issues:

Always take time to smell the roses and appreciate what you have
Feelings of regret, anxieties about meaninglessness and death

Common Church Presence

- Relatively active in church
- May be seasonal in attendance

- Quest for quality in programs
- Value excellent preaching

- Board and committee leadership
- Value advocacy and outreach



Potential Influence

Lifestyle Compatibility	Family Group L <i>Blue Sky Boomers</i>	Frequent Neighbors
E19 Consummate Consumers E21 Unspoiled Splendor H27 Life of Leisure J36 Rural Escape	L41 Booming and Consuming L42 Rooted Flower Power L43 Homemade Happiness	C11 Sophisticated City Dwellers E20 No Place Like Home J34 Suburban Sophisticates M45 Growing and Expanding

General Comments:

Rooted Flower Power tend to be firm in their faith and relatively active in their church. They are educated boomers with liberal arts backgrounds. Many will have worked in education, healthcare, social service, civil service, accounting, and as middle management in business. Some have side interests in music, local politics, tax returns, or legal aid. Others have a passion for antiques, collectibles, and gardening. They are avid readers. Careers have supported their self-esteem, and they often approach retirement with mixed feelings. The church is an opportunity to put their skills to good use. They provide leadership and gain recognition as a volunteer. They divide their volunteerism among the church and other civic organizations. They value family, wonder why their children don't attend church, and bring their grandchildren to church whenever they can.

They tend to participate in name-brand or historic churches that are somewhat liberal, practice strong accountability for ethical behavior, and offer high-quality programs. They don't require a lot of personal attention or pastoral care but enjoy informal fellowship. They value predictability, stability, and heritage, but they are still open to new ideas and willing to take modest risks. They often sing in choirs, and some value musical genres like jazz and folk. They are intellectually curious, and appreciate excellent sermons, relevant continuing education opportunities, and strong outreach. They often wonder "what the world is coming to", and long to "just make a difference". They are ready to be a part of "what the church is going to do about it."

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	
	Caregiver		Discipler		Visionary
x	Enabler		Guru		Mentor
x	CEO				Pilgrim

Rooted Flower Power gravitate to spiritual leaders who are trained in a well-known seminary, ordained, and certified by an established denomination, and have several years of ministry experience. They often have advanced degrees. Clergy know how to build and support a staff ministry, and how to build and equip volunteer teams. They are good administrators overseeing relevant programs seven days a week. They work collegially with a church board to establish organizational policies but are also assertive leaders who guide the mission and shape the ethos of the church. They cast clear and motivational visions for the realm of God, and the congregation's role in God's unfolding mission to bless the world. They are engaging and stimulating, and often teach a large Sunday school class or occasional academic seminar. They are rarely dogmatic, but solidly orthodox as defined by their tradition and occasionally attracted to progressive theologies. The pastor or priest collaborates with other clergy and is an informed and non-confrontational advocate for social causes supported by the church. Clergy network with other civic groups, and often serve on denominational committees.

Lifestyle Connectivity

Clergy must be excellent verbal and written communicators. They preach and teach, write articles and newsletters, and often speak at civic events. They have little social media presence but may contribute to Facebook. They never let a cell phone distract them from face-to-face conversation.

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		

Rooted Flower Power drive to church, even when the church is within reasonable walking distance, and may have picked up their grandchildren on the way. Parking lots need to be large, paved, with wide and safe entrances. The main entrances must be accessible, with greeters stationed at each door before and after worship. Ushers distribute printed orders of worship which may include several pages of announcements. They are informed consumers and pride themselves on good taste. The refreshment center should be carpeted, tastefully decorated with religious symbols and historic images of the church, with supplementary lighting for conversation areas. Updated images of current mission are important, and a resource table provides free devotional and missional reading. There may be a religious store adjacent to the food court offering books, talismans, jewellery, and religious art. Provide several serving stations, including a low child-friendly station that is supervised by adults. Include *excellent* coffee and tea, and a variety of healthy choices of food purchased from a supermarket deli. Promote recycling and avoid Styrofoam or environmentally unfriendly utensils.

Lifestyle Connectivity

Friendships experienced face-to-face are essential to their spiritual well being. If they can't shake hands, they will bump elbows. Conversations rarely continue through social media but may well be renewed in small and large groups, committee meetings, and community connections. Follow up on visitors with a visit and a gift. They tend to neglect email and shy away from social media.

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				

Rooted Flower Power expect worship to follow the Christian Year and preaching generally follows a lectionary. However, there are plenty of exceptions to focus on Christian holy days, civic holidays, or address emerging issues. Clergy are on a quest for quality in worship. Sermons, liturgy, anthems, solos, and occasional dance or chancel drama are well rehearsed and professional. Sermons use scripture to interpret contemporary events and “make sense” of a confusing world. Prayers of intercession tend to focus on global concerns, denominational missions, and local community needs rather than individual names and personal concerns. They protect privacy. People generally prefer worship that is consistent and structured every Sunday but want to feel relaxed and comfortable. There may be more than one worship service. These are defined by style and usually labeled “traditional” and “contemporary” although there is rarely consensus about what that means. The timing of Sunday worship is often controversial. The earlier service is usually more formal, and the later service less formal. If worship services normally include Holy Communion, one service may be spoken and the other sung. Increasingly, Sunday worship supplements, but does not necessary determine, personal religion.

Lifestyle Connectivity

Worship teams may project words and static images on a screen to help people follow the liturgy or the sermon, but LCD screens and videos are often dismissed as mere entertainment. Turn cell phones off during worship. Livestream video may be a short-term necessity but is never a long-term preference.

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

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

Rooted Flower Power expects Christian education to be intellectually stimulating and relevant to current events. Bible studies are not just explorations of theology, history, or sociology, but exercises that interpret contemporary issues and encourage specific ethical actions. Adult classes are often organized around a book or curriculum with both a teacher’s and participant’s resource. This is often supplemented with videotapes of theologians, missionaries, or experts in a particular topic. Adult classes tend to be seasonal, with long breaks in December and over the summer. Children’s Sunday school is often more experiential. Attendance may vary, depending on when grandchildren might be present. The curriculum may follow a theme. Students may rotate between rooms designated for crafts, music, storytelling, puppetry, videos, etc. Teachers receive basic training every year in the congregation or regional denomination.

Lifestyle Connectivity

They rely on printed curricula. They may download additional educational or devotional resources from the internet to be photocopied. They may include DVD technology for video. Internet access is only important for the teens in the youth group. Teachers contact parents by telephone or mail rather than by email or other social media.

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

Rooted Flower Power likes small groups. Small groups provide a strong sense of continuity, but also boost self-esteem by giving people opportunities for leadership and self-expression. Most groups meet in private homes and include dinner or dessert. While some groups related to specific issues are short term, other groups may build relationships that continue for a long time. They are particularly interested in any coaching that leads to balanced living. Book groups are common, and groups based on affinities for hobbies like gardening, yoga, home improvement, cooking, crafts and visual arts, and music. Groups that explore spiritual gifts and personality typology feed their interest in personal growth and human potential. Other groups emerge related to current events, comparative religion, and advocacy of causes related to health and the environment.

Lifestyle Connectivity

Small group conversations continue in post-worship fellowship, large men's, and women's group meetings. Committees include significant fellowship time and often resemble small groups. They ignore social media, texting, and email unless they are traveling or on vacation and use a popular platform like Facebook.

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	x
Addiction Intervention		
Interpersonal Relationships	x	x
Human Potential		
Salvation and Human Destiny		

Rooted Flower Power are rather liberal in their social views and politically active. Locally, they are especially concerned about the impact of globalization and urbanization on their once quiet neighborhoods (and the related issues of traffic safety, crime, housing, retail, etc.). They are concerned about air and water pollution, the global warming, corporate ethics, health care, human rights, and family values. They are likely to raise awareness through seminars, petitions, and protests, but are unlikely to hold extreme positions or take unnecessary risks. Churches may develop "signature" outreach ministries that collect and distribute food, clothing, and housewares, and cooperate with ecumenical agencies to support soup kitchens or homeless shelters. They respond to natural disasters around the world. They give generously for famine relief, health care, or recovery from natural disasters.

Lifestyle Connectivity

Short term mission-education trips for youth and adults often take place once or twice a year. These trips are often to nearby countries like Mexico, Costa Rica, or the Caribbean, and sponsored by the denomination. The mission itself must be non-ideological and non-confrontational. Updates and images are shared on the church website. On rare occasions an internet link might connect the worshipping congregation with a mission team.

Facility Preferences

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

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

Rooted Flower Power may be firm in their faith but may have a hard time distinguishing between faith and nostalgia. They keep an open mind regarding theology but preserve classic church architecture and sanctuary interiors, just as they preserve traditional worship patterns. They often protect historic buildings and churches. Facilities often reflect the church development or renovations strategies of the late 1960s and 70s (laminated arches, light colored wood, slender steeples, and colored glass windows with scenes of nature, padded angular pews, etc.). Christian symbols outside and inside tend to mix traditional crosses, denominational insignias, and ancient symbols with scenes from nature. In a Catholic church, the Stations of the Cross may be more abstract than realistic.

Landscaping will be trimmed, but low maintenance. Outdoor recreational space may be paved to increase parking or converted to create urban community gardens or labyrinths.

Lifestyle Connectivity

Facilities are transitioning to postmodern technologies. The sanctuary may have been renovated to include LCD projectors and projection screens (although perhaps not flat screen monitors). The audio system and electrical supply have been improved to support amplified instruments. The outdoor sign may be electronic. The offices and youth rooms may be wireless, but router signals may not penetrate solid partitions. Hardware and software are up to date, but the church keeps hard copy records in filing cabinets. Storage space is often a problem.

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

Rooted Flower Power may have ambivalent feelings about denominational social policies (too liberal or too conservative), and they may be politically active in the courts of the denomination lobbying for a point of view. This may be reflected in their generosity to portions of the budget forwarded the denomination. They remain supportive of the unified budget of the local church. They used to percentage giving and are likely to participate in a traditional fall stewardship campaign. Many will still welcome visitation teams into their home to discuss financial issues and strategic plans. Their donations must be strictly confidential.

These people are careful money managers and conservative investors. This attitude carries over to the church. They like to maintain significant reserve funds and are reluctant to invest in a creative idea unless there is abundant evidence that it will succeed. They generally assume that the church should entirely subsidize new ministry for a short time, after which it should become self-sufficient. They expect detailed information about the budget and an audited year-end financial statement. They may well ask questions about any line item that seems too low or too high. They are willing to undertake a professionally guided capital campaign if it will really make the church more effective, but not to fund anything too extreme or frivolous. They understand the cost of personnel and are usually supportive of staff with proven accountability.

Lifestyle Connectivity

Many households will preauthorize withdrawals to fulfill their pledges and sustain cash flow. They are more likely to write a check than do an e-transfer of funds. Provide regular financial statements, and a detailed and audited yearend financial summary.

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

Rooted Flower Power are late adopters for technology. They value print. They are apt to download church newsletters and other resources to save mailing costs but like to hold a resource in their hand. They are more likely to make phone calls than send a text messages or email. They watch TV and may watch local cable channels. They may connect with the local church through a taped broadcast, and they may respond to denominational advertising on major networks.

Lifestyle Connectivity

They tend to treat the internet as a vast library. They research topics and follow links to understand contemporary issues and explore mission opportunities. They will download sermons, devotional aids, and other resources from the church website. They may not use social media extensively, although this is changing as they try to keep in touch with extended family members and friends.