

## Important Definitions

<b>Potential Influence</b>	
<i>Lifestyle Compatibility</i>	Daily behavioral habits overlap with common activities and similar priorities
<i>Family Group</i>	Grouping by key demographic factors like age, income, culture, family status, etc.
<i>Frequent Neighbors</i>	Often live near each other with shared recreational, health, or emergency services
<b>Leadership</b>	
<i>Constant Leaders</i>	Traditional clergy focused on sustaining ministries & increasing members
<i>Organic Leaders</i>	Innovative leaders focused on church growth, new starts, & multiplying disciples
<i>Extreme Leaders</i>	Non-institutional leaders focused on spiritual disciplines, high accountability, and pursuing perfection
<i>Caregiver</i>	Focus on visitation, counseling, pastoral prayer
<i>Enabler</i>	Focus on facilitating meetings, lay empowerment, mediation, liturgy
<i>CEO</i>	Focus on staff development, administration, fund raising, expository preaching
<i>Discipler</i>	Focus on seeker sensitivity, adult faith formation, guidance for Christian living
<i>Guru</i>	Focus on religious insight, holistic personal growth, spirituality, enlightenment
<i>Visionary</i>	Focus on big picture, major social change, motivational speaking
<i>Mentor</i>	Focus on self-awareness, individual meaning and purpose, vocational clarity
<i>Pilgrim</i>	Focus on cross-cultural sensitivity, inter-religious dialogue, strict spiritual discipline
<b>Hospitality</b>	
<i>The Basics</i>	Friendly untrained greeters, basic coffee and creamer, packaged food or sugary snacks
<i>Multiple Choices</i>	Trained greeters, multiple serving stations, great coffee, varieties of food
<i>Healthy Choices</i>	Trained greeters mirroring lifestyle diversity, healthy food options, allergen alerts
<i>Take-Out</i>	Coffee-to-go, bagged food, exit door hospitality, text message and social media
<b>Worship</b>	
<i>Educational</i>	Consistent liturgy, expository preaching, focus on doctrine, ethics, and history
<i>Inspirational</i>	Uplifting music, motivational speaking, focus on joy, optimism, and encouragement
<i>Transformational</i>	Spontaneous, expectant, personal transformations, Higher Power interventions
<i>Coaching</i>	Informal, dialogical, topical, practical coaching on how to live better & faithfully
<i>Caregiving</i>	Slow, meditative, family-feel with pastoral prayer, children's time, senior celebrations
<i>Healing</i>	Quiet, prayerful, expectant of physical, mental, relational healing and hope
<i>Mission-Connection</i>	Unity of action/reflection, all about outreach, volunteer empowerment
<b>Outreach</b>	
<i>Survival</i>	Basic needs for food, shelter, clothing, jobs, basic health care
<i>Recovery</i>	Addiction intervention, 12 step support, and counseling services
<i>Health</i>	Mental and physical fitness, disease prevention, rehabilitation, therapy
<i>Quality of Life</i>	Social wellbeing, neighborhood safety, environment, immigration, peacemaking
<i>Human Potential</i>	Personal/vocational fulfillment, education, career help, human rights advocacy
<i>Interpersonal</i>	Intimacy, sexuality, family & marriage counseling, healthy friendships
<i>Human Destiny</i>	Repentance, conversion, witnessing, alignment with God's purposes
<b>Facilities</b>	
<i>Ecclesiastical</i>	Facility must "look like a church" with traditional architecture and furnishings
<i>Utilitarian</i>	Facility must be "user-friendly" and multi-purpose for public use
<i>Christendom</i>	Indoor/outdoor symbols associated with church history or denominational identity
<i>Contemporary</i>	Indoor/outdoor symbols from nature, indigenous cultures, alternative spiritualities
<i>Modern</i>	Technology primarily enhances print and oral communication
<i>Postmodern</i>	Technology primarily enhances multi-sensory interaction, internet, social media
<b>Finances</b>	
<i>Unified Budgets</i>	Stability first. Give to a single general fund to pay staff and manage overhead costs
<i>Designated Giving</i>	Effectiveness first. Give to specific funds or causes by personal preference
<i>Informed Philanthropy</i>	Informed, independent, confidential financial commitments for a tax benefit
<i>Lifestyle Coaching</i>	Individual & household coaching for Christian family financial management

<b>Communication</b>	
<i>Direct Mail Receptive</i>	Pay attention to mass mailings to postal addresses
<i>Email Receptive</i>	Pay attention to information delivered digitally to personal email addresses
<i>Mobile Telephone</i>	Regularly rely on cell phones and smart phones for calling, texting, surfing, banking etc.
<i>Broadcast Cable TV</i>	Regularly rely on cable television for news, advertising, and entertainment
<i>Online Computer</i>	Regularly go online by personal computer to surf websites, shop, bank, and use other services
<i>Internet Radio</i>	Regularly subscribe to internet services for music, sports, and topical discussions
<i>Newspaper</i>	Pay attention to printed newspapers for updates about church news or local, national, global events
<i>Print</i>	Pay attention to printed church newsletters, bulletin inserts, brochures, and other handouts
<i>Corded Telephone</i>	Regularly use ordinary telephones to communicate from home
<i>AM/FM Radio</i>	Regularly use traditional radio to listen to music, commercials, and talk
<i>Verbal Announcements</i>	Always rely on verbal announcements from the pulpit about church events or items of interest
<i>Personal Visits</i>	Always expect personal visits at home by a representative of the church to share information