

Segment K38: *Modern Blend*

Comfortably established singles and couples living suburban lifestyles

Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective: *An eccentric habit with only occasional advantages*
 Spiritual Issues: *Feeling trapped by circumstances, anxieties about self-esteem and guilt*

Common Church Presence

- Church is socially & politically influential
- Seek new friendships and deeper relationships

- Progressive and liberal
- Culturally diverse

- Passion for life-long learning
- Creative and open to innovation



Potential Influence

Lifestyle Compatibility	Family Group K <i>Significant Singles</i>	Frequent Neighbors
G24 Influenced by Influencers O50 Digitally Savvy O53 Colleges and Cafes O54 Influenced by Influencers	K37 Wired for Success K38 Modern Blend K39 Metro Fusion K40 Bohemian Groove	B10 Cosmopolitan Achievers H26 Progressive Assortment G25 Urban Edge O52 Urban Ambition

General Comments:

Modern Blend live in large metropolitan areas that are culturally diverse. They often connect with a church related to their upbringing or ethnicity. Some will connect with Roman Catholic churches even though they may disagree with policies or dogmas. Protestant churches that connect best will share their broadly progressive and liberal attitudes. Churches should model tolerance, and multicultural and multi-racial sensitivities and may be bilingual. They encourage mutual respect and are active to protect the rights of immigrants. These diverse people work very hard and play hard, but they also live intensely and learn constantly. They often connect with a church through its educational opportunities and outreach projects. The church helps them start friendships or deepen relationships through affinity groups rather than general fellowship. They are irregular in attendance. They worship on special civic and religious occasions through the year.

They gravitate toward churches that offer big, audacious visions for the city, so that participants feel they are part of a great adventure. Church membership and leadership connote social status and community influence. Churches tend to stand out in media perception as influencers of the arts, environmental concerns, and overall quality of life. They readily support non-violent protests but are equally strong on justice. These churches celebrate personal uniqueness and encourage participants to express themselves and stand out in a crowd. Their cultural habit is for total acceptance, and they sincerely love (although may not agree with) people with alternative lifestyles.

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	x	Visionary
	Enabler		Guru	x	Mentor
x	CEO			x	Pilgrim

Modern Blend gravitate toward pastors or priests who visibly demonstrate a credible spiritual lifestyle. Spiritual leaders are often bilingual and may have strong connections with their country of origin. They articulate a big vision for spiritual life and social action, and work tirelessly for cross-cultural tolerance, peaceful race relations, fair business and employment practices, and opportunities for personal advancement. They often have experience in the non-profit sector. The image of this leader may be somewhat “larger than life”. The leader often stands out in a crowd. The church may be more associated with the name of the leader than any church tradition or denomination. Leaders need to have strong administrative skills. They must rely on unpaid staff and know how to motivate and equip volunteers. They are strong on systems of accountability. They establish broad cross-sector networks in the city and work well with police and emergency agencies. They need to be good communicators everywhere and all the time, and not just in preaching. The leader needs to be able to teach in small groups and contribute to civic committees. Their spontaneous deeds and unrehearsed words must match the values they teach.

Lifestyle Connectivity

Spiritual leaders have a significant internet presence. They use smartphones constantly to text and send email. They don’t waste time using popular social media platforms that encourage idle chatter. They create video resources to teach and inspire. They maintain a regular blog with many followers.

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

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

The ethnic diversity of *Modern Blend* forces churches to plan carefully for hospitality and train hospitality leaders. Most people will take public transportation, but they may enter through any door in the facility. Greeters should be stationed before *and after* worship to provide a warm welcome and encouraging goodbye. A team of volunteers should also be present in the hallways during worship and not just for security. They should be ready to greet late comers or assist anyone with special needs who steps out of the worship center. Greeters or ushers should be acquainted with the unique ways different cultures show respect to men and women. If possible, they should be able to say welcome in a second language. Printed information should be in multiple languages (English, Spanish, Vietnamese, etc.), and readily at hand for hospitality teams to distribute. A Welcome Center or resource room is very helpful and offers devotional guides and devotional objects. Refreshments should reflect the ethnic diversity of the neighborhood. Provide multiple serving stations. Be sure to use utensils that are environmentally friendly and recycle paper cups, plates, cans, and plastic. Provide free bags of food that participants can take home.

Lifestyle Connectivity

Gather contacts numbers or email addresses and communicate with visitors within 48 hours. Share weekly texts with brief words of encouragement or an inspiring thought for the day. Enlist volunteers to help respond to questions or comments related to blog posts.

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

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

Modern Blend expect worship to be an "experience", not really a "liturgy". It is often quite simple: culturally relevant music, motivational or practical message, and outreach focus. Music may be both performance and participation, use contemporary or multicultural instruments and streetwise lyrics with lots of rhythm. The message connects people to a large vision, coaches them to overcome obstacles, and challenges them to live responsibly. Special holy days and holidays are opportunities for stronger, motivational preaching that inspires people to participate in the great adventure of personal spiritual life and the congregation's mission. Worship is topical. There may be themes that are pursued for 2-3 weeks, but each worship service stands alone in significance because people may not attend regularly. People want to take away from worship some practical tip to lead a better, healthier, or more purposeful life the following week. Worship will include basic elements that are essential to any given Christian tradition but in an informal and inclusive manner. Catholic and Orthodox churches will celebrate Eucharist, but likely use common language and shorter liturgies. Evangelical Protestants will read from scripture, but most likely in common English translations and shorter passages. English is the preferred language of communication, but words may be repeated or displayed electronically in other languages.

Lifestyle Connectivity

Worship is routinely livestreamed and recorded. Music and message are updated weekly and available on an interactive church website. Provide links to virtual resources related to spiritual life and mission, and links to partner churches and non-profits who share the big vision and core values of the church.

Education Preferences

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

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

Modern Blend may not regularly participate in a Sunday school, but they might participate in short term education or training related to baptism responsibilities, affirmations of faith, healthy intimacy, grief, and more. These educational experiences are usually linked to social media or internet forums. They tend to rely on action-reflection methodologies, combining outreach activities merged with guided conversations. The *import* of education (relevance, urgency, and passion) is even more important than the form or informational content of education. A "classroom" in a program is really just one extension of the "classroom" of life.

Lifestyle Connectivity

Spiritual guidance is offered through blogs, forums, and social media. Outreach advocacy and education may be supported by workshops, in-person or online. Websites are the real "classrooms" for continuing education. Websites invite people to respond with their own ideas and images but must be carefully monitored for content.

Small Group Preferences

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

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

Affinity groups based on special topics of interest are the most likely way churches involve *Modern Blend*. The topics will often be practical: career development and job satisfaction, relationships and intimacy, safety and crime prevention, cross cultural understanding, personal financial planning, etc. They may be interested in short term seminars related to business ethics, the environment, and social and economic equality. Groups can have intentional spiritual components but are less likely to engage in traditional Bible Study or theological reflections. It will be a challenge to find the right time and place for small groups to meet, and churches will need to be very creative to fit them into the busy lifestyles of these people. They generally prefer a designated leader who has expertise in the topic and experience in facilitating small groups. People in this segment can have strong opinions and dialogue is apt to be vigorous. Groups are usually short term, with very clear starting and stopping times. All small groups will have a deeper purpose to build or deepen interpersonal relationships.

Lifestyle Connectivity

Small groups will often encourage extended conversations through the internet (blogs, social media, and forums). Leaders should be very active texting encouragement to participants and answering questions. Group leaders may keep “coffeehouse hours”, choosing a predictable time and place where group participants can find them for further intimate conversation.

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

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

Modern Blend are interested in learning new things, provided there is some practical application to community life or opportunities for personal advancement. They are generally open to new ideas and will adapt to change. Dialogue related to public policy changes, re-zoning of neighborhoods, and other environmental changes will often be welcomed, especially if they can dialogue with a credible expert. People in this segment tend to be risk takers. They can be galvanized into action by any number of emerging and urgent issues. They volunteer for ministries that improve quality of life: cleaning up parks and vacant lots, water purification, amateur sports, household and community safety, and health clinics. Be clear about accountability guidelines. Respond quickly to organize advocacy or deploy emergency response teams.

Outreach programs that are most effective probably involve personal growth, networking, and practical help to develop “people” skills for career development. For example, relevant programs might include coaching to write job resumes and succeed in job interviews, skills for team participation and conflict resolution, or opportunities for artistic or creative self-expression. The most powerful attraction of any outreach ministry is the opportunity to multiply or deepen relationships.

Lifestyle Connectivity

Modern Blend learn best about local and global issues through streaming or recorded video. They coordinate advocacy and service activities through instant messaging, often with rapid spontaneity in response to urgent concerns. Regularly update the progress of outreach ministries on websites with images and testimonies.

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

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

Modern Blend are pragmatic in their attitudes toward property and expectations for technology. They may gravitate to more utilitarian buildings, but with architecture and symbolism that connects them with their country of origin. Aside from the altar or the pulpit, they may not have a strong sense of sacred space. They are prepared to renovate facilities in any way that will make them more accessible, usable, or relevant. Environments need to facilitate informal gatherings and quality conversations. They tend to connect with traditional Christian symbols and images and prefer images that have obvious meanings, but which have been “translated” into contemporary art forms reflecting contemporary cultural perceptions. They often like interior and exterior murals and signs to be striking, colorful and contemporary, and an amateur touch is valued for its authenticity. Fixed furniture may be replaced by moveable furniture, and pews replaced by chairs. In practice, furnishings are often deliberately eclectic, with an array of colors, textures, styles, and images. Conformity and consistency are not required.

Lifestyle Connectivity

Technologies are critical. Insofar as it is affordable, people will prefer to upgrade to post-modern technology. This includes great sound amplification and video technology, and internet connectivity throughout the building. Websites provide the digital "space" for learning and dialogue. Leaders use tablets and smartphones. They are regularly online and maximize the use of many digital applications. Images or symbols are of nature, or cross-cultural faces, or abstracts. Video replaces words.

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

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

For *Modern Blend*, the mission comes first, and operational overhead comes second. They give serious thought to donate to specific charities or mission projects, and then give additional money to the institution that has made those projects possible. They often need assurance that the entire amount donated to mission will go to the mission, and not be diverted for other institutional purposes. This can mean that property maintenance and salary support are chronically challenged. They tend to be financial management rookies and may accumulate significant debt. While they may not pledge to a church budget, they will welcome coaching from Christian financial investment counselors on how to avoid debt, save for the future, and create a plan for charitable giving.

Lifestyle Connectivity

Modern Blend manage money virtually. They invest in specific missions, transferring money digitally to social service, advocacy, or educational initiatives that are managed efficiently with minimal overhead. They may not carry much cash, and what they have might be given spontaneously to person or situation that touches their hearts.

CommunicationResource: *Mosaic E-Handbook* by Experian

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

Churches can use some print to reach people. Any church publication or brochure should be in a magazine format and be available in digital versions as well. They may also read printed summaries of the church's public policies and strategic plans. Avoid verbal announcements but use handouts during worship. Consider offering print in different languages. Outdoor signage is helpful. Electronic signs outside the church building can announce the topic of the day, or urgent opportunities for mission. Signs in the public transportation system will get noticed. Make sure links and hashtags are included with all advertising.

Lifestyle Connectivity

Modern Blend are early adopters of technology and always online. They use laptop computers, tablets, and smart phones in their mobile lifestyles. They surf the web and use the internet for a whole range of financial, shopping, and communication needs. However, they dislike all kinds of advertising. The best way to reach them is not through an ad, but through a conversation. Send a reminder by text message, or an announcement through any number of social media platforms. News of coming events or interesting opportunities usually comes through a network, and some items can go "viral" quickly among their wide circles of friends and acquaintances.