

**Segment P60:**

***Striving Forward***

**Cultured families and single parents earning modest incomes in gateway communities**

Resource: Mosaic 2021 by Experian.

**Religious Experience in a Nutshell**

Religious Perspective:

*God is good, and life will get better*

Spiritual Issues:

*Feelings of loneliness, anxieties about displacement and abandonment*

**Common Church Presence**

- Faith is important
- Often with Roman Catholic leanings
  
- Personal and family devotion
- Mobile and difficult to track
  
- Strong roots in country of origin
- Optimists and risk takers



**Potential Influence**

Lifestyle Compatibility	Family Group P Cultural Connections	Frequent Neighbors
K39 Metro Fusion I31 Hard Working Values I32 Steadfast Conventionalists I33 Balance and Harmony M45 Growing and Expanding O52 Urban Ambition	P56 Mid-Scale Medley P57 Modest Metro Means P58 Heritage Heights P59 Expanding Horizons P60 Striving Forward P61 Simple Beginnings	H26 Progressive Assortment J36 Settled and Sensible K38 Modern Blend N49 Touch of Tradition R66 Ambitious Dreamers R67 Passionate Parents

**General Comments:**

Faith and the church are very important for *Striving Forward*. Most are Roman Catholic, and some may be Pentecostal, Evangelical, or even mainstream Protestant. They tend to stick with the tradition with which they were familiar at home. They go to church regularly, and spirituality pervades their personal and household traditions. Churches tend to be simple, traditional, and loyal to the doctrinal and ethical teachings with which these people grew up. Worship practices and programs are also traditional, and they want to be able to communicate in their primary language with the priest or pastor and other church leaders.

Churches may find it hard to keep track of these transient families. Affordable housing and job insecurities force them to move frequently. When they are present, churches should try to pack as much love, acceptance, and encouragement that is possible in a short time, and send them along with some basic necessities and maybe a hotline to call in an emergency. Parents work hard not only to improve their lives, but to give their children more opportunities than they ever had. These optimists will take risks and are ready to get along with other cultures to pursue long term goals. They often look to the church to help them on the way.

<b>Color Key</b>	<b>High Priority</b>	<b>Medium Priority</b>	<b>Low Priority</b>
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*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

*Striving Forward* expect clergy to offer strong personal support to individuals and families. Clergy are sensitive to the life cycles of birth, adolescence, adulthood, and death and are very sincere in all sacramental acts. They are respected as representatives of God and the wider church. They are frequent counselors and advisors. They do not need to be a great preachers or expert teachers, but good communicators person-to-person or leader-to-group. They are role models for spiritual life and moral behavior. Clergy are good caregivers. They visit in homes, schools, hospitals, and other institutions They can discern when to be compassionate and when to be strict and are reliable whenever there is a family crisis or personal emergency. They have solid administrative skills since the volunteer infrastructure of these churches may be weak or inconsistent. They may not be expert managers, but they collaborate well with other non-profit and social service leaders.

*Lifestyle Connectivity*

Clergy quite visible in the neighborhood (local cafes, bars, shops, and social agencies). They are on-call 24/7 and may receive a call on their cell phone at any time. Clergy often get extra training to understand the legal and social stresses for new immigrants and may be advocates for human rights.

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

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

Church attendance is a priority for *Striving Forward*. It is a duty to their church, but also a commitment to their children and a lifestyle they value. Work schedules may lead them to attend worship at different times during the week. Greeters should be sensitive and helpful to children and single parents trying to manage them. Pay careful attention to security, and make sure the church can guarantee the safety of adults and children of any age. It is very helpful if greeters, support staff, and pastoral staff are bilingual. People are apt to come early and linger longer, so refreshments must be provided before, during, and after Sunday school and worship. Hospitality teams should circulate throughout Sunday morning. Refreshments can be basic but should reflect cultural preferences. Food should also be fresh and health, and hospitality might be tied to a community garden or farmer's market.

*Lifestyle Connectivity*

Create a Welcome Center in the church, staffed by volunteers, with bilingual information about church events, community opportunities, and social events. Encourage members to invite near neighbors.

**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
	Educational Worship		Transformational Worship		Coaching Worship
	Healing Worship				

*Striving Forward* worship as a family, although young children will probably leave worship for a Sunday school or children's activity. Since many in this segment are Roman Catholic, a traditional Mass will be celebrated. Different Masses (or worship services) over the weekend may be less formal and might be designed for or by different generations. The Mass tends to be quite intimate and personal. They pass the peace with great familiarity. The prayers

tend to emphasize personal intercessions for family and extended family, here and back home. The pastor or priest blesses children by name. Worship is intended to communicate strength and hope. People want to leave with light hearts and optimistic attitudes. Music is traditional to their country of origin. Occasionally it may be more upbeat with more contemporary rhythms. Special music may be provided by an ensemble with ethnic instruments and style. Ushers, liturgists, and musicians need not be experts, but they should be sincere and clearly give their best effort. Younger generations often pay more attention to musicians that clergy as role models.

#### *Lifestyle Connectivity*

*Striving Forward* celebrate major Christian and civic holy days and holidays. Add additional music and drama to worship using local talent and expand hospitality both inside and outside. These are times to emphasize contemporary and culturally relevant media. Music or message might be recorded for the church website.

### Education Preferences

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

Form		Content		Grouping	
	Curricular		Biblical	x	Generational
	Experiential		Topical		Peer Group

Children's Sunday school is important for *Striving Forward*. It intentionally supplements the religious customs and training that is done at home, and it also provides cultural continuity with the homeland. Children are usually gathered by age, and the diversity of classes may vary from year to year. Some printed resource approved by the church is used. These are often recycled over the years and may be supplemented by the creativity and crafts of teachers. Volunteer teachers are often mothers and grandmothers, and one generation tends to apprentice the next rather than relying on formal training. Content usually focuses on a blend of Bible stories and doctrinal education (rather than contemporary issues). Create a lending library with children education and family devotion resources (bilingual). Create a computer center where parents and children can access virtual resources. Adult Sunday school may be more challenging to sustain. Many single parents may prefer to "hang out" in the kitchen during Sunday school for the children to build friendships and talk about immediate concerns. Deploy a facilitator who can inspire trust and openness, and guide conversations that reflects the values and beliefs of the church.

#### *Lifestyle Connectivity*

Adult education may be specifically targeted for youth of an age to join the church, and for adults chosen for lay leadership. Confirmation or First Communion classes for youth may be better facilitated using devotional images and objects and discussion rather than curricula and reading.

### 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

*Striving Forward* may not readily participate in small groups. Life is a struggle and work schedules can be daunting. When adults are not working, they like to spend precious leisure time with family. Many activities are designed by a smaller team of volunteers, but involve larger groups of families for sports, trips to the zoo or park, etc. These larger activities can include smaller clusters of men, women, teens, and younger children. Equip volunteers to help these clusters include prayer, sharing life struggles and spiritual victories, and discussion of scripture or major religious festivals. Adults may find time for midweek small groups if the affinity is urgent, the location is flexible, and the timelines are limited. Topics might include any number of family, career, health, legal, or housing issues. These are often led by the pastor or priest or a professional from a local social service or healthy agency. They usually meet at the church or a school and are less likely to meet in a private home or apartment. Groups are very short term and may just be a single session devoted to an urgent topic.

#### *Lifestyle Connectivity*

Small groups are almost always facilitated in Spanish. Since the topics are often very practical, leaders are often imported from other educational and social service agencies in the community.

## Outreach Preferences

Resource: *Strategic Thinking* by Thomas Bandy (Abingdon Press)

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

*Striving Forward* may look on the church as a gathering place for all ages. Churches may provide coffee houses, internet cafes, and other kinds of drop-in facilities for adults and older youth, and recreational activities for children. The church tends to function as a community center with programs seven days a week. These might especially include Christian day care, after school care, tutoring, and parenting support, and legal aid, financial aid, and housing information. Many churches provide distribution centers for food, winter clothing, used work boots, kitchen appliances, etc. People in the community are often very concerned about health issues. Churches often provide clinics, vaccination centers, and Parish Nurse programs, and often partner with addiction recovery groups that use the building. These people are ambitious and want to get ahead, but struggle with low educations and poor training. Therefore, they appreciate educational opportunities that build life skills or expand work capabilities.

### *Lifestyle Connectivity*

Programs for English as a Second Language (ESL) are common. Churches may provide tutoring to complete high school diplomas. Churches build partnerships with non-profits and community colleges and locate training opportunities in the church building. On-site education may be combined with online opportunities.

## 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

*Striving Forward* like a church to look like a church with bell tower, main entrance, colored windows, and pews, center aisles, altars, fonts, and chancels. The symbols inside are classic images of Biblical events, church festivals, saints, and doctrine. The Stations of the Cross are prominent in Roman Catholic churches and well used. The style may reflect the preferences of the homeland or reflect the demographics of the neighborhood. Church sanctuaries may have an ecclesiastical look, but many churches have additional buildings or extensions that are strictly utilitarian. They house outreach ministries, day care facilities, and agencies. Church buildings tend to be in a chronic need of fresh paint and repair, but they keep up with major maintenance and safety codes. They do pay special attention to security, particularly around classrooms and nurseries.

### *Lifestyle Connectivity*

Online education is increasingly important, and many of these households do not have ready access. Create a computer center with volunteer tutors who can help youth and adults find virtual resources and participate in online classes. Younger generations are increasingly going online and using social media. Churches might offer computer access to help younger church members seek jobs and improve their language skills.

## Financial Preferences

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

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

*Striving Forward* single-parent households have low incomes and cash flow to sustain the family is a constant challenge. It is often difficult to make ends meet. This may make it difficult to participate in a traditional church stewardship campaign. They may want to tithe but can give only what they can. They may make a larger donation at the end of the year. Much of their generosity will be in-kind gifts of food for fellowship, childcare during special events, or repairs to the building. They trust the church with money for a unified budget, and don't need to see a detailed budget. They are risk takers, however, and will give generously to a project that are urgent or opportune for the church or community. They may be willing to invest money, time, and energy in co-ops for food, housing, childcare, and other practical missions.

### *Lifestyle Connectivity*

Churches often create a 501(c)3 non-profit to support their "signature outreach ministry". They can expand their donor base and apply for a wider range of grants and subsidies. It often allows them to hire additional staff who double as executive ministers for the congregation ... freeing the pastor to network in the community.

## Communication

Resource: *Mosaic E-Handbook* by Experian

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

Word of mouth is probably the most important method of communication for *Striving Forward*. They usually pay attention to verbal announcements in worship, large and small gatherings, and pass on information by phone and conversation to others. For example, posters in local shops, bars, restaurants, health centers, sports arenas, and bus stops may be helpful, although these people may be unresponsive to advertising in general. Some people may afford cell phones, but telephone trees and telephone reminders to a home phone are more often the method of extending oral communication. Printed information from the church can be helpful, but limit information to short bursts rather than long messages. Use images or graphics to speed interpretation.

### *Lifestyle Connectivity*

Despite low incomes, they are early adopters for technology and pay attention to email. *Striving Forward* are more likely to listen to the radio than watch TV. Churches can broadcast worship services or make community announcements. Denominationally funded advertising on major networks can also be effective (particularly emphasizing social services and outreach ministries).