

Segment P58: *Heritage Heights*

Singles and families with modest incomes living settled lives in urban apartments

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

- Church and faith tradition important
- Bilingual worship and education
- Church as center for socializing
- Strong children and youth programs
- Socially conservative
- Economically liberal



Potential Influence

Lifestyle Compatibility	Family Group P Cultural Connections	Frequent Neighbors
M45 Growing and Expanding O52 Urban Ambition R67 Passionate Parents S71 Modest Retirees	P56 Mid-Scale Medley P57 Modest Metro Means P58 Heritage Heights P59 Expanding Horizons P60 Striving Forward P61 Humble Beginnings	D18 Suburban Nightlife H26 Progressive Assortment R66 Ambitious Dreamers S70 Thrifty Singles

General Comments:

Faith and church are very important for *Heritage Heights*. It is a key element in their identity, and part of the routine of daily living. It provides continuity with their country of origin. Personal and household spiritual life (spiritual images in the home, routines for prayer or rosary, and behavioral norms taught to children) blend readily into regular church attendance. The church is a center for socializing and education and provides strength and hope for their busy lives.

They will usually commit to local churches or parishes of the same tradition from their upbringing at home (mostly Roman Catholic). Worship structure, style, and symbols will be traditional (like worship back home). They want to be able to talk with their priest or pastor, and participate in church programs, in their primary language ... although they do want to improve their English in supportive atmosphere. English as a Second Language (ESL) may be an important program, along with Sunday schools and large gender-based groups. Many are single parents and value church programs for teenagers. Churches tend to be economically liberal, with an entrepreneurial spirit and toleration of other cultures and traditions. However, they also tend to be socially conservative about family, parenting, sexuality, and faith.

Color Key	High Priority	Medium Priority	Low Priority
------------------	----------------------	------------------------	---------------------

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

Heritage Heights expect clergy to offer strong personal support to individuals and families. Clergy are sensitive to the lifecycles of birth, adolescence, adulthood, and death and are very intentional about all sacramental acts. They are frequently counselors and advisors. Pastors or priests do not need to be great preachers or expert teachers but are good communicators person-to-person or leader-to-group. They are role models for spiritual life and moral behavior. These churches may be relatively smaller or medium-sized, but surprisingly complex. The pastor or priest needs to have strong administrative and fund-raising skills. They manage various programs or non-profit agencies that are hosted or directed by the church, and they maintain strong networks with the church hierarchy and social services. Clergy often get extra training to understand the legal and social stresses for new immigrants and may be an advocate to support the rights of congregational and community members. The bottom line, however, is that the pastor or priest has a big heart, and clear empathy, for the people in the neighborhood.

Lifestyle Connectivity

They connect informally with clergy on the sidewalk and in grocery stores. They may call at any hour if there is an emergency and look for the minister when in hospital. Clergy should check their smartphones regularly for messages and respond quickly.

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

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

Church attendance is a priority for *Heritage Heights*. They may have to adjust for shift work and multiple part time jobs, but sometime over the weekend they will worship. They usually come to worship in their best clothes, and greeters should welcome them with warmth and respect. They want to honor God, and they deserve to be honored in turn. People are apt to come early and stay late, so refreshments must be provided before, during, and after Sunday school and worship. Greeters should be sensitive and helpful with young children, pregnant women, people with injuries or disabilities, and the elderly. Include teens among hospitality teams. Pay careful attention to security, and make sure the church can guarantee the safety of children of any age. Nursery and preschool ministries should provide healthy and safe environments and served by well trained staff and volunteers. Hospitality teams should circulate throughout Sunday morning. Refreshments can be basic, but make sure there is plenty of it. Supplement bulk food supplies with specialties from their homeland.

Lifestyle Connectivity

Create a Welcome Center to distribute information about church events and community networks. Gather contact information and text greetings, encouragement, and perhaps a reminder of an upcoming event via instant message to visitors.

Worship PreferencesResource: *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				

Heritage Heights worship as a multi-generational 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. However, the Mass tends to be quite intimate and personal. Different Masses (or worship services) over the weekend may be less formal and might aim at different generations. They pass the peace with great familiarity. The prayers tend to emphasize personal intercessions for family and extended family, here and back home. People like to make eye contact with the priest as they partake of the sacrament, and the 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 following customs of the country of origin. Occasionally it may be more upbeat with more contemporary rhythms. Ushers, liturgists, and musicians need not be experts, but they should be sincere and clearly give their best effort. Try to include teens among the teams supporting worship.

Lifestyle Connectivity

They celebrate major Christian and civic holy days and holidays (Thanksgiving, Christmas, Mother's Day, Easter, Independence Day, etc.). First Communion is an important event for family and church. Churches should emphasize these occasions with more music, food, and fellowship. They may watch televised services from large, multicultural churches on special occasions.

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 *Heritage Heights*. 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. The content usually focuses on a blend of Bible stories and doctrinal education (rather than contemporary issues). Adult Sunday school may be more challenging to sustain. There may be adult Bible studies, and classes may form for short periods around a particularly urgent topic (like immigration, parenting, family finances, etc.). Adult education may be specifically targeted to those chosen for lay leadership in the church and include training to bring the elements of Holy Communion to hospitals and shut-ins or set church policy.

Lifestyle Connectivity

Adult education classes may be intentionally conducted in English so that people can perfect language by reading familiar devotional or Bible texts. Educational resources may be available virtually on the church website.

Small Group Preferences

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

Leadership		Focus	
	Trained Leader		Curriculum Study
	Rotate Leaders	x	Shared Affinity

Heritage Heights may not readily participate in small groups. Life can be complicated and work schedules can be daunting. When adults are not working, they like to spend precious leisure time with family. Some groups are shaped around lifecycle occasions and religious training (Christenings and Baptisms, First Communion, weddings, etc.). Many activities are designed by a smaller team of volunteers but involve larger groups of families for sports and other recreations. These can involve smaller clusters of men, women, teens, and younger children and be structured to include prayer, sharing, and discussion of scripture. Youth groups for middle and high school age youth are important. If the church can afford it, they may hire a youth minister. Youth group leaders not only facilitate meetings but can be strong role models and mentors for youth. Adults may find time for midweek small groups if the affinity is urgent, the location is flexible, and the timeline is limited. Topics might include any number

of family, career, health, legal, or housing issues. These are often led by an “expert” from a local social service agency or church network. They may meet at the church or some other public location but are less likely to meet in a private home or apartment. Timelines may be limited to just 1-3 sessions.

Lifestyle Connectivity

Small groups are often an important entry point for new people into the life of the church, particularly if they are immigrants for who want to fit into American culture. They should intentionally model core values and essential faith convictions. Small group participation is the most important way to build trust in the church. Discussion may not extend to social media, but leaders share encouragement or insights through instant messaging.

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	
Human Potential	x	x
Salvation and Human Destiny		

Heritage Heights 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, middle and high school 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. People in this segment tend to be apolitical. They are less likely to advocate a cause or become active in a social protest but can respond passionately to urgent issues. They appreciate any outreach that encourages personal development. Continuing education that builds life skills or expands work capabilities and helps people get ahead are welcome.

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

Heritage Heights expects a church to look like a church. In these older urban neighborhoods, the church is early 20th century construction, with steeples or towers, pointed brick or stone, and pews, center aisles, altars, fonts, and chancels. The symbols 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 country of origin, or more contemporary designs. Worship options for youth might lead them renovate the chancel area into a stage with greater potential for music. They may remove the pews for more experiential and participatory worship. Aside from the sanctuary, the most important room is the kitchen. Honor current fire codes, upgrade appliances, and provide lots of storage area.

Lifestyle Connectivity

Modern audio and video technologies are helpful, but not necessary. Internet access is mainly important in the church office and youth rooms, although churches might provide computer and internet access for members to search for jobs, educational opportunities, etc.

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

Experian suggests that *Heritage Heights* have low incomes and few investments. Cash flow is often a problem. They often feel financially insecure, and do not have much experience in managing money or planning a financial future. They will respond to a church that offers solid financial advice to develop an overall personal financial plan that implements Christian values and generosity, but which also helps them get out of debt, develop some investments, and establish good credit. They often want to tithe but may consider the gifts of their time and talent part of the tithe. If they pledge, they will likely make conservative pledges, and "walk a second mile" to give additional money to urgent missions as they feel motivated. They are not likely to amass large reserve funds (unless these come from sale of property, air rights, or extraordinary bequests).

They trust the church with money for a unified budget. They often prefer a simpler "narrative budget" that explains where church funds go, rather than a more complex "line budget" that explains how church funds are divided. They will avoid capital campaigns unless necessary, but instead seek denominational and government grants to support programs and offset overhead expenses.

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
x	Mobile SMS	Email		Social Media	x	Text Message		Email		Social Media

Word of mouth is probably the most important method of communication for *Heritage Heights*. 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

Information is shared through print and some social media, but coordination and encouragement of volunteers occurs through rapid instant messaging. Use texts to raise urgent needs or emergent opportunities for social action. Print and internet communication is fluently bilingual.