

**Segment P59:*****Expanding Horizons*****Middle-aged families earning modest to average incomes from blue-collar jobs**

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**

- Loyal to their church origins
- Regular attendance
- Children and youth ministries
- Ambitious for the future of their children
- Bilingual communication
- Connected with schools and social services

**Potential Influence**

<b>Lifestyle Compatibility</b>	<b>Family Group P Cultural Connections</b>	<b>Frequent Neighbors</b>
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 Humble 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 *Expanding Horizons*. Most are Roman Catholic, and some may be Pentecostal, Evangelical, or 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 they grew up. Worship practices are traditional, but programs are often shaped around assimilation into a new culture. They want to be able to communicate in their primary language with clergy, although they are keen to improve their English with other church and community leaders.

These are often multi-generational families. They want the church to be family friendly, honor traditional family values, and offer programs for children and teens. In addition to worship and programs that give them strength and hope, the church often functions as a community center and hosts, partners, or directs an array of social service and self-help programs. They aren't very political, but they are committed to law and order in the community and family values at home. They want opportunities to pursue the American dream of financial security, family stability, and opportunities for self-improvement. They may be anxious about prejudice or poverty, but they are generally optimistic. However challenging life is here, it is better than the life they had previously.

<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

*Expanding Horizons* 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 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 collaborate well with other non-profit and social service leaders.

*Lifestyle Connectivity*

Clergy are 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
			Healthy Choices		

Church attendance is a priority for *Expanding Horizons*. They may have to adjust for shift work and multiple part time jobs to attend, but sometime over the weekend they will worship. Therefore, 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. Hospitality teams should circulate throughout Sunday morning. Refreshments can be basic, but make sure there is plenty of it. Supplement bulk food supplies with specialities from their homeland. Try to offer nutritional supplements and give away leftovers to take home. They are very frugal. They believe one should do one's duty first and enjoy life afterward. What extra money they have is often spent to indulge children. 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 well trained and accountable staff and volunteer support. Greeters should be sensitive and helpful with young children, pregnant women, people with injuries or disabilities, and the elderly.

*Lifestyle Connectivity*

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

*Expanding Horizons* 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. However, the Mass tends to be quite intimate and personal. Different Masses (or worship services) over the weekend may be less formal and might be designed for or by different generations. Worship is intended to communicate strength and hope. People want to leave with light hearts and optimistic attitudes. 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. Music is often traditional and even old fashioned (in the way of their homeland). 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 than clergy as role models.

#### *Lifestyle Connectivity*

*Expanding Horizons* 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. Worship probably won't be livestreamed, but these events may be recorded and placed on 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 *Expanding Horizons*. 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 home bound. Classes may be intentionally conducted in English so that people can perfect the language reading familiar devotional or Bible texts.

#### *Lifestyle Connectivity*

Create a lending library in the church with children education and family devotion resources (bilingual). Create a computer center where parents and children can access virtual resources.

### Small Group Preferences

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

Leadership		Focus	
	Trained Leader		Curriculum Study
	Rotate Leaders	x	Shared Affinity

*Expanding Horizons* 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. They 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 timeline is limited. Topics might address 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 1-3 sessions.

#### *Lifestyle Connectivity*

Retreats for men, women, youth, and families are effective for fellowship and spiritual growth. They are usually led by the clergy, and often combine multiple congregations.

### **Outreach Preferences**

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

	<b>Personal Need</b>	<b>Readiness to Volunteer</b>
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		

*Expanding Horizons* 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 daycare, 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)

<b>Property</b>		<b>Technology</b>		<b>Symbolism</b>	
x	Ecclesiastical	x	Modern	x	Classic Christendom
	Utilitarian		Postmodern		Contemporary Post-Christendom

*Expanding Horizons* 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 internet 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

*Expanding Horizons* 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. 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 will avoid capital campaigns unless necessary.

*Expanding Horizons* have low incomes, few investments, and little insurance. They may feel financially insecure and not have much experience in managing money or planning a financial future. It is often difficult to make ends meet. This may make it difficult to participate in a traditional church stewardship campaign. They will respond to a church that offers solid financial advice to develop an overall personal financial plan based on Christian values and generosity, but which also helps them get out of debt, develop some investments, and establish good credit. *Expanding Horizons* have taken, and will take, personal risks. 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 *Expanding Horizons*. 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*

*Expanding Horizons* 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).