

Segment **A01: American Royalty**

The wealthiest households, in exclusive neighborhoods, enjoying all that life has to offer

Resource: Mosaic by Experian.

Religious Experience in a Nutshell

Religious Perspective: *Entitled Spirituality*

Common Spiritual Issues: *Feeling lost or lonely, anxieties over aging and dying*

Potential Influence

Lifestyle Compatibility	Family Group <i>A Power Elite</i>	Frequent Neighbors
B08 Babies and Bliss	A01 American Royalty	C13 Silver Sophisticates
B09 Family Fun-Tastic	A02 Platinum Prosperity	E19 Full Pockets Empty Nests
B10 Cosmopolitan Achievers	A03 Kids and Cabernet	G24 Status Seeking Singles
F22 Fast Track Couples	A04 Picture Perfect Families	K37 Wired for Success
	A05 Couples with Clout	
	A06 Jet Set Urbanites	

General Comments

American Royalty regard church membership as a social status. Religion is a good thing, and the church as an institution makes a valuable contribution to society. They enjoy privileges of membership, and expect to shape church policy and choose church personnel. However, they may be sporadic in church attendance, and may gladly connect with a church via web casts on the internet from wherever they happen to be traveling. They can be extraordinarily generous givers, but only if the church has a proven record of excellent stewardship with minimum waste. They are generous benefactors of evangelical and social service missions with their time, expertise, and/or money, but demand clear strategic plans and measurable results.

American Royalty are inclined to be leaders rather than followers, and often participate in churches through board membership and policy development, capital campaigns for property, and fund raising for local or global charities. They have a strong sense of well-being that is increasingly challenged by feelings of purposelessness, alienation, health issues, and the desire to leave a lasting legacy.

People in this segment generally prefer a larger church (but not necessarily a mega-church). It will usually be a church with multiple programs and significant resources. It will be a church of history or significant reputation, which is acknowledged as influential in a denomination or in public affairs. Attitudes toward the church are increasingly ambivalent, partly because churches are so often critical of personal wealth.

General Comments

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How do I, as a leader, perceive the spiritual expectations of people in our community?

How can we, as a board, research and understand our community better?

How can we, as a church, build closer relationships with this lifestyle segment?

Color Key

High Priority	Medium Priority	Low Priority
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Leadership Preferences

Resource: *Spiritual Leadership* by Thomas Bandy (Abingdon Press)

THE CONSTANT LEADERS		THE ORGANIC LEADERS		THE EXTREME LEADERS	
	Caregiver		Discipler	x	Visionary
	Enabler		Guru		Mentor
x	CEO				Pilgrim

American Royalty prefer a church with well trained, certified, paid staff. Pastors or priests are usually older veterans with significant experience in the church, often with additional expertise in other professional sectors. They are ordained, and often have an advanced theological degree, and are good staff managers diversified by gender, culture, and age. They are excellent administrators and teachers, and both expository and motivational speakers. They are rapidly responsive to requests, but only visit when invited.

American Royalty values a leader with strong spiritual and health disciplines. They model healthy relationships with spouse and children. They are clear about moral and faith convictions, but up-to-date on ethical and theological debates. They are effective strategic planners, but creative and adaptable. They cast a big vision with city-wide or international implications. The vision has strong moral and social service components, but reflects fairly traditional doctrines. These leaders maintain extensive networks with senior leaders and policy makers in business, politics, health care, education, and social service agencies.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How would you describe your pastor now?

How might your pastor adapt to be more empathic in the future?

How can you equip, train, and/or support your pastor in any transition?

Hospitality Preferences

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

TRADITIONAL		MODERN		POSTMODERN	
	The Basics		Multiple Choices		Take-Out
		x	Healthy Choices		

American Royalty are frequent travelers with high expectations for hospitality. Environments and refreshments should reflect their multi-cultural experience and high standards. Environments are usually airy, with plenty of natural light, and temperature controlled. Space should be tastefully decorated, with symbols of faith, images of success, and images of effective global service. Wireless internet access and cell phone receptivity is crucial, and unobtrusive video screens linking people to relevant mission websites or current news are appreciated. Refreshments should be fresh and of high quality, and sensitive to any and all kinds of health issues (e.g. calorie counts, allergen alerts, sugar, etc.)

Greeters and ushers are expected to be well trained (and especially sensitive to people with disabilities). However, they should not be too intimate or familiar. Provide warm greetings and offer liturgical resources, but do not micro-manage seating or how worshippers participate in Holy Communion.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How would you describe your hospitality ministries now?

How should hospitality ministries change to be more relevant to this lifestyle segment?

What additional training do greeters, ushers, and servers need to be more empathic?

Worship Preferences

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

TRADITIONAL		MODERN		POSTMODERN	
	Care-giving Worship	x	Inspirational Worship		Mission-Connectional Worship
x	Educational Worship		Transformational Worship		Coaching Worship
	Healing Worship				

American Royalty generally prefers worship that is “classic” in their religious tradition and cultural heritage. The undercurrent of all worship is thanksgiving and the goal of all worship is to give hope for the future. People want to be well-informed about theological fundamentals and ethical issues, and leave with optimistic attitudes. Worship is only moderately prophetic, and focused more on a critique of world events than personal self-evaluation. Worship is more about performance than participation. State-of-the-art technologies may support worship, but are unobtrusive and blend in with relatively traditional architecture. Worship tends to be a “stand-alone” event, and the primary way people in this segment connect with religion.

They expect excellence in preaching, which is usually expository of Scripture. Worship often follows the Christian Year and a lectionary, but the process can be interrupted to address unfolding events or urgent crises. Liturgy often includes traditional creeds and responsive readings, and prayers tend to be formal and corporate, rather than informal and private. The music, however, is probably the single most important thing about worship. This may be linked to the celebration of the sacraments.

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Discussion Questions:

How would you describe your worship service(s) now?

How should you customize one or more worship services to be relevant to this segment?

What additional training do preachers, musicians, readers need to meet expectations?

Education Preferences

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

FORM		CONTENT		GROUPING	
x	Curricular		Biblical		Generational
	Experiential	x	Topical	x	Peer Group

American Royalty often has great interest in the methodologies of public education and broadcasting. They want to understand and support performing artists and intellectuals and help them access a wider audience. Their interest in travel and other cultures goes deeper than mere enjoyment, and they are keen to intervene in natural or national disasters and environmental issues.

Christian education reflects a system of theology and clear ethical norms. Classroom or seminar educational opportunities are good, but *American Royalty* are more likely to pursue Christian education privately through reading or on the internet. They often attend a lecture by a noted authority. If they do participate in a Sunday morning class or formal seminar, it is usually based on a book, text, or a body of research. Education is topical, but supplemented with references from Scripture and the history of the church. People in this segment tend to be older empty-nesters, and are most comfortable learning with peers who share their life experience, technological preferences, and aesthetic preferences.

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Discussion Questions:

How would you describe children, youth, and adult education in your church now?

How would education strategies need to change to be relevant to this lifestyle segment?

What changes in leadership selection and training would make education more effective?

Small Group Preferences

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

LEADERSHIP		CONTENT	
x	Trained Leaders		Curriculum Study
	Rotated Leaders	x	Shared Affinity

American Royalty tend to be very selective about small groups in which they participate. These groups often include leaders from diverse public and private sectors and religions. Groups tend to be laser focused on a particular topic or issue, and designed to advance special projects or achieve particular outcomes. Many in this segment consider themselves "expert" in specific things. Some may extend that to claim expertise in other areas, but most are humble enough to acknowledge their limitations. They value groups that are led by highly credible individuals in a particular field, and are willing to pay for the privilege.

Special interests in education (see above) are the same here. The difference is that the small group is usually more practical than theoretical. The group must have a practical goal beyond simple fellowship or intellectual stimulation, and often touch on some passion or enthusiasm. Group affinities around entertainment venues (performing arts, visual arts, wine tasting, architecture, etc.) may be attractive.

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Discussion Questions:

How would you describe the Small Group strategy in your church now?

How would Small Group strategies need to change to be relevant to this lifestyle segment?

What changes in leadership and content would make Small Groups more effective?

Outreach Preferences

Resource: Strategic Thinking by Thomas Bandy (Abingdon Press)

	PERSONAL NEED	READINESS TO VOLUNTEER
Basic Survival		
Health and Wellness	x	
Quality of Life		
Addiction Intervention		
Interpersonal Relationships	x	
Human Potential	x	x
Salvation and Human Destiny		

American Royalty are generally self-confident, broadminded, and independent. They see themselves as adventurous, and like to give advice. They value creative approaches to chronic problems. They see themselves as potential mentors to other professionals and middle-managers who actually direct various mission projects. They are increasingly selective about financial support unless there is a personal connection with mission leaders.

Churches that want to reach *American Royalty* will likely focus on activities around physical, relational, and emotional health. Spirituality can be a part of that, but the value of spirituality tends to be measured by its contribution to holistic health and personal fitness. There may be particular interest in therapeutic ministries related to disease, pain management, recovery from illnesses, and so on. Secondly, they often respond to opportunities for self-discovery and self-expression.

Churches that want to enlist *American Royalty* to help others have many options. They may be concerned about issues of survival, addiction recovery, health, quality of life, or human potential. They may be less interested in addressing issues related to interpersonal relationships and human destiny. Whatever the mission focus, people in this segment want to make a *big impact*. They are more interested in reaching a city, for example, than reaching a neighbourhood. They may well perceive

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Discussion Questions:

What outreach categories does your church emphasize now?

What outreach categories would be more relevant to this lifestyle segment?

What outreach priorities and tactics should change for the church to bless this segment?

Facility Preferences

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

PROPERTY		TECHNOLOGY		SYMBOLISM	
x	Ecclesiastical		Modern	x	Classic Christendom
	Utilitarian	x	Postmodern		Contemporary Post–Christendom

American Royalty often connect with a church that maintains excellent landscaping and facilities. The grounds may be small in urban areas, or expansive in suburban areas, but are litter-free and beautiful. Parking and access will be protected by extensive and up-to-date security technologies. Note that *American Royalty* values well trained support staff who are clearly accountable for effectiveness and teamwork.

The facility "looks like a church". This often means classic architecture representing styles from the 16th to 19th centuries, but more contemporary buildings will still have steeples and stained glass. The building will never be mistaken for a theater or an office building. Christendom symbols are preferred. This includes pews and stained glass; pulpits, chancels, altars, and choir stalls. Visual symbols may be stylistically contemporary, but still depict ancient images and designs.

Perhaps surprisingly, the technologies may well be more post-modern than modern. The organs may be electronic. Sound systems will be state-of-the art. Video screen may be found in the sanctuary, provided that they are integrated unobtrusively into classic architecture. Offices and meeting rooms will be networked and wireless. Worship will be recorded and often broadcast.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

What renovations and/or upgrades need to be made in our church facility?

What symbols of faith would be most relevant to this lifestyle segment?

If we started another site of ministry for this segment, how should we design it?

Financial Preferences

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

GIVING TARGET		GIVING METHOD	
	Unified Budgets and General Funds	x	Informed Philanthropy & Pledging
x	Designated Programs & Mission Projects		Lifestyle Coaching & Family Financial Planning

American Royalty often donate to unified budgets to support church institutions, but may be more likely to target giving to major building projects and philanthropic causes. They already consider themselves capable financial managers and maintain healthy lifestyles, and probably see themselves as coaches to others rather than being in need of coaching themselves. They gather extensive information before investing charitable dollars, and are driven by hard facts and clear needs rather than emotional impulses. They look for results, while streamlining bureaucracy. Professional financial management is important, and careful to reduce wasteful overhead expenses. Financial reports and audits are expected, and people in this lifestyle segment are apt to become involved in developing financial policies.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

What options in giving methods and giving targets do we offer now?

How do we design our annual stewardship campaign(s) now?

How should we revise our financial strategy to be more relevant to this segment?

Communication

Resource: Mosaic E–Handbook by Experian

CONTEMPORARY PUBLIC COMMUNICATION				TRADITIONAL CHURCH COMMUNICATION							
x	Direct Mail Receptive		Mobile Telephone		Online Computer		Newspaper		Corded Telephone		Verbal Announcements
	Email Receptive	x	Broadcast Cable TV	x	Internet Radio	x	Print		AM/FM Radio		Personal Visits

American Royalty may carry smart phones, but they are primarily for emergencies. They prefer printed information and direct mail ... and will listen to internet radio (entertainment, talk, and news). They may not be personally online, but rely on staff or aides to keep them up to date. They may still keep hard copy files of important documents. They will read a printed prospectus or proposal, and then research thoroughly online. Communication through a third party confidential assistant or officer manager is common, and this does not reflect any lack of respect or indifference to emerging issues. They dislike surprise visits, but will occasionally (and often purposefully) invite the pastor or church staff to visit.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How do we communicate among church participants now?

How do we communicate beyond our church to the community now?

How should we adapt communication strategies to be more effective for this segment?

IMPORTANT DEFINITIONS

POTENTIAL INFLUENCE

Lifestyle Compatibility	Daily behavioral habits overlap with common activities and similar priorities
Family Group	Grouping by key demographic factors like age, income, culture, family status, etc.
Frequent Neighbors	Often live near each other with shared recreational, health, or emergency services

LEADERSHIP

Constant Leaders	Traditional clergy focused on sustaining ministries & increasing members
Organic Leaders	Innovative leaders focused on church growth, new starts & multiplying followers
Extreme Leaders	Non-Institutional leaders focused on spiritual disciplines, high accountability, and pursuing perfection
Caregiver	Focus on visitation, counseling, pastoral prayer
Enabler	Focus on facilitating meetings, lay empowerment, mediation, liturgy
CEO	Focus on staff development, administration, fund raising, expository preaching
Discipler	Focus on seeker sensitivity, adult faith formation, guidance for Christian living
Guru	Focus on religious insight, holistic personal growth, spirituality, enlightenment
Visionary	Focus on big picture, major social change, motivational speaking
Mentor	Focus on self-awareness, individual meaning and purpose, vocational clarity
Pilgrim	Focus on cross-cultural sensitivity, inter-religious dialogue, strict spiritual discipline

HOSPITALITY

The Basics	Friendly untrained greeters, basic coffee and creamer, packaged food or sugary snacks
Multiple Choices	Trained greeters, multiple serving stations, great coffee, varieties of food
Healthy Choices	Trained greeters mirroring lifestyle diversity, healthy food options, allergen alerts
Take-Out	Coffee-to-go, bagged food, exit door hospitality, text message and social media

EDUCATION

Curricular	Printed books or study guides. Passive, intellectual, classroom. Maturity measured by acquired knowledge
Experiential	Activities. More music, images, movement, interaction. Maturity measured by behavior patterns, attitudes.
Biblical	Focuses on the Old and New Testaments. Maturity means Biblical literacy
Topical	Focuses on contemporary issues. Maturity means ethical integrity and enlightened behavior
Generational	Gathers people by age or grade in separate classrooms with age-appropriate resources.
Peer Group	Gathers people sharing affinities or common interests regardless of age.

SMALL GROUPS

Rotated Leaders	Participants take turns hosting and leading the group. Requires limited expertise and training.
Designated Leaders	Single leader guides the group from start to finish. Requires significant maturity and training.
Curriculum	Focus on a book, workbook, or structured program to guide structured discussion
Affinity	Focus on shared interest, enthusiasm, or activity to inspire informal discussion.

IMPORTANT DEFINITIONS (cont.)

WORSHIP

Educational	Consistent liturgy, expository preaching, focus on doctrine, ethics, and history
Inspirational	Uplifting music, motivational speaking, focus on joy, optimism, and encouragement
Transformational	Spontaneous, expectant, personal transformations, Higher Power interventions
Coaching	Informal, dialogical, topical, practical coaching on how to live better & faithfully
Caregiving	Slow, meditative, family–feel with pastoral prayer, children’s time, senior celebrations
Healing	Quiet, prayerful, expectant of physical, mental, relational healing and hope
Mission–Connectional	Unity of action/reflection, all about outreach, volunteer empowerment

OUTREACH

Survival	Basic needs for food, shelter, clothing, jobs, basic health care
Recovery	Addiction intervention, 12 step support, and counseling services
Health	Mental and physical fitness, disease prevention, rehabilitation, therapy
Quality of Life	Social wellbeing, neighborhood safety, environment, immigration, peacemaking
Human Potential	Personal/vocational fulfillment, education, career help, human rights advocacy
Interpersonal	Intimacy, sexuality, family & marriage counseling, healthy friendships
Human Destiny	Repentance, conversion, witnessing, alignment with God’s purposes

FACILITIES

Ecclesiastical	Facility must “look like a church” with traditional architecture and furnishings
Utilitarian	Facility must be “user–friendly” and multi–purpose for public use
Christendom	Indoor/outdoor symbols associated with church history or denominational identity
Contemporary	Indoor/outdoor symbols from nature, indigenous cultures, alternative spiritualities
Modern	Technology primarily enhances print and oral communication
Postmodern	Technology primarily enhances multi–sensory interaction, internet, social media

FINANCES

Unified Budgets	Stability first. Give to a single general fund to pay staff and manage overhead costs
Designated Giving	Effectiveness first. Give to specific funds or causes by personal preference
Informed Philanthropy	Informed, independent, confidential financial commitments for a tax benefit
Lifestyle Coaching	Individual & household coaching for Christian family financial management

COMMUNICATION

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