

Segment **A02: Platinum Prosperity**

Wealthy, influential, successful couples and families living in prestigious suburbs

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 A Power Elite	Frequent Neighbors
B07 Generational Soup	A01 American Royalty	C13 Silver Sophisticates
B08 Babies and Bliss	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

Platinum Prosperity value all religions for spiritual insight and ethical guidance, but view religious movements and fanatical faith with suspicion. Culture and religious heritage are important, but participation in church is largely driven by personal needs at any given time. They may be sporadic in church attendance, but follow favorite theologians or spiritual leaders through books and blogs. They are more likely to collect aphorisms than read Bibles; they are more likely to syncretise teachings from many faiths than focus exclusively on any single faith. Nevertheless, basic Christian morality and worldview represent fixed patterns and perspectives in their lifestyles and careers. They may well choose a church because they respect the senior pastor or priest.

Platinum Prosperity is among the wealthiest lifestyle segments. They 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 high expectations for performance and effectiveness. 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.

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	x	Guru		Mentor
	CEO			x	Pilgrim

Platinum Prosperity people travel frequently, value cross-cultural experience, share concern for the environment, and generally consider themselves citizens of the world. Therefore, they look for spiritual leaders who cast big, holistic visions. These are leaders who are knowledgeable about spirituality and culture, and build bridges between diverse publics with all-embracing values for love, hope, and peace. As pastors, they may manage large mega-churches, but strongly support networks of church plants and global mission units.

Platinum Prosperity may seek out spiritual leaders with small churches, or an identifiable group of followers, because they respect their culture or cross-cultural sensitivity. They often have high standards for holistic fitness and spiritual discipline, and seek out leaders who can model and teach a balanced life with spiritual clarity. These maybe “gurus” for whom Christianity is one important religious influence among many; or “pilgrims” for whom faith and service are part of a larger spiritual journey.

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	X	Multiple Choices		Take-Out
		X	Healthy Choices		

Platinum Prosperity are pressed for time, and are less likely to linger before or after worship. They want to get to the point and get going. However, they will linger longer if refreshment times include opportunities to speak intimately with the spiritual leader.

Greeters and ushers must be more than respectful servants. They need to reiterate the mission, embed the message of the day, and communicate heartfelt interest in the wellbeing of each person ... all on the way to their seat. Refreshments should be diverse, fresh, and healthy. Offer multiple serving lines to avoid waiting. Avoid plastic, Styrofoam, and anything that cannot be recycled. Guarantee that leftover food will be given to an agency or mission project for further distribution. Background music should be lyrical and quiet ... and may reflect sensitivity to cultural diversity. Always give away symbolic gifts (different every Sunday) that include an image relevant to the mission of the church, an aphorism or memorable insight, and 2-3 websites that provide more information.

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				

Platinum Prosperity are usually well educated, and many have been exposed to liberal arts. They value history and have a wide range of appreciation for various genres of music and visual arts. Liturgy can be more grammatically complex, and include historical and literary allusions. People in this lifestyle segment often value a Common Lectionary, but it is often supplemented with readings from other sources. The sermon should be thought-provoking and focus on theological or ethical issues. Music may be traditional or contemporary, but must be an excellent performance. Professional musicians are often guest performers. Avoid announcement or any break in the drama of worship. Worship should be a seamless experience that leaves participants hopeful and optimistic.

Platinum Prosperity are quickly turned off by words without meaning and significance. Sermons are delivered with great sincerity from a wealth of experience. The music director and choir members need to pay attention to the entire service and personally "engage" the faith that is being celebrated. Worship must be thoughtful, but also have a deeper emotional impact.

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

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

Platinum Prosperity may appreciate classic Sunday school "classes" and "seminars", but only if they are relevant to contemporary issues. They enjoy thoughtful conversations about values and beliefs. Since they are so pressed for time, and often away from home, educational opportunities should be short term (1-3 sessions). They will read printed books and magazines, but increasingly prefer e-books and e-mags. The subject matter is topical. There may be Biblical content, but there may also be references to other religious or scientific perspectives. A "high" Christology may be challenging for many in this lifestyle segment because of their respect for world religions. These people are also willing to pay guest speakers who have expertise or personal credibility. They learn best among their own peers, and may struggle to overcome generation gaps.

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

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

Platinum Prosperity may value small groups, but have trouble prioritizing time for them. They tend to make time for groups related to self-discovery (e.g. spiritual gifts discernment and personality typing), especially if they include spiritual exercises and mentoring. Occasionally they make seek therapeutic groups related to marriage enrichment and divorce recovery. They enjoy dining out, concerts, gala receptions, and other opportunities to mingle as singles and couples. They prefer trained leaders who have expertise in the subject matter, and who are clearly accountable to the spiritual leader. Groups tend to be short term. Most prefer face-to-face groups, but increasingly they participate online.

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

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	x	
Addiction Intervention		
Interpersonal Relationships		
Human Potential		
Salvation and Human Destiny		

Platinum Prosperity enjoy connecting global issues with local leaders, and local issues with global movements. They may be involved in philanthropic causes related to the environmental protection (e.g. wildlife preservation, recovery from industrial natural disasters), heritage protection (e.g. museums, archeology, and cultural preservation), and aesthetic appreciation (e.g. symphonies, art galleries). They appreciate churches that help them beautify their lives and educate the world.

Any mission may capture their interest, but they are especially interested in missions that connect their local living environments with global partners. They may include visits to global mission partners as part of their travel plans, and may convert vacations into opportunities for personal service. Their commitments can be long term, but they often prefer financial support and occasional hands-on service to working on an administrative board. Remember that *Platinum Prosperity* are adventurous in travel, but cautious in advocacy. They are less likely to espouse radical opinions or support controversial causes. Many will have more right-of-center political and ethical views, but most are willing to discuss differences respectfully.

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

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	x	Modern		Classic Christendom
x	Utilitarian		Postmodern	x	Contemporary Post–Christendom

Platinum Prosperity may value historic buildings, but often gravitate to more utilitarian facilities that are aesthetically pleasing and technologically sophisticated, and have multiple purposes. Worship centers may resemble concert halls and classrooms resemble lounges or executive seminar rooms. The symbols of faith may be ancient Christian, or synthesize a variety of religious symbols for different cultures. They may prefer more modern technologies like excellent sound systems and unobtrusive video. Printed hymnbooks and resources are welcome, but increasingly they prefer to be “paperless” for the sake of the environment, and look for video screens to display liturgy and lyrics. However, computers are used more for data retrieval than creative expression. It is less important to be continuously linked to the internet. They prefer to turn off cell phones in order to concentrate on teaching and performance.

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

Platinum Prosperity people will donate to unified budgets to support church institutions or religious communities, but are more likely to target giving to major ministries that involve music, drama, and film. They may be generous givers to educational programs, and often support pre-schools and K-8 private schools. 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, but they may be swayed by urgent appeals and powerful images.

Positions on public policy often influence the financial support offered. Money is a means of controlling the purposes and programs of the church institution, even though people in this lifestyle segment often like to appear as anonymous donors. ***Platinum Prosperity*** may have strong opinions about personnel oversight, property development, and outreach priorities.

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

Platinum Prosperity are on the go. They may email, but are more likely to respond to religious communications and mission opportunities by watching TV or direct mail. Increasingly they are listening to internet radio in order to avoid commercials and shallow chatter. They continue to rely on more modern communication methods. They prefer direct mail and print, and are very selective about social media. They keep informed by reading books and magazines (including church newsletters and pastoral letters). They go online primarily to obtain information through websites and blogs, but are increasingly using e-readers. Their environmental consciousness is rapidly leading them to reduce paper and read electronically, but they are still more likely to listen to audio CD's than playlists on mobile devices. Their "glocal" consciousness means that they subscribe to both local and international newspapers. Churches should always provide them both an executive and detailed summary of budgets, financial statements, and audits. They are often interested in reading actual job descriptions for staff and committees.

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.