

Segment **A04: Picture Perfect Families**

Established families on the go living in wealthy 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	C11 Aging of Aquarius
B08 Babies and Bliss	A02 Platinum Prosperity	C13 Silver Sophisticates
E19 Full Pockets Empty Nests	A03 Kids and Cabernet	H27 Birkenstocks and Beemers
F22 Fast Track Couples	A04 Picture Perfect Families	G24 Status Seeking Singles
	A05 Couples with Clout	
	A06 Jet Set Urbanites	

General Comments

Picture Perfect Families tend to regard the church as an important partner in the social contract. They may find fellowship many places, but they value the church for its educational and social assimilation functions, continuity with history, and support for the fine arts. They are more likely to join an established church with a rich heritage and aesthetic sophistication. However, they also tend to be rationalists and expect religion to "make sense". They are wary of experiences of the Holy that seem uncontrollable or unmanageable, and suspect these experiences might be psychological phenomena. Some may be preoccupied by definitions of orthodoxy. Among others in this segment, scepticism about religion is growing.

Picture Perfect Families is among the wealthiest lifestyle segments. *Experian* suggests that people in this lifestyle segment tend to be social traditionalists. They are civic minded and care about the quality of life in their communities and morality of society. At the same time, they are self-indulgent, and may raise teenagers with a sense of entitlement. Their lifestyle makes them feel very secure, and they shy away from churches that question their financial priorities. If the church becomes too challenging, or too risk taking, they may drop out and move on. On the other hand, if their sense of security is broken by unexpected crises, they may turn to the church for answers to their questions.

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	x	Discipler		Visionary
	Enabler	x	Guru		Mentor
x	CEO				Pilgrim

Picture Perfect Families usually gravitate to churches with large resources. These may be mega-churches with lots of volunteers, or medium-sized churches with large resources. Either way, the senior pastor is expected to manage a staff of specialists so that the church offers a wide variety of high quality programs that are especially relevant to all ages. The senior pastor is usually a veteran career minister with a great reputation in the community and/or denomination. They are often connected with ecumenical committees and universities. Aside from preaching, networking, and administration, these pastors are usually excellent teachers and highly committed to faith formation. They are available to mentor individuals to explore faith and discern personal mission. Many younger members of *Picture Perfect Families* are migrating away from the church into diverse spiritualities as they follow particular life coaches or “gurus” relevant to their context.

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		

Picture Perfect Families value privacy and protect their private space. Greeters and ushers need to be friendly, but more formal. They should never be pushy about seating, filling in the pews, or passing offering plates. A "Welcome Center" is important. Visitors are expected to take initiative if they want to be recognized, because no one wants to intrude or embarrass them.

Refreshments are expected both before and after worship ... but not necessarily during worship. Parents generally prefer healthy food alternatives, but their children demand a broader range of drinks and snacks. They have more patience to wait in line than other segments in this lifestyle group, and are more likely to linger. Atmosphere is important. Make sure that there is ample space and comfortable seating options in a narthex or foyer, and in refreshment centers. Air quality and natural light are appreciated. Use meditative background music, and decorate the room with Christian symbols and visual art.

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				

Picture Perfect Families value education and expect worship to have historic ties and doctrinal depth. Many couples in this lifestyle segment have university and advanced degrees, with dual careers in education, health care, business, and technical professions. If they do not have liberal arts backgrounds, they still read broadly and are interested in ethical issues. They appreciate worship that is more predictable, often liturgical, and reasonably structured. Lectionaries and the Christian Year can be meaningful, although they appreciate sermons on relevant themes. Preaching is expository and worship is more presentational. If they have questions or feedback, they will express these later in person.

Worshippers expect to leave on Sunday with food for thought and uplifted spirits. Awesome moments of meditation are welcome, and the best way to know the Lord is to "be still". Music can be in many genres, from many historical periods, but instrumentation usually includes organs, grand pianos, or classical instruments. The worship options are often described as "traditional" and "contemporary", and in Catholic and Episcopal circles this may mean with or without sung responses. People in this lifestyle segment often prefer frequent celebrations of Eucharist and more ceremony around "passing the peace" and the offering.

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	x	Biblical	x	Generational
	Experiential	x	Topical		Peer Group

Picture Perfect Families believe Christian education is important. Although busy people, they may set aside time on Sundays for morning classes and evening youth and adult groups. However, the Sunday morning time slot for education is being replaced by more flexible, mid-week, and short-term strategies. Parents and children are interested in more interactive or experiential methods of education, but still prefer structured activities with some kind of foundational curriculum.

The curriculum may be a blend of print, video, and internet, although youth are migrating away from print toward image-rich and interactive experiences. The content may be Biblical, or topics that include strong Biblical content, and is usually integrated with the Christian Year and preaching lectionary. Parents often empathize with issues and opportunities for teens. They support youth groups with volunteer energy, and encourage mission trips within and beyond North America as educational and character-building experiences.

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	x	Curriculum Study
	Rotated Leaders		Shared Affinity

Picture Perfect Families manage their time closely. They may designate one evening of the week (often Wednesday) at the time for small groups. They prefer trained leaders, and small groups with clear time lines. Adults may still prefer curriculum (books, study guides) about scripture with strong historical, theological and/or ethical content, more reflective classes on theology or comparative religions. Teens and older youth are more likely to prefer action/reflection models in which social action and theological reflection reinforce one another.

The trend for small groups is away from strict Bible study toward Biblically informed topical discussions. They will participate in affinity groups related to travel and exploration, music, and mission projects ... but still prefer a knowledgeable leader who interprets and applies Scripture, and can facilitate conversation, lead prayer, and mentor spiritual growth. Increasingly face-to-face small groups are combined with long-distance social media. They may read blogs and follow influential people on social media. They are often influenced by life coaches who guide balanced living and holistic fitness.

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		X
Health and Wellness		
Quality of Life	X	
Addiction Intervention		
Interpersonal Relationships	X	
Human Potential	X	X
Salvation and Human Destiny		X

Picture Perfect Families are interested in both local and global outreach, and they have the money to support big visions *if they are highly motivated*. They like to have personal involvement, or regular updates, for the missions they support ... and often are attracted to micro-philanthropies and para-church activities rather than generic denominational programs. They are better "sprinters" than "long distance runners". Mission projects tend to be short term, and their attention span may be time limited as they move on to the next urgent crisis.

They are particularly concerned about environmental issues, economic disparities, health crises, crime rates, etc. They readily support higher education and special education, and personally appreciate marriage enrichment, coaching for parenting teens, family Christian counseling, and other programs. They like to see immediate tangible benefits for outreach, and support survival ministries related to food, clothing, housing, and disaster relief. Hands-on involvement will often be through youth ministries or volunteering as a family. Many are "classic Christians" who are interested in evangelism and concerned about salvation, but they are generally reluctant to be aggressive about it. **Picture Perfect Families** are ready to discuss the intersection of faith and civic affairs, and can become involved in political advocacy. However, there are limits ... and at some point they will strive to separate church from politics. It's just hard to discover where that boundary is at any given time!

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		Modern		Classic Christendom
	Utilitarian	x	Postmodern	x	Contemporary Post-Christendom

How "churchy" the facility appears is mainly guided by the tradition in which the parents (and grandparents) grew up. *Picture Perfect Families* will gravitate toward more ecclesiastical facilities ... so long as they upgrade to more post-modern technologies. Christendom symbols undergird their more conservative moral and political viewpoints. However, parents are open to the latest electronic gadgets, alive to the power of video and image, and often share their children's fascination with gaming. People in this segment are on a quest for quality, and this implies readiness to upgrade technologies quickly. They will want the latest hardware and software in worship and education, but also in the kitchen, the office, and property security.

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		Informed Philanthropy & Pledging
x	Designated Programs & Mission Projects	x	Lifestyle Coaching & Family Financial Planning

Picture Perfect Families are willing to be financially generous toward church institutional budgets. However, they also like to be selective about missions and educational initiatives, and they may neither understand nor appreciate demands to subsidize denominational overhead. People in this segment can give philanthropically to non-profit organizations and educational institutions, but they see financial management as just one piece of a generous lifestyle. They welcome any coaching they can receive about faithful, healthy lifestyles, and are more likely to make lifestyle adjustments in order to finance projects that are close to their heart.

Adults in this segment participate in administration at school and church. They will attend meetings, but expect them to make efficient use of time. They want quick access to detailed information, a clear platform to express their opinions, and effective methods to make decisions. They are often frustrated with traditional 19th and early 20th century church organizational models.

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

Picture Perfect Families encourage reading, although they are shifting from printed books to e-readers. *Experian* suggests that they watch television and movies, but are shifting from cable TV to specialized internet apps. They will browse, participate in blogs and forums, and download resources. They will also bank and manage investments on line. They value print and will read hard copy books, church magazines, and newsletters. However, they filter phone calls and generally resent mass mailings and marketing calls. Be sure to provide explicit information about sender or subject matter of emails so that the church or church program is identified. These folks are quick to send unwanted emails to spam. If you mark an email or text message "urgent", make sure you mean it.

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.