

# Segment **B09: Family Fun-tastic**

Upscale middle-aged couples with older children and busy kid-centered lives in satellite cities

Resource: Mosaic by Experian.

## Religious Experience in a Nutshell

Religious Perspective: *An Important Part of a Healthy Lifestyle*

Common Spiritual Issues: *Feeling broken or rejected, anxieties over guilt and displacement*

## Potential Influence

Lifestyle Compatibility	Family Group B Flourishing Families	Frequent Neighbors
D15 Sports Utility Families	B07: Generational Soup	I30 Stockcars and State Parks
E20 No Place Like Home	B08: Babies and Bliss	E21 Unspoiled Splendor
H27 Birkenstocks and Beemers	B09: Family Fun-tastic	F22 Fast Track Couples
	B10: Cosmopolitan Achievers	

## General Comments

Religion and church attendance are important to *Family Fun-tastic*. Unlike their *Babies and Bliss* counterparts, these households have long term residencies and make lasting bonds with their local church. The church reinforces their traditional conservative family values. Stability is more important than creativity. They prefer medium size churches where they can choose to stand out or remain anonymous as they wish. They value opportunities for youth as well as adults, but don't need elaborate programs. They are more likely to perfect existing programs than experiment with completely new ideas. Churches may lean toward conservative social policies, but are rarely radical. Moderation is a virtue. Denominational policies that are too radical (liberal or conservative) may frustrate people in this segment, but they often remain loyal to their congregation. They often commute to small town churches rather than suburban churches, or gravitate to larger belt-way churches.

## **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

## Leadership Preferences

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

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

*Family Fun-tastic* connect well with traditional denominational clergy who are seminary trained and ordained. Credibility is enhanced by advanced degrees and denominational recognition. Their theological assumptions tend to be conservative and evangelical, but reflect “classic Christianity” as understood by their tradition. Clergy often preach in robes. They are readily trusted with authority to design worship, but they are expected to have strong team-building skills, collegial habits, and pastoral counseling skills. They may not be great with children’s stories in worship, but they have a good sense of humor, and are sensitive to teens and mentor 20-somethings. They understand the unique stress of each stage of life, and often stay in connection with a family from baptism, through weddings, to funerals. They also need to be good administrators who are cautious about financial risk, attentive to maintenance, and minimize overhead. The pastor maintains continuity of meaning and harmony of fellowship. The pastor is clear about policy and faith, but flexible and compassionate enough to adapt to individual cases.

*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	
X	The Basics	X	Multiple Choices		Take-Out
			Healthy Choices		

Teens and young adults in *Family Fun-tastic* households may drive separately, especially if youth projects bring them to church early. Make sure that doors are open and parking is adequate. Greeters may be untrained, but are very friendly. Caution them to break away from friendship circles and seek out visitors. Young adults need to be visible among the greeters. The vestibule or narthex should make room for extra tables to advertise youth projects and special fund raisers. Families may or may not sit together. Youth often gather at the back or in the balcony.

Refreshments should be ample, but not elaborate. Basic foods from the supermarket are acceptable, along with basic choices in coffee, tea, and juice ... but you may want to add bottled water and sodas. Provide modest seating using stackable tables and chairs, but make sure every room is handicap accessible. Safety and security is very important. Parents and teens want to be sure that facility is secure day or night, for any church event.

*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	x	Coaching Worship
	Healing Worship				

*Family Fun-tastic* will usually say they prefer "traditional" worship, which generally means a more structured liturgy that reflects their local version of denominational heritage. However, the music is usually more upbeat and is reminiscent of 80's praise music and involves more recent hymns. Organ (piano) and choirs may anchor the worship presentation, but bands and other instruments often supplement worship. Prayers and sacraments follow a more traditional structure, and worship usually follows the Christian year and uses a lectionary. Announcements may take a little longer, and people may leave their pews in order to pass the peace to one another.

A single "blended" worship service is often preferred in a small town congregation of 200-300; but in larger congregations there may be separate worship options. One is often formal and expository, and other informal and topical. These are often described as "traditional" and "contemporary". Sermons in the first option usually exposit Scripture in more doctrinal ways; and in the second service sermons apply Scripture in practical ways. Either way, participants prefer worship to move along at a fast pace and involve youth and adults as lay leaders. The "traditional" options may be considered more advanced, and they may expect participants in the "contemporary" service to eventually shift participation from one to the other as they grow spiritually. They may complain if worship is over an hour long, but they often linger for hospitality and stay for Sunday school. Worship often highlights youth projects, small groups, mission trips, and special fund raising events.

*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		Topical	x	Peer Group

*Family Fun-tastic* value education and want their children to have college educations. However, the anticipated career trajectory is usually in professional: business, applied science, agricultural, or technical training. Their interest in history, literature, drama, music, and philosophy may be limited, but they expect Sunday school to ground youth and adults in faith and morality. Studies are often topical, but with strong references to scripture.

Sunday schools are often concurrent with worship services since many families are too busy or in a hurry to get to sports events and other family commitments. Classes may be suspended for the summer and major holidays (although there is often a Vacation Bible School or Children's Church time. Youth groups are important, and a second program staff position (after the pastor) is often a Youth Director. Youth usually have a dedicated room in the building, and are often the initiators of creative ideas and mission projects. The older participants become, the more they gravitate to peer group classes and other small groups. Some classes may be Bible study groups, while others may focus on contemporary issues. Educational environments need not be elaborate or "high tech", and resemble traditional classrooms and. However, classes may well incorporate video lectures from expert theologians and Bible scholars.

*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	x	Shared Affinity

*Family fun-tastic* values small groups primarily as opportunities for mutual support and fellowship. They often rely on a curriculum or study book. Occasionally small groups use a common resource by a popular Christian leader. Younger small groups tend to orient around affinities related to sports, music, and other special interests. Small groups can have longer term covenants and become life-long partnerships. People may not readily leave a group, even if it is advisable for the sake of their spiritual growth. Accountability can sometimes be a challenge for *Family Fun-tastic*. Since they have long time investments in the community and church they want to preserve harmony and avoid conflict whenever possible. On the other hand, they can be quite opinionated about parenting, health and fitness, and family values.

*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		X
Human Potential	X	
Salvation and Human Destiny	X	

*Family Fun-tastic* is generally happy with the status quo. *Experian* suggests that while they are very socially active, they also enjoy private family time. Social service may not be a high priority, although they support organizations that help youth fulfill their potential. They can also be extremely generous in time and money to respond to community disasters or acute social needs. Participation in outreach tends to be very practical and hands-on. They are less involved in shaping policy or advocacy for special causes. They are not crusaders, but they can be very caring. They tend to be followers, not leaders. Motivational leaders can occasionally rally them around a cause, but their commitment is usually in short bursts of energy.

Personally, they are very interested in any program that helps them explore their potential as human beings (spiritual gifts discernment, personality inventories, career options, etc.) They are often interested in issues of personal salvation, life after death, or salvation history. They are eager to discern personal mission in life, which impacts their choice of career. As volunteers, they are likely to become active in outreach ministries related to health (particularly physical or mental fitness), and support camps, amateur sports, and learning competitions. They also support social services that improve the quality of life and protect the environment from encroachments of urban expansion.

*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	x	Classic Christendom
	Utilitarian		Postmodern		Contemporary Post–Christendom

*Experian* suggests that *Family-funtastic* are often long-time residents for whom religion is important. Therefore, they often feel a great sense of ownership for their buildings. They will renovate ecclesiastical or historic buildings to be more user friendly (accessible and versatile); but they will also design utilitarian buildings to reflect classic Christian architecture. Landscaping, illuminated signs, memorial gardens, and athletic fields are exterior priorities. Inside, the sanctuary uses classic Christian symbols and accoutrements (pulpits and lecterns, chancels and organs), but the first pews may be removed to allow chancel drama, or be replaced by padded cathedral chairs. The safe location and quality of space for the youth room and Sunday school are extremely important.

The sanctuary may be adapted for video technology and has excellent acoustics. The building may or may not be wireless, but offices have the latest equipment. Sometimes the financial conservatism of this lifestyle segment is revealed by quality second-hand furniture used in fellowship halls and parlors. Maintenance is often done by work teams rather than professionals. The kitchen is often updated and renovated with the latest equipment, and the church may rely on microwaves to reheat food rather than bulky ovens to cook for large crowds.

*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

*Family Fun-tastic* have significant combined incomes, but they value simplicity and balanced budgets. If they are extravagant about property, it will usually involve office technology, kitchens, or youth rooms. They are shifting their priorities from maintaining lending libraries to developing in-house resource stores (books, DVD's, jewellery and other talismans, etc.) They are willing to spend extra money for program staff (full or part time), but may be reluctant to hire support staff (secretarial or custodial) and rely instead on volunteers.

People in this lifestyle segment tend to maintain large reserve funds and are cautious about capital campaigns. They will try to design stewardship campaigns with limited home visitation, and more small or large group information events. They are very interested in Christian family financial planning, and in shaping a lifestyle of generosity. They are loyal to the institution and readily give to unified budgets. They do like some options (general funds, memorial funds, etc.), and they contribute to special fund raising efforts by youth for mission.

They tend to use the annual income last year to set the financial goal for the next year ... plus inflationary increases. They also tend to exercise strict financial accountability with annual audits, taking care to respect designated funds, and they avoid using savings to pay for operations. They encourage stability more than creativity. Leaders are often reluctant to set the benchmark of giving, and the church often restricts the knowledge of individual contributions. A few may be exceedingly generous, but many may give only 2-3% of their incomes.

*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		Newspaper	Corded Telephone	Verbal Announcements
x	Email Receptive	x Broadcast Cable TV	x Internet Radio	x	Print	AM/FM Radio	Personal Visits

*Family Fun-tastic* is slowly leaving print behind, although in the church they may assume that printed and verbal announcements will still be effective. Newsletters will be both print and digital; the database will be a combination of postal and email addresses. Websites are common, but tend to be static or used primarily to advertise and download documents. Social media tends to be confined to Facebook and is usually accessed via computers rather than mobile phones. Television and radio in all forms can be effective to advertise special church events. Conformity is just as important as efficiency. People in this lifestyle segment will frequently network with other churches to discover "best practices" and "denominational policies" before making any major decision.

*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

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

### LEADERSHIP

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

### HOSPITALITY

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

### EDUCATION

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

### SMALL GROUPS

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

## IMPORTANT DEFINITIONS (cont.)

### WORSHIP

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

### OUTREACH

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

### FACILITIES

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

### FINANCES

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

### COMMUNICATION

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