

Segment **E21: Unspoiled Splendor**

Comfortably established baby boomer couples in town and country communities

Resource: Mosaic by Experian.

Religious Experience in a Nutshell

Religious Perspective: *Reasonable Religion, from Privileged Perspective, for a Better World*

Common Spiritual Issues: *Feeling flawed and aging, anxieties over meaninglessness and death*

Potential Influence

Lifestyle Compatibility	Family Group E Thriving Boomers	Frequent Neighbors
B07 Generational Soup	E19 Full Pockets Empty Nests	A04 Picture Perfect Families
H27 Birkenstocks and Beemers	E20 No Place Like Home	B08 Babies and Bliss
I30 Stockcars and State Parks	E21 Unspoiled Splendor	C11 Aging of Aquarius
J34 Aging in Place		L43 Homemade Happiness

General Comments

Unspoiled Splendor have deliberately chosen to remain in, or relocate to, quite rural or even remote regions. Most people will prefer to connect with a small to medium sized church; some may be willing to drive further to a central location in order to participate in a larger, resource size parish. *Unspoiled Splendor* are not aging "hippies" seeking "flower power". They tend to be spiritual *and* religious, living lifestyles that are sensitive to God and creation and connecting with established churches. They can have a strong sense of mystery and awe in their spiritual lives, and they often practice personal or family spiritual disciplines during the week.

They gravitate toward established small town or rural churches for whom local and denominational tradition are important. This segment is better educated and more globally aware than many urban and suburban church leaders think. The most important quality of a healthy church is that it is "friendly" and "welcoming", although newcomers who are too creative or threaten harmony and heritage are *not* welcome. Although they are social conservatives, they may have very liberal concerns about the environment, urbanization, marriage and family, and equality. They may be theologically conservative or moderate, but usually avoid extremes.

These people dig deep roots in the community. They care about their neighbors, volunteer in community social services, and take leadership in municipalities. They will provide board and committee leadership for a local congregation, and step up to mentor the next generation. They often have strong opinions about what makes a just society and a faithful church. However, they are not particularly ambitious to think outside the box or challenge traditional authorities.

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	
x	Caregiver		Discipler		Visionary
x	Enabler		Guru		Mentor
	CEO				Pilgrim

Unspoiled Splendor prefer pastors that are classically trained in seminary and usually ordained by a denomination. Even if the church is independent, the pastors are well connected with a network of clergy that share a common tradition. The pastoral focus is less on preaching, and more on discipling. They may be young or old, but prioritize time to mature members in Christian faith and equip them for service. Pastors should be doctrinally sound and spiritually disciplined, knowledgeable of scripture and able to apply it to daily life and national issues. They are great small group leaders, build mentoring relationships, and help individuals through the life cycles and the ups and downs of daily living. If Holy Communion is part of the church tradition, the pastor takes a priestly role quite seriously, and Eucharist often functions as a healing or mystical experience.

In a small church, pastors combine enabling with care giving. They visit homes and residential communities, and provide counseling and personal support. In a larger, regional church, Pastors combine enabling with discipling. They identify, equip, send, and evaluate volunteer teams to do care giving and outreach services. *Unspoiled Splendor* prefer long lasting pastoral relationships. If there is a need for interim ministry, they often opt to encourage local lay leadership for a short term rather than professional interventionists.

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		

Unspoiled Splendor prefer basic hospitality ... with extras. Refreshments are "basic" ... but "basic" means something different in this rural, agricultural context. "Basic" refreshments may include fresh grains, fruits, vegetables, and milk products alongside regular and decaf coffee. Sugary delights are welcome, but they are usually homemade. Greeters do not need to be trained, but are chosen for their outgoing natures and tolerant attitudes. Ushers are unnecessary. More attention should be given to training refreshment servers. They should be able to address participants by first name and confident enough in their faith to engage in significant conversations about God, life, relationships, service projects, etc.

People in this lifestyle segment are apt to come to church early, and linger afterwards. Sunday morning is an opportunity to connect with friends and neighbors once a week. They often gather in their friendship circles and may miss a newcomer. Train and deploy a team of "minglers" who deliberately welcome visitors and introduce them to others. Committee and board meetings may take place before or after worship on Sunday, rather than midweek.

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

Unspoiled Splendor say they prefer "traditional" worship, but they are usually thinking of the *best* worship experiences in their *personal* history. Good worship is not necessarily what the seminary or denomination thinks best, but what has been most influential in their local experience.

Smaller churches are usually a blend of educational and care giving worship. The educational part includes strong (albeit brief) expository sermon that is loosely connected to the lectionary or Christian year; and predictable orders of worship with standardized prayers. The care giving part includes personal intercessory prayers, extensive personal greetings, shared concerns, meditative moments, and children's stories. Small churches networked as a wider parish may have special healing services as well.

Larger churches are usually a blend of educational and inspirational worship. The same educational elements are included, but the pace of worship is much faster. There is more music and music participation, and music is more upbeat. There is a greater emphasis on praise and thanksgiving. Larger churches may offer two or three services for different generations, but never try to blend the service aimed at this lifestyle segment too much.

The pastor may have to be mobile from church to church, so lay leadership training becomes more and more important. This lifestyle segment definitely appreciates lay worship leadership, but only if leaders are good communicators and authentic spiritual role models. They are also quite supportive of children and youth participating in worship leadership.

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		Generational
	Experiential	x	Topical	x	Peer Group

Unspoiled Splendor is better educated than many regional denominational leaders may think. They are more likely to rely on structured educational events using a book, workbook, or curriculum. The curriculum may be tied to the lectionary used in worship or the Christian year, but they will also observe major cultural holidays like Mother's Day, Halloween, and Thanksgiving. They are prone to bring their grandchildren to children, even though the parents of the children tend to be only intermittent participants.

Sunday schools in their small or medium size churches may be small, but they value traditional children's classes at least in fall and winter, and support Vacation Bible Schools. People in this segment prefer young children to older children since the latter often do not value their worship preference. The young children may also be grandchildren. In smaller churches, Sunday school may be replaced by a strong nursery and pre-school, plus "Children's Church" that gathers children of all ages. However, if the size and resources of the church permit, they will likely opt for age-based classrooms. Content will usually emphasize Bible stories rather than Bible studies, and some curricula will emphasize contemporary topics. *Unspoiled Splendor* may not have children at home, but they have strong opinions about Sunday school method and content. There may be stress when introducing new educational methods or content.

Adult commitment to Sunday school is mixed. Those adults with strong and consistent backgrounds in traditional Protestant churches may continue the practice of Sunday morning classes. These are usually early in the morning, led by an older and highly respected member (pastor or retired pastor), and people remain in the same class for a long time. Increasingly, however, adults tend to replace Sunday school with expanded hospitality on Sunday morning, and transfer Christian education to midweek small group 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	
	Trained Leaders	x	Curriculum Study
x	Rotated Leaders	x	Shared Affinity

Unspoiled Splendor may be ambivalent toward small study groups. Groups primarily focus on relationships and mutual support, and the actual content of discussion may be secondary. Groups tend to stay in touch over an extended period of time. They may not communicate through social media when they are traveling, but people in this segment will soon reconnect with their group once they return. Affinities include outdoors recreational activities and indoor crafts, and special interests for antiques, gardening, and home decorating. Groups often rely on a book or workbook to guide conversations (“Leader’s Guide”) to create a lesson plan and enhance participation. However, the instructions in the book are often set aside for the sake of friendly conversations.

Leadership is rotated because no one likes to stand out, and everyone wants to share authority. Basic training may be difficult to develop, and the pastor or overseeing leader will need to rely on 24/7 coaching to help groups deepen group life and resolve personality conflicts. Groups and group leaders are often hesitant to enforce too much accountability. They are more likely to tolerate bad behavior in a group, even if it plateaus spiritual growth, because relationships are longstanding and they do not want to disrupt harmony.

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

Unspoiled Splendor commonly say that *we just want to make a difference!* They tend to believe in "gentle evangelism". They want to change hearts, impart faith, and witness ... but do it in non-confrontational and educational ways. They can be very compassionate, particularly for local or regional outreach. Perhaps surprisingly, they are less concerned about environmental or health issues, but respond generously to family or community emergencies; gather and distribute the necessities of daily living (food, clothes, used furniture etc.); and create opportunities for education (particularly for disadvantaged youth and adults). They feel great urgency to protect children, and support police checks for vulnerable sector workers. They are strong advocates to sustain rural and small town communities, and to support traditional community events (fairs, socials, exhibitions, etc.)

They tend to spread their money around and donate to several local charities (within and beyond the church), but they also prefer to follow their money and get involved. They volunteer for non-profit boards and are active in community social services. They may not have a big, bold vision for the future, but they can be very earnest about a variety of causes that capture their hearts. They are willing to write petitions, participate in marches, and advocate on behalf of victims of crime, prejudice, or poverty.

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
x	Utilitarian		Postmodern		Contemporary Post-Christendom

Unspoiled Splendor develop strong ties with the rural and small town community, and it is “natural” to join the church. The facility is a spiritual symbol and a sign of commitment to the community. They are often passionate about preserving heritage buildings (including churches), and cautious about renovations or technology upgrades that might dramatically change the exterior or interior appearance of facilities. The church building is "sacred" space, not necessarily because it is consecrated ground, but because it embodies the history of the community. People in this segment tend to be quite opinionated about any proposed change to facility or technology, and will often lobby to preserve the status quo.

Symbols are traditional and clearly Christian. The standard of audio and video technology is often whatever was "good enough" for their parents. Electrical circuits may not support highly amplified equipment, but plumbing and appliances for kitchens and washrooms will be updated. They will readily provide ramps and widen doorways for handicapped accessibility, but fear that elevators might compromise the aesthetics of the building. If a tornado or fire destroys a church building, they are apt to replace it with an exact replica. Churches usually have a 19th century ecclesiastical appearance (white paint, steeple and bell, small narthex, hardwood sanctuary, etc.)

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
	Designated Programs & Mission Projects		Lifestyle Coaching & Family Financial Planning

Unspoiled Splendor are careful with their money and frugal about spending. They will hunt for bargains even when they can afford high quality. They build large nest eggs for retirement and avoid debt. These attitudes are projected on the church as if it were an extended family. They preserve investments against a "rainy day" and are hesitant about capital campaigns (unless necessary to restore historic buildings or will clearly bless disadvantaged persons). If a financial crisis forces a hard decision between sale of property and reduced personnel, they will often opt to reduce staff costs rather than sell, merge, or mothball property

They give to unified budgets, and expect regular and detailed financial statements. They prefer traditional, every-member visits, and pledge to only a few funds (general, memorial, and debt retirement). However, they are quite open to special fund raising during the year for mission projects. They often prefer paper offering envelopes than pre-authorized withdrawals from their accounts, and may wait until the end of the fiscal year to make a large donation. They often raise questions about spending in board or annual meetings, and like to examine financial statements line by line. They may lobby to be appointed to finance and property committees.

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

Unspoiled Splendor tend to be “old school” when it comes to internal and external information and marketing. They prefer printed newsletters and a master calendar on a wall in the church building. Printed announcements are reinforced by verbal repetition in worship and meetings. They reach the public through posters in community centers, public service buildings, restaurants, and sports arenas ... and through direct mail.

A church website may not be a high priority, and it will be seen primarily as a means to advertise and provide basic information about worship times and church programs. In very rural areas it may also provide a map to find the building. They may see a church website as another form of static, printed, brochure.

Unspoiled Splendor are interested in outreach, they do not readily follow internet links to learn more or participate in blogs. Always provide printed information or DVD movies to educate and motivate them about mission, or include a verbal "Moment for Mission" during the worship service. They may not use email very much (although this is changing rapidly). They rarely send text messages. They often rely on telephone communication direct to the home, and will always have an answering machine ready to take a message.

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.