

Segment **H29: Destination Recreation**

Middle-aged midscale couples enjoying active lifestyles in the suburbs

Resource: Mosaic by Experian.

Religious Experience in a Nutshell

Religious Perspective: *Faithfulness means being brand loyal and cost conscious*

Common Spiritual Issues: *Feeling lost and neglected, anxieties over estrangement and displacement*

Potential Influence

Lifestyle Compatibility	Family Group H Middle Class Melting Pot	Frequent Neighbors
I32 Steadfast Conventionalists	H26 Progressive Potpourri	E20 No Place Like Home
J35 Rural Escape	H27 Birkenstocks and Beemers	E21 Unspoiled Splendor
N46 True Grit Americans	H28 Everyday Moderates	I30 Stockcars and State Parks
N47 Countrified Pragmatics	H29 Destination Recreation	M45 Red White and Bluegrass
		O51 Digital Dependents

General Comments

Destination Recreation were raised with expectations to join the church, but subsequent church participation tends to be sporadic. It may be dictated by seasonal sports. They like to keep track of church events, sustain friendship circles among church members, and contribute regularly to finances. They may prefer to be adherents rather than members, or maintain membership in churches from their childhood.

They probably don't want to serve an office, but they will volunteer for short term ministries. They are better at giving advice than taking personal action. They are ready to respond immediately and generously to emergencies, but their spare time is taken up with outdoors activities like hunting and fishing.

They often connect with neighborhood or small town churches, but increasingly gravitate toward large, successful regional churches with a menu of programs and low expectations. They are open to church innovation, but avoid extremes and controversies. They live and let live, and may not get too excited by issues that cause heated debates. They try to avoid arguments and get along with everyone. They are basically optimistic about the future and skeptical of doom and gloom attitudes.

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	
x	Caregiver		Discipler		Visionary
x	Enabler		Guru		Mentor
	CEO				Pilgrim

Destination Recreation often connect with the pastor (personality, lifestyle, and attitudes) more than they connect with the church itself. Denominational affiliation, theological perspective, and professional certification are very secondary to the personality and integrity of the pastor. Pastors need to be very friendly and accepting, available at any time. Pastors need not be great preachers, but should have the ability to grasp *teaching moments* as they arise. If the pastoral relationship changes, *Everyday Moderates* may re-evaluate participation in the church

Pastors often share their interest in outdoor life. They are not particularly ambitious to climb the ecclesiastical career ladder, but have a very clear sense of vocation. They can speak articulately about personal faith, and may have special training in counseling and pastoral care. Pastors are definitely “people persons”. They are not strong advocates of any particular public policy or mission project, but do focus on encouraging inward spiritual life (often in connection with nature).

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		

Sincerity is everything for *Destination Recreation*. Greeters simply need to be friendly, neither pushy nor shy, and be present both for hello and goodbye. Ushers are unnecessary, because people in this segment generally sit at the back and don't read responsive or unison prayers anyway. A Welcome Center is unnecessary, and *Destination Recreation* expect newcomers to introduce themselves and initiate conversations.

Refreshments are often served in a basic hall or church basement, with direct access to the kitchen. Basic coffee, tea, and juice, and sugary desserts purchased in bulk from the grocery store are appreciated. Leftovers from specialty bakeries and restaurants are a big attraction. People will linger after worship for conversation, and may stay for a short presentation or meeting regarding some emerging community concern. These people tend to be one-day-a-week Christians, so make the most of Sunday morning to engage them in serious conversation.

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
	Educational Worship		Transformational Worship		Coaching Worship
	Healing Worship				

Destination Recreation often have unrealistic expectations for blending worship. They often want it to be both *caregiving* and *inspirational*. This means that the blend between soft and loud, lyric and rhythm, slow and fast must be exactly right every Sunday ... which is impossible to do routinely. Pastor and worship leaders are often under pressure regarding the length of sermons and services, or the choice of music and instrumentation. Worship needs to be inspirational, but it should also be simple. *Destination Recreation* do not need to be inspired with elaborate liturgies or sophisticated worship. The worship service will never be able to compete with their love of the outdoors anyway! The inspiration comes from the sincerity of participants, and the joy that they experience in relatively simple, intimate, prayers and songs.

The message of the preacher is grounded in the Bible, but primarily comes from the heart and the pastor's personal experience. Special music may be a soloist or amateur choir, and their personal emotion and authenticity is more important than professionalism. *Destination Recreation* may sing with all their hearts or be silent with all their hearts. Prayers lean toward the spontaneous, with lots of opportunity for silent prayer or bidding prayer. There is often a strong mission or evangelism component to worship. Storytelling or personal witness focuses on local missions or individual transformations. It may include practical suggestions for people to get personally involved, rather than simply appeal for financial contributions. There may be a second offering for mission.

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		Topical	x	Peer Group

Destination Recreation may have strong opinions about children's Sunday school even though they don't have children at home anymore. They believe strongly that the youth are the future of the church, and may intentionally bring their grandchildren to the worship service. They anticipate that Sunday school will involve a curriculum based on Bible stories, and in a small church kids will be gathered in groups of all ages. The pastor is often the teacher or facilitator of an adult class.

The adults will be selective about Sunday morning educational programs. They are less likely to participate regularly in a traditional Bible study (although the proportion of single and widowed people may participate in order to socialize). They are more likely to attend special one-time events with a relevant speaker or video in periods between outdoor activities.

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
x	Rotated Leaders	x	Shared Affinity

Destination Recreation have the same attitude toward participation in midweek small groups as in Sunday morning education. Their participation tends to be seasonal, and therefore involves short term commitments. They are most like to connect with small group affinities related to the outdoors, sports, and basic food and fellowship. They prefer to meet in homes or restaurants, and may take some small groups camping, hiking, or canoing.

Small group leaders may or may not be trained. Leaders may just host and facilitate a discussion based on a video, but probably not a book study. People in this segment prefer to be "followers" rather than "leaders". They don't want to stand out or be vulnerable to criticism. They are very talkative when they socialize, but may say little in an intentional discussion. Small groups usually have a strong component for prayer of any kinds and support individuals in their personal spiritualities. Religion is primarily personal. They are very open to different religious practices and opinions. Leaders help individuals customize spiritual habits suitable to their personality and context.

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

Experian suggests that *Destination Recreation* tend to be self-motivated, independent, and apolitical. They are not opinionated, but they are not easily manipulated either. They are parochial, but usually quite open minded. And they are very friendly, but have a strong sense of personal spirituality. They respond well to ministries that honor and nurture their personal religion, and that help them connect with hands-on missions that improve the quality of life of a local community (public safety, environmental improvements, emergency intervention, and so on). They may feel financially vulnerable, and are more willing to volunteer their time and talent than their discretionary income.

They tend to be very compassionate toward strangers, and volunteer to provide the necessities of life (food, clothing, shelter, etc.) They can be very sacrificial to help others overcome natural or personal disasters and family emergencies. However, they do not want to "make waves" or become involved in controversies. They believe that God is important, but do not want to participate in aggressive evangelism. Their philosophy is *live and let live*.

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	
	Ecclesiastical		Modern	x	Classic Christendom
	Utilitarian		Postmodern		Contemporary Post–Christendom

Destination Recreation may not care whether a church building looks ecclesiastical or utilitarian, but it should fulfill the basic functions of gathering people for worship, fellowship, and food. Buildings tend to be low-maintenance, so that landscaping and facilities are tidy but not elaborate. As far as they are concerned, the building is only used on Sundays (unless it houses a community outreach ministry). They are happy if the building is used as a community center, and are tolerant of the wear and tear a property may experience.

Symbols tend to be classically Christian, but instantly recognizable and understandable. Nature is itself a symbol of the infinite. *Destination Recreation* do not need stained glass or high class sacred objects, although they will honor Bibles, baptismal fonts, altars, and communion ware. Technology within the church building tends to be modern (basic pews or chairs, simple audio systems, and books). They may not think it is cost effective to pay for video and wireless internet in the sanctuary, but are open to the idea. They will value post-modern technology in the office and fellowship hall. LCD screens and computer generated images are helpful, and large screen televisions provide video that enhances education and small groups.

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

Discussion Questions:

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

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

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

Financial Preferences

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

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

Experian suggests that *Destination Recreation* often have dual incomes, but still feel financially squeezed. They may not have a lot of investments and are low risk takers. Although they want to avoid debt, many carry large credit card balances. One reason they hesitate to join a church is that they want to avoid the guilt or pressure to financially support its overhead. They are unlikely to participate in any stewardship program that is too aggressive. They may pledge, but may not fulfill their commitment for various reasons. They will be as generous as they can be. Their giving may go up and down during the year, and they may wait until the end of the year to make a large contribution. As adherents, they often prefer to designate their giving to particular ministries or mission targets.

They may well appreciate coaching for Christian family financial management. They welcome any help to reduce debt and interest payments, so that they can give save more, and give more to charity. They may be interested in developing a "portfolio" of mission targets to give money. They often prefer local missions, and like to be "hands-on" with outreach programs to which they contribute.

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

Destination Recreation may use the internet for communication and commerce. They may participate in chat forums and instant messaging, and use other social media. You can reach these people through email and text, and advertise coming events through a church website. However, direct mail and postal communication are often ineffective since they are outside and not at home. You can also reach them by home telephone and cell phone (unless they are out of range of a signal tower), and they will check messages regularly. They also appreciate reminders in more traditional ways ... through posters, bulletin boards, and verbal announcements at worship and other gatherings.

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.