

Segment **L42: Rooted Flower Power**

Mid-scale babyboomers rooted in established suburban communities approaching retirement

Resource: Mosaic by Experian.

Religious Experience in a Nutshell

Religious perspective: *Always take time to smell the roses and appreciate what you have*

Common Spiritual Issues: *Feelings of regret, anxieties about meaninglessness and death*

Potential Influence

Lifestyle Compatibility	Family Group L Blue Sky Boomers	Frequent Neighbors
D18 Suburban Attainment	L41 Booming and Consuming	B09 Family Fun-tastic
H26 Progressive Potpourri	L42 Rooted Flower Power	C11 Aging of Aquarius
J34 Aging in Place	L43 Homemade Happiness	E20 No Place Like Home
M45 Diapers and Debit Cards		O51 Digital Dependents

General Comments

Rooted Flower Power are well educated boomers in their 50s' and 60's and are probably approaching retirement with mixed feelings. They will be leaving well-paying jobs in a time of economic uncertainty. Their careers have been engrossing, and usually fulfilling, and a good many of them have risked their marriages or curtailed their intimacy in order to pursue them. They may wonder what they will do in retirement and how they might sustain self-esteem.

Fortunately, *Rooted Flower Power* tend to be firm in their faith and relatively active in their church. This might be a time when they donate their talents to the church and other civic organizations. After they return from once-in-a-lifetime trips to Europe (perhaps to recover their ancestry), they may volunteer in local charities, support environmental and health causes, or political parties.

People in this segment tend to participate in name-brand or historic churches that are somewhat liberal, but strong on family values, accountability for ethical behavior, and high quality programs. They are intellectually curious, and appreciate excellent sermons, relevant continuing education opportunities, and strong outreach. They don't require a lot of personal attention or pastoral care, but enjoy informal fellowship. They prefer to attend a structured worship service wearing relaxed clothes, and listen to stimulating sermons that invite dialogue. They expect the church members and leaders to share their concerns about "what the world is coming to", and are ready to be a part of "what the church is going to do about it."

General Comments

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

Discussion Questions:

How do I, as a leader, perceive the spiritual expectations of people in our community?

How can we, as a board, research and understand our community better?

How can we, as a church, build closer relationships with this lifestyle segment?

Color Key

High Priority	Medium Priority	Low Priority
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Leadership Preferences

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

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

Rooted Flower Power value pastors who are trained in a well-known seminary, ordained and certified by an established denomination, and bring experience with several years of ministry in urban and exurban ministry environments. They know how to build and support a staff ministry, and how to build and equip volunteer teams. Pastors are good administrators overseeing relevant programs seven days a week. Pastors work collaboratively with a church board to establish organizational policies, but are also assertive leaders who guide the mission and shape the ethos of the church. Pastors network with other civic groups, and often serve on denominational committees. They often have advanced degrees beyond an M. Div.

Pastors cast clear and motivational visions for the realm of God, and this congregation's role in God's unfolding mission to bless the world. Pastors are engaging and stimulating, and often teach a large Sunday school class or occasional seminar. They are rarely dogmatic, but solidly grounded in orthodox theology as defined by their tradition. The pastor collaborates with other clergy, and is an informed and non-confrontational advocate for social causes supported by the church.

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		

Rooted Flower Power live in quiet neighborhoods that may be surrounded by busy streets and major intersections. They are probably going to drive to church, even when the church is within reasonable walking distance, with an average of less than two persons per vehicle. Parking lots need to be sufficiently large, paved, with wide and safe entrances. The main entrances must be accessible, with greeters stationed at each door well in advance of worship ... and also after worship. Ushers will distribute printed orders of worship which may include several pages of announcements.

Booming and Consuming are informed consumers and pride themselves on good taste. The refreshment center should be carpeted, colorfully and tastefully decorated with religious symbols and historic images of the church, with supplementary lighting for conversation areas. Updated images of current mission are important, and a resource table provides free devotional and missional reading. There may be a religious store adjacent to the food court offering books, talismans, jewelry, and religious art. Provide several serving stations. Include *excellent* coffee and tea, and a variety of healthy choices of food purchased from a supermarket deli (leftovers can be frozen). Promote recycling and avoid Styrofoam or environmentally unfriendly utensils.

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				

Rooted Flower Power usually expect worship to recognize the Christian Year and preaching generally follows a common lectionary ... but there are plenty of exceptions to focus on particular holidays or address emerging issues. Churches often model their quest for quality through worship. Sermons, liturgy, anthems, solos, and occasional dance or chancel drama is well rehearsed and professional. Sermons use scripture to interpret contemporary events and “make sense” of a confusing world. Sermon points may be projected using Power Point. Static images are used to elaborate theological concepts, illustrate ethical behavior, and demonstrate spiritual practices. Prayers of intercession tend to focus on global concerns, denominational missions, and local community needs ... rather than individual names and personal concerns. People want their privacy protected.

There may be more than one worship service. The timing of Sunday worship is often controversial. The earlier service is usually more formal, and the later service less formal. In a Eucharistic worship service, one service may be spoken and the other sung. In a preaching service, the difference may be in the style of music and instrumentations. People generally prefer consistency and structure, but want to feel relaxed and comfortable.

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

Discussion Questions:

How would you describe your worship service(s) now?

How should you customize one or more worship services to be relevant to this segment?

What additional training do preachers, musicians, readers need to meet expectations?

Education Preferences

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

FORM		CONTENT		GROUPING	
x	Curricular		Biblical		Generational
x	Experiential	x	Topical	x	Peer Group

Rooted Flower Power expects Christian education to be intellectually stimulating and relevant to current events. Bible studies are not just explorations of theology, history, or sociology, but exercises that interpret contemporary issues and encourage specific ethical actions. Adult classes are often organized around a book or curriculum with both a teacher's and participant's resource. This is often supplemented with videotapes of theologians, missionaries, or experts in a particular topic. Adult classes tend to be seasonal, with long breaks in December and over the summer.

Children's Sunday school is often more experiential. The curriculum may follow a particular monthly or quarterly theme. Students may rotate between rooms designated for crafts, music, storytelling, puppetry, videos, etc. Teachers usually receive basic training every year in the congregation or regional denomination. Short term mission-education trips for youth and adults often take place once or twice a year. These trips may be local, but are often to different to nearby countries like Mexico, Costa Rica, or the Caribbean, and sponsored by the denomination. The mission itself must be non-ideological and non-confrontational. Partners from the mission field may be financially subsidized to visit their church.

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

Small groups are often very popular with *Rooted Flower Power*. They are particularly interested in any coaching that leads to balanced living. Small groups provide a strong sense of continuity, but also boost self-esteem by giving people opportunities for leadership and self-expression. Most groups meet in private homes and include dinner or dessert. While some groups related to specific issues are short term, other groups may build relationships that continue for a long time.

Book groups are common, and also groups based on affinities for hobbies like gardening, yoga, home improvement, cooking, crafts and visual arts, and music. Groups that explore spiritual gifts and personality typology feed their interest in personal growth and human potential. Other groups emerge related to current events, comparative religion, and advocacy of causes related to health and the environment.

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

Rooted Flower Power are rather liberal in their social views and politically active. Locally, they are especially concerned about the impact of urbanization on their once quiet neighborhoods (and the related issues of traffic safety, crime, housing, retail, etc.). More globally, they are concerned about air and water pollution, the environment, corporate ethics, health care, human rights, and family values. They are ambivalent about technological advances in medicine and bioengineering. They are willing to raise consciousness through seminars, petitions, and protests, but are unlikely to hold extreme positions or take unnecessary risks. Churches may develop “signature” outreach ministries that collect and distribute food, clothing, and housewares, and occasionally cooperate with ecumenical agencies to support soup kitchens or homeless shelters.

They also rally to respond to natural disasters around the world. They are apt to give generously for famine relief, health care, or recovery from natural disasters. As indicated above, they may combine education and mission to sponsor short term mission trips in the US, Mexico, or the Caribbean (e.g. building projects for orphanages, schools, health clinics, churches, or irrigation, tree planting, and conservation).

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	x	Contemporary Post–Christendom

Rooted Flower Power may be firm in their faith, but they may also have a hard time distinguishing between faith and nostalgia. They keep an open mind regarding theology, but tend to preserve classic church architecture and sanctuary interiors, just as they preserve traditional worship patterns. Church construction often incorporates the laminated arches, light colored wood, slender steeples, and colored glass windows with scenes of nature, padded angular pews, and functional carpeting typical of late 1960's and 1970's new church development. They have generally moved the focus of spirituality indoors. The landscaping will be trimmed, but low maintenance. Outdoor recreational space may have been paved to increase parking, and baseball diamonds may be converted to labyrinths.

Christian symbols outside and inside tend to mix traditional crosses, denominational insignias, and ancient symbols with scenes from nature and generically “spiritual” images of wheat, water, sunbursts, etc. In a Catholic church, the Stations of the Cross may be more abstract than realistic. The technology, however, will reveal a transition to the post-modern world. The sanctuary may have been renovated to include LCD projectors and projection screens (although perhaps not flat screen monitors). The audio system and acoustics have been upgraded, and the electrical supply has been expanded to support amplified instruments. The outdoor sign may be electronic. The offices and some education rooms may be wireless.

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

Rooted Flower Power may have ambivalent feelings about denominational social policies (too liberal or too conservative), and they may be politically active in the courts of the church lobbying for a point of view. This may be reflected in their generosity to portions of the budget forwarded the denomination. They remain supportive of the unified budget of the local church. They used to percentage giving, and are likely to participate in a traditional fall stewardship campaign. Many will still welcome visitation teams into their home to discuss financial issues and strategic plans. Their donations must be strictly confidential.

These people are careful money managers and conservative investors. This attitude carries over to the church. They like to maintain significant reserve funds, and are reluctant to invest in a creative idea unless there is abundant evidence that it will succeed. They generally assume that the church should entirely subsidize new ministry for a short time, after which it should become self-sufficient. They expect detailed information about the budget and an audited year-end financial statement. They may well ask questions about any line item that seems too low or too high. They are willing to undertake a professionally guided capital campaign if it will really make the church more effective, but not to fund anything too extreme or frivolous. They understand the cost of personnel, and are usually supportive of staff with proven accountability.

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

Rooted Flower Power are a strong and varied media audience. They read local newspapers to keep in touch with local events, and will read printed church newsletters and save bulletin inserts about coming events to place on their refrigerator doors. They will listen to music and news talk radio, and will explore recommended stations and broadcasts by the church. They will also pay attention to denominational television advertising, especially if it pertains to mission and advocacy.

They tend to tread the internet as a vast library. Wikipedia is a favorite destination and assumed to be trustworthy. They research topics and follow links to understand contemporary issues and explore mission opportunities. They will download sermons, devotional aids, and other resources from the church website and either print them or use a tablet or e-reader. They are likely to use email, and this segment is fond of electronic greeting cards. They may not use social media extensively, although this is changing as they try to keep in touch with extended family members and friends. They are more likely to make phone calls than send a text 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.