

Segment **L43: Homemade Happiness**

Lower middle-class baby boomer households living in remote town and country homes

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
E21 Unspoiled Splendor	L41 Booming and Consuming	I30 Stock Cars and State Parks
N47 Countrified Pragmatics	L42 Rooted Flower Power	J35 Rural Escape
N49 Touch of Tradition	L43 Homemade Happiness	M44 Red White and Bluegrass
Q62 Reaping Rewards		Q64 Town Elders
		S68 Small Town Shallow Pockets

General Comments

Homemade Happiness are usually involved with a church (among other associations) and volunteer to help people and improve the community. Respect for the church and church leaders is important, and they value honesty and sincerity in word and deed. They tend to be lifelong members of a church, and by extension they include the children and grandchildren who now live independently and/or far away. They celebrate lifecycle milestones in the church. They will volunteer for various projects and tasks, but don't like to waste time in meetings. The church may or may not be part of a denomination, but it is the local version of tradition that is important.

Experian suggests that these are among the least affluent baby boomers and live in rural and remote areas. Their churches tend to be small and the buildings old. They value quality relationships and are proud to maintain the building as a sign of faithfulness. They may have a tenuous hold on middle class status in these hard economic times, but they enjoy their simple roots and independent, self-sustaining lifestyles. Religion is unconsciously incorporated into everyday life and their piety is quite sincere.

These people love their solitude, and may feel a bit alienated from mainstream society. They can be very anxious of urbanization along interstate highways undermining the quality of life in small towns. They can sometimes seem eccentric because money and materialism are not very important. Freedom, friendships, and family ties are far more important. They tend to be regular church goers (unless bad weather or good hunting gets in the way), so long as the church doesn't try to change them much.

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

Homemade Happiness appreciate pastors with a very clear sense of calling, but they may or may not be ordained. If the pastor is ordained, this has more to do with authorization to celebrate Holy Communion than to preach, teach, or administrate. Pastors must model clear Christian values and readily articulate basic Christian faith. Pastors may be male or female, young or old, but must be self-reliant and understand the importance of trust. Pastors are expected to work as a team with church Elders. The most productive ministries last at least five years, because it takes time and constant association to build credibility and trust.

The local church is often part of a larger circuit, so pastors need to manage time and set priorities. They must have the humility to delegate *both* authority *and* responsibility to lay leaders, and the courage to hold them accountable for spiritual life. Skills are less important than sincerity. Special expertise in counseling and visitation is helpful. Quote scripture, share contemporary experience of the Holy Spirit, and use common sense. Friendliness, reliability, and a sense of humor are crucial.

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		Multiple Choices		Take-Out
			Healthy Choices		

Homemade Happiness come to worship in clean, functional, long-lasting clothes with a little extra flair to honor the day; and they will arrive in full size pickup trucks with lots of options (including gun racks and trailer hitches). They may come early from several miles away over some rough roads, so be prepared with hot and cold coffee, tea, or lemonade. In good weather, they will visit outside. Pastors must stop fussing about worship preparation and join them. If pastors must travel quickly to another church, designate a key lay leader who will gather news and personal concerns from people and intentionally forward it to the pastor on Monday.

Worship has structure, but not ceremony. There is usually no need for designated greeters or ushers. There may be a printed order of service that is used in multiple churches in the circuit, but try to customize inserts pertaining to the prayer concerns, coming events, and issues relevant to each church on the circuit. Refreshments are basic, but fresh, healthy, and lots of it. Much of it is homemade and contributed by the people who attend that day. People will linger afterward to catch up on news and visit with friends. If pastors don't have to rush away to another worship service, they should avoid meetings or counseling in order to circulate among people.

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				

Homemade Happiness expect worship to be consistent and predictable. Participants have years of familiarity with the basic elements of worship. If the tradition includes Holy Communion, the order of service is kept simple and people take extra time and linger at the altar rail. Pastors usually wear vestments on special occasions. Worship is intimate, and the congregation often feels like a small group. Listen to local tradition to discern the fine line between significant symbols, words, and practices, and meaningless abstractions, denominational jargon, and ritual.

The church may observe the *highlights* of the Christian Year, but preaching is generally topical and strongly references scripture. Step away from the written sermon, and speak from the heart using a simple outline, illustrated by true stories. Some lay leaders will be quite able to share their own spiritual witness and lead prayers, and in some churches a lay leader will need to open or close the service as the pastor moves on. Worship is inspirational in that songs are often well known and sung with enthusiasm (occasionally unaccompanied), and people are inspired with renewed strength and hope. It is also care giving in that intercessory prayers include the names of members and their extended families, the passing of the peace is longer and more intimate, and the longer announcements celebrate personal and family milestones.

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

Discussion Questions:

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

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

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

Education Preferences

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

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

Homemade Happiness may not have more than a High School education, and the church is an ongoing center of continuing education. They value education, and want to learn more about scripture, faith, how to cope with everyday moral dilemmas, family dynamics, and emerging issues relevant to their context. They may dedicate much of Sunday to worship, fellowship, *and* learning. Sunday school is usually *not* concurrent with worship.

The typical small size of the children's Sunday school means that it cannot be organized by age group. There is often a strategy for nursery and toddlers, and then a younger group for K-5 and a larger group for 6-8. High school age participants tend to mingle with the adult education options. Sunday school teachers are often older, highly respected adults, who clearly feel called to teach. They may receive basic annual training as part of a larger circuit of churches, or simply ongoing coaching from the pastor. Children's groups adapt a curriculum that emphasizes key Bible stories or critical teachings, and supplements it with crafts or storytelling.

Adult education is important. There are often several groups formed differentiated by age or gender, with a leader who is highly respected. If pastors are available, they often lead a larger group in Bible study. Groups adapt some basic curriculum, study guide, or workbook that simply combines prayer, scripture, interpretation, and reflection. Time is equally divided between presentation and conversation. Migration to find employment reduces the number of younger adults, and those that remain often need a Sunday education opportunity that emphasizes fellowship, mutual support, conversation, and less formal coaching on lifestyle topics. Topics may be short term, and change frequently, and the curriculum may be in the form of a simple "case study", values exercise, sermon or message that focuses discussion.

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

Distance and lifestyle make midweek, small group participation harder for *Homemade Happiness*. The “small group” may actually be a young adult Sunday school class on Sunday morning. If people participate in a small group, they usually prefer to be guided by a designated leader who is respected for their spiritual lifestyle and experience. Pastors may lead a small group, especially before Christmas and Easter. Groups may be seasonal, but the same pool of people may stay together for a long time. Pastors may often be a “guest” speaker or leader for a particular small group gathering, but most midweek groups will be led by laity and shaped around by common interests (e.g. automobile repair, outdoors activities, crafts, cooking, eating together, book clubs, etc.) Any affinity can become an opportunity for intentional prayer, Bible reading, and personal sharing.

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		X
Interpersonal Relationships	X	X
Human Potential		
Salvation and Human Destiny		X

Homemade Happiness look to the church as a primary way they can socialize, mingle with friends, and gather with extended families. Any group that emphasizes fellowship can be considered mission, including large groups for women, men, couples, and youth, as well as small groups around specific affinities. Health care and support groups can be especially important. Given the isolation and alienation that may be experienced in this lifestyle segment, there is often interest in recovery ministries, particularly for alcohol and prescription drug abuse.

These will people volunteer their time and talents to improve the quality of life for individuals and families in the region. They respond sacrificially to family or community crises. They will support both mental and physical health care initiatives through hospitals or non-profit agencies, and will support counseling programs to address spousal abuse or child abuse. Churches may work together as a circuit or ecumenically to provide support for food, housing, clothing, and other necessities for daily living. *Homemade Happiness* is are less likely to make long term commitments to board leadership for a non-profit.

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

Homemade Happiness has a keen sense of sacred space and sacred time. Sacred space is usually focused on remembrance and tradition, while sacred time is usually focused on the Christian Year. Their church buildings may be small, but they take pride in their maintenance. They often reflect classic church architecture (white clapboard, arched doors and windows, steeples and wooden pews, center aisles and traditional chancel furniture). However, if the building is irreparably damaged, they may replace it with a more utilitarian structure that can serve as a community center during the week.

Symbols are classically Christian: cross, descending dove, praying hands, etc. Pictures may be painted, cross-stitched, or quilted by local artists, and depict well-known scenes from both Old and New Testaments. Fixed signs are usually not illuminated. Since pastors often change quickly, the pastor's name is usually not important.

Postmodern technologies are unnecessary (including audio and video systems). Everything is printed or memorized. The building has basic electrical supply to support basic kitchen appliances and lighting, but not amplified musical instruments. Freezers and ovens are more important than microwaves, and there may or may not be a telephone. The building may be left open during the week for private prayer and meditation, but nearby members keep an eye on security.

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

Discussion Questions:

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

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

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

Financial Preferences

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

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

Homemade Happiness usually gives generously out of their limited resources, and many consider tithing. Typically they trust local church leaders to spend money wisely from a general fund. Increasingly, they 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 (or lack thereof) to portions of the budget forwarded to the denomination.

They are likely to participate in a traditional fall stewardship campaign. Many will welcome visitation teams into their home to discuss financial issues and strategic plans. Their donations must be strictly confidential. 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. Salaries are often assumed to be the minimum required by a denomination. They especially scrutinize personnel costs, and if there is a financial downturn they are more likely to reduce staff time than engage in capital fund raising.

Homemade Happiness like to maintain enough reserve funds to make emergency repairs if the building is damaged (e.g. a tornado removes the roof). However, other capital expenses will rely on generous giving at the time. Program budgets are increased to match inflation, but curricula, hymn books, etc. are often used a long time because it is too expensive to replace them. These churches of experience year-end deficits that are made up at Christmas or addressed in fund raising projects.

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

Discussion Questions:

What options in giving methods and giving targets do we offer now?

How do we design our annual stewardship campaign(s) now?

How should we revise our financial strategy to be more relevant to this segment?

Communication

Resource: Mosaic E–Handbook by Experian

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

Homemade Happiness are not very experienced with postmodern technologies. If people in this segment access the internet, it will be limited to websites related to their outdoor interests, hobbies, and leisure activities. They are unlikely to trade much email, text, or participate in social media. Telephone trees for prayer and pastoral concerns, and telephone reminders about upcoming events, are an effective way to reach people. Always designate some local leader to have authority to cancel worship services due to weather, and plan ahead to receive people who come early or late because of some unexpected schedule change.

The best way to distribute newsletters and other information is on Sunday morning or during small and large group gatherings. Mass mailings are often considered unnecessary extravagances. If you want know what is going on, then you have to come to church. Church events are usually advertised in the local paper, or on posters in local stores, hospitals, and other community centers. *Homemade Happiness* will respond to television advertising related to Christian missions.

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.