

Segment

R66: Dare to Dream

Young singles and single parents with lower incomes starting out in city apartments

Resource: Mosaic by Experian.

Religious Experience in a Nutshell

Religious Perspective: *If you happen to meet God, tell him I need a break!*

Common Spiritual Issues: *Feelings of anger and frustration, anxieties about fate and abandonment*

Potential Influence

Lifestyle Compatibility	Family Group R Aspirational Fusion	Frequent Neighbors
M45 Diapers and Debit Cards	R66 Dare to Dream	D16 Suburban Attainment
O52 Urban Ambition	R67 Hope for Tomorrow	J34 Aging in Place
O53 Colleges and Cafes		J36 Settled and Sensible
S71 Tough Times		S68 Small Town Shallow Pockets

General Comments

Dare to Dream is often disconnected from communities and alienated from churches. They tend to be self-absorbed and materialistic. If they aren't working at entry-level jobs in service or food, they may be skate boarding and inline skating by day, or dating or meeting friends at the bar by night. They want to enjoy the present moment and not worry about the future. They are too tired to get up on Sunday morning for an experience that they consider boring and unfulfilling, and they feel that they bear enough burdens already to take on the "guilt-trip" of the church.

The moral behavior of *Dare to Dream* may not be acceptable to many traditional churches. Marriage is not the only path to forming a family for this emerging lifestyle segment, and they may be cohabitating and/or changing intimate relationships. Children in the household may not have a father, or the male currently in the home may not be their birth father. *Dare to Dream* say they want to work hard and advance careers, but many cut corners to succeed or gamble and trust to luck. They do not feel much responsibility for local, regional, or national issues or events, and may carry an underlying anger toward institutions like the church that seem not to care or appreciate them.

If they connect with a church, it will often be through some recreational activity (team sport, video gaming); or through day care or parenting support group; or through an informal conversation with a Christian "evangelist" who hangs out in bars, parks, and coffee houses. They may not regularly attend Sunday worship, although they may attend a Christian concert with a contemporary sound and free food. They are constantly on the move for cheaper or better accommodations, and churches (and other organizations) may have a hard time tracking them in their database.

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		Visionary
	Enabler		Guru	x	Mentor
	CEO			x	Pilgrim

Dare to Dream may be indifferent or hostile toward the church, but may not be hostile to a pastor. They may regard clergy as a kind of exotic animal that is rarely seen and on the brink of extinction. They may be curious, but distant. They are more likely to connect with a Christian volunteer of a similar age, who shares their recreational interests or who feels at home in bars and enjoys cheap nightlife.

If they connect with a pastor, ordination and certification is probably irrelevant to their credibility. They respect a Christian with strong convictions, inclusive values, and a gentle and even ironically humorous manner. Many look for a mentor who has experienced great challenges and overcome them with great courage. They have a heroic, superhero reputations that they bear with great humility. They are not foggy about faith, but confident and articulate about what gives them strength in times of trouble. They often have a wide experience and respect for many religions, and may have a transient lifestyle themselves. The church is a kind of “way station” where God is experienced along the road. This spiritual leader is generous with time, conversational, and ready to share their personal spiritual journey in the hope that it might help somebody else on their journey. But they don't tend to stay in one place for long as they pursue their own pilgrimage.

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	x	Take-Out
			Healthy Choices		

Dare to Dream might come to church on Sunday morning if they are driven by a particular need: emergency help, child care assistance, or a crisis that has suddenly (and temporarily) confronted them with mortality (injury from violent crime, serious accident or illness, or the sudden death of a friend). Greeters should be aware that their motivation is rarely to “belong” to the community, and in fact these people are not that lonely. Ask open ended questions, and it won't be long before visitors reveal their practical motivation. You have about 30 seconds before worship, and 10 minutes after worship, to make eye contact and start significant conversations. Always invite them to share their need, and always respond with concrete help and a simple, clear, faithful statement of hope.

Refreshments can be basic (coffee and tea from big steel urns, served in Styrofoam cups), plus bulk food sweets and pastries. Make sure there is plenty of it, and provide bags of food that visitors can take away with them as a supplement to their diet. You can include some evangelism item in the bag, but make it something useful rather than a tract or bookmark (talisman for their pockets, pregnancy or child care tips, references to job postings).

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

If *Dare to Dream* attend worship, they are often driven by a very specific reason rather than a vague need. They may be at a point of despair or addiction, looking for personal transformation, rebirth, or fresh start in life. They may be looking for a miracle of healing, answers to gratuitous evil, or an opportunity to grieve the unexpected death of a friend. They may be responding to church advertising about a specific lifestyle coaching topic that an expert is addressing during the worship service. They may be attracted by “how to” topics like finding meaningful work, finding the right mate, conflict resolution, disciplining young children, infant nutrition, and so on.

Worship is usually very informal and often interactive. There isn't much structure ... just music and message ... and an opportunity to ask questions. Worship can sometimes be very intense and spontaneous (“Pentecostal”), and it may involve lay witnesses, slogans, and positive thinking routines (like a 12 step meeting). The music may be Christian, but often with the latest adult contemporary sounds. Unless it's a funeral, worship should be held in a plain, accessible, utilitarian space with messy chairs and tables, and the food readily available at the back.

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	
	Curricular		Biblical		Generational
x	Experiential	x	Topical	x	Peer Group

The education strategy relevant to *Dare to Dream* parallels the worship strategy. They attend an educational event for a specific and often short-term purpose. The class or group follows the worship service, and may include free lunch or ample refreshments. This is often an opportunity for further dialogue with the expert speaker about a specific topic. Dialogue or conversation may be kick-started with a brief summary presentation, and then quickly opened up to everyone. No curriculum is necessary for the session, but there may be books or resources related to the topic of the day given away at the end. Video technology may be useful to show a film clip or list key points. In a larger group, portable wireless microphones are helpful to amplify questions from the group.

Children's Sunday school is unimportant. Many single parents or cohabitating couples have infants or toddlers, so you must provide excellent child care with trained volunteers. If there are older children, provide a "Children's Church" experience concurrent with the adult worship service. *Dare to Dream* want to know their children are safe and fed, but appreciate the freedom to worship as an adult.

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		Curriculum Study
	Rotated Leaders	x	Shared Affinity

A small group may be the best way to maintain some ongoing connection with *Dare to Dream*. They are not well educated and avoid print, so curriculum based groups will discourage them. Streaming video or a blog might be a useful resource. Small group affinities may focus on any topic of interest, but they all encourage the development of personal relationships and model positive Christian values of respect, honesty, trust, etc. Other than accountability to core values, most small groups have low expectations about spiritual growth, Bible study, and theological reflection. Commitment is short term, and participation may be intermittent.

Some group affinities may require the leadership of someone with expertise, while other groups may rotate leadership that involves little more than good hosting. *Dare to Dream* may combine small group participation with social media, and conversations flow seamlessly from in-person to on-line. Small groups are an opportunity for churches to “hand-off” participants to other churches or groups to continue their spiritual growth. Leaders should try to keep in touch via social media, and recommend other group experiences wherever participants might go.

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

Dare to Dream tend to be self-absorbed, or invested in their own peer groups, paying little attention to the surrounding community. Music can be both an escape and a way to draw attention to oneself. They crave opportunities to build and deepen interpersonal relationships with the opposite sex, or with a close circle of friends. Some may have addictions to self-destructive habits that they have acquired because they were looking for thrills or shortcuts in life (eg. drugs, alcohol, or gambling). Small groups, 12 step groups, recreational gatherings, and entertainment venues are all attractive to these people. If they volunteer, it is usually a short term commitment that emerges from some urgent impulse or heart burst. The outreach can be about almost anything ... except evangelism.

Dare to Dream live on the edge, and often require assistance to survive. They prefer to buy fashionable clothes at discount stores (rather than church rummage sales), but they are looking for recycled kitchen appliances, refurbished furniture (particular for the children), used toys, and food staples. They are always on a quest for a better place to live (newer, cleaner, bigger, and safer). Churches can help them find housing, or provide legal advice negotiating with landlords and leases. Most people rely on public transportation. Churches that have buses can shuttle people to Christian entertainment venues or special events that might be some distance away.

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		Classic Christendom
x	Utilitarian		Postmodern	x	Contemporary Post–Christendom

Dare to Dream usually prefers church space that is utilitarian rather than ecclesiastical. Church architecture tends to be threatening or foreign (and even for the Hispanic minority in this segment it may tend to make them feel guilty or uncomfortable). One exception will be for funerals. The unexpected death of an under 35 friend is very unsettling, and they may choose to surround themselves with church architecture and religious symbols. These function more like talismans to ward off evil, than educational devices to remind them of faith.

They don't have a strong sense of sacred space. Worship centers tend to be plain and flexible, with good audio and sight lines to view speaker or videos. Seating is flexible. Similarly, meeting rooms and office space may be plain and resemble public buildings in the neighborhood. They want to be online, but can rarely afford computers and high speed access. Churches can attract their attention by offering secure computer access to search for housing, jobs, and medical information. Always provide high quality child care space. Make sure nurseries are safe and secure, equipped with clean, unbroken toys, and provide free diaper service.

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

Experian suggests that *Dare to Dream* are economically challenged. They have low incomes, intermittent and/or multiple jobs, no investments or insurance and little savings. The little discretionary income they have may be spent on children's games, comic books, recreational equipment, MP3 players, and night life. They admit they are not good money managers. They may appreciate coaching opportunities to save and manage money wisely. Financial advice can be an important outreach ministry that will move these people into a more stable and productive lifestyle segment.

Churches have a hard time engaging them financially. Their respect for all institutions is low. They are not prone to philanthropy, although they may contribute to recycling efforts and support some urban environmental concerns. If they make a donation, it is usually on impulse with spare change. Ministry to this lifestyle segment will almost never be self-sustaining, and relies on the generosity of committed church members with a heart burst to bless these people, or on grants from denominations and government agencies.

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

Churches find it hard to connect with *Dare to Dream*, as do many other institutions. Word of mouth, social media, and texting may be most effective. They may not have computers and high speed access, but they routinely go online via Smartphones to browse websites, follow pop personalities or chat forums. Their thumbs are always busy texting someone, somewhere. They download music for MP3 players, and may check out links in email advertising or on an electronic sign outside the church building advertising a coming event.

Dare to Dream mainly ignore print media, but they may read contemporary comic books or anime. Churches can be more effective communicating through images than words. Some images are like talismans that convey layers of meaning. Images might be in the form of tattoos, monograms and logos, male and female jewelry, and other devotional objects.

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.