

Segment R67 Hope for Tomorrow

Young, lower-income single parents in second-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

Hope for Tomorrow is often confused with the other segment in this group (*Dare to Dream*) and may live side by side. They differ in several important ways that are relevant for church connections. They are more likely to be single parents, and their children may be older and more committed to healthy family life. They may be somewhat better educated with a higher High School completion rate and more likely to volunteer to improve the community. In a sense, they have more reason to hope than the related segment in this family group. And they are more likely to perceive the church as potentially helpful to improve personal and family life.

These people are much more likely to participate in a church. Faith is important. They are also more likely to vote and be active in politics. Even though they are transient in their housing, they are more likely to volunteer in local communities or join a protest march. They often connect with black churches that are strongly engaged in social service and advocacy ministries. These churches tend to be self-conscious and proud of their black heritage, and their worship employs motivational speaking and contemporary Gospel music. They tend to be more driven to succeed and believe in the motto: "If at first you don't succeed, try ... try again". Just finishing High School would be an achievement. They're keen to get ahead, earn the respect of family and peers, and give their children things that they never had.

Hope for Tomorrow has attitude. They face life, and all the economic, educational, and social obstacles in their way, with audacious courage. Yet beneath the exterior of self-confidence, there is often self-doubt and anxiety. They need the respect of their family and peers in order to sustain

General Comments

self-esteem. They may seem self-assured, but want to be part of a team. Churches can offer them opportunities for self-improvement and trusted relationships that can help them build a better future for themselves and those they love.

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
x	CEO				Pilgrim

Hope for Tomorrow more readily respects and honors local church pastors. Clergy ordination and status in a local church or denomination are important, but they primarily respect pastors because of their strong faith convictions, articulate witness, optimistic attitude, and personal success. They often seek personal time with pastors to receive mentoring that will shape positive attitudes, and glean tips for successful family and community leadership. Pastors are not only successful, but *appear* to be successful. They may dress for success, and carry the accessories of success (like a cell phone and Bluetooth earphone).

Pastors are often motivational speakers, but it is even more important to be a capable community organizers and program managers. These pastors are good task managers, and oversee seven-day-a-week churches with lots of social services and educational opportunities. Ministry may well be a second career for them, and they have often been successful as a business entrepreneur or non-profit director. *Hope for Tomorrow* can sometimes blur the boundaries between a Gospel of material success and a Gospel of unconditional grace, and they respect pastors who can demonstrate the difference in word and deed.

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		Multiple Choices	x	Take-Out
			Healthy Choices		

Hope for Tomorrow makes an effort to attend church services (although the pressures of child care, shift work, and late night social lives may make them somewhat intermittent). They like to arrive in style, dressing well and making an impressive entrance. Greeters need to notice them, greet them warmly, and remember or learn their first names. They may not linger in the vestibule, but go right on into the worship center to join the “party”. The music should be loud and upbeat as they enter. Always station greeters at the exits to grab an email address or cell phone number, and say goodbye. A text message within 24 hours seals the relationship.

After worship, these people are likely to linger over the free refreshments. Provide a variety of choices of bulk food treats. The coffee and tea doesn't need to be fancy, but flavored creams will make people feel more special. Food doesn't need to be healthy, but a smorgasbord of tasty food from bulk food stores is appreciated. Provide take out bags and lids for Styrofoam cups. Put an evangelism gift in the bag ... usually a Bible verse, devotional object, or music video.

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				

Hope for Tomorrow may be intermittent in worship attendance, but it is still on their radar screen. Some people in this segment will prefer a more transformational worship experience. It will address feelings of hopelessness and despair, and feelings of being trapped by circumstances or addictions that are out of control. It will focus on personal transformation, rebirth, and experiencing a fresh start in life. Worship will be quite informal and participatory. There may be motivational preaching, but more emphasis may be placed on lay witness for spiritual transformations or stories of spiritual victories and material success.

Other people in this segment may prefer a practical, lifestyle coaching worship service. The “how to” topics will vary, but always provide practical tips to improve one’s life, advance one’s career, improve relationships, and sense God’s presence in their lives. Worship will be quite informal, but make consistent references to scripture. It will aim at the “head” more than at the “heart”. The message will be quite practical and even matter-of-fact, and the speaker may be an expert in that particular topic.

In either worship option, the style or message is often shaped around black experience. Coping or overcoming racism is part of their life struggle, and worship affirms and celebrates individual identity and African-American cultural heritage.

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

Hope for Tomorrow has probably participated in Sunday school in the past, but are less likely to commit to a traditional Bible studies and educational curricula today. They attend an educational event for a specific and often short-term purpose. The class or small 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 the specific topic. Dialogue or conversation may be kick-started with a summary presentation or brief panel discussion, and then quickly open 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.

They may welcome a more traditional children's Sunday school. It is important that their children have a religious and moral upbringing, and as single parents they may not feel competent to provide it at home. Nevertheless, Sunday school and parenting is a partnership, and they will appreciate guidance from church teachers to encourage spiritual life at home. Education is not about information, but about being equipped to make good choices.

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

Hope for Tomorrow values small groups. Given the pressures of single parenting, however, they are more likely to participate in a small group on Sunday morning, unless the midweek groups provide child care. Small groups may focus on any topic of interest, but they all encourage the development of personal relationships and model positive Christian values of respect, honesty, and justice. Groups always *reference* the Bible, but may not make Bible *study* a priority. Parenting support and addiction intervention groups can be particularly important.

Some group affinities may require the leadership of someone with expertise, while other groups may rotate leadership that involves little more than good hosting. Small group leaders do require some training. Small group participation opens possibilities for mentoring relationships. More mature church members have an opportunity to guide “next steps” in personal, family, and religious life. Both men and women value positive role models and appreciate the wisdom and coaching of elders who have struggled and overcome obstacles.

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

Hope for Tomorrow seeks opportunities to build and deepen interpersonal relationships. 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). They often require assistance to survive, or need occasional financial assistance to make ends meet. 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.

Hope for tomorrow may volunteer to staff depot outreach ministries, or help their peers improve their living conditions. They may have limited time, but they are open to volunteering for almost any social service that will simultaneously help the community and help their families. Volunteering can provide higher self-esteem, or open new networks of communication that could have a positive impact on future jobs. Programs may involve learning life skills, parenting skills, or coaching for advancement (completion of High School education, resume writing, job placement, etc.) They can go further than hands-on service. They can also engage in political advocacy for public policy changes, and are willing to join a protest march or political demonstration. Outreach is really not about doing good, but transforming society.

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

Hope for Tomorrow usually prefers church space that is utilitarian rather than ecclesiastical, but they are not afraid to enter buildings that look like churches. They are very pragmatic. They are more than willing to renovate, upgrade, and change space to make it more multi-purpose, open, and interactive. They don't have a strong sense of sacred space, but they maintain a strong appreciation for classic Christian symbols (cross, open Bible, praying hands, etc.)

Worship centers tend to be plain and flexible, with good acoustics and sight lines to quality video, and very flexible seating. Similarly, meeting rooms and office space may be plain and resemble public buildings in the neighborhood. People in this segment 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	
	Unified Budgets and General Funds		Informed Philanthropy & Pledging
x	Designated Programs & Mission Projects	x	Lifestyle Coaching & Family Financial Planning

Experian suggests that *Hope for Tomorrow* 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 toys and upgraded technologies. 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.

They can give generously to a cause, although not so much to institutional overhead. They are more likely to designate their giving to a particular ministry or mission, and often want to combine financial giving with personal volunteering. Weekly donations are usually cash, and vary in size. Their program expectations often exceed their financial resources, and churches often need to rely on denominational subsidies or grants that support non-profits housed on the property.

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

Hope for Tomorrow have big digital dreams, and they try to be early adopters when they can afford it. They are more likely to go on line to search for jobs and explore helpful programs offered by social service agencies and churches. Churches should create and update quality websites, but be sure to incorporate more images and fewer words. *Hope for Tomorrow* can also be reached through email and texting, and churches should develop a database of email addresses and cell phone numbers.

Hope for Tomorrow will still read printed literature when they go to church, but are less likely to pay attention to mass mailings from the church. Churches can also use local radio stations to advertise major events for Christian entertainment or for advocacy rallies. They pay attention to outdoor signage, listen to announcements, and welcome a visit from a church member if it is at a convenient time (which may be rare in their overworked lifestyles).

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.