*Gigs, Geeks & God*
*January 10, 2019*

# Use MissionInsite to Build Parish Membership & School Enrollment

Presenters:

Mark Kemmeter, *Director Office for Planning & Councils*
Carol Rybak, *Schools Marketing Manager*
Susan Skibba, *MissionInsite Coordinator*

## Overview of the Workshop

- 15-Year Trends in Mission Initiatives

- Key MissionInsite Reports to Explore Mission Initiatives

- New Approaches for School Marketing

- New Approaches to Building Relationships in Parishes (Growing Membership)

- Questions and Answers

# Key Understandings

- Trend in churches was for the big-box, suburban churches
- That trend has plateaued

- MissionInsite study of religious belief, practice and behavior has revealed:

  mistrust of church leaders

  view that churches are not making a difference in people's lives

It's All About Relationships – Friend Raising

# New Trends

- In 2004, Fresh Expressions (freshexpressions.org) from the Church of England began "dinner church" (you tube search by "dinner church")
- Based on going back to the origins of the early church and "house churches"
- Reaching a community of 50 to 75 people
- Examples – Cowboy Church, Biker Church, Young Marrieds Church, even Beer Church
- There are critiques of this approach but it does reach people we are not reaching
- How can we apply these initiatives to Catholic schools and parishes?

# MissionInsite

- If you are not registered with MissionInsite, why not?

- No cost to parish or school.

# Quick Overview of Capabilities

- Who lives in your area – who we serve/who we don't serve
- Plot parishioners/students for a visual overview.
- Understand population trends – information updated twice a year.
- Target specific demographic variables.
- Create custom reports and thematic maps.
- Run predefined reports in minutes.
- Identify households with MOSAIC USA Lifestyle Segmentation.
- Make informed ministry decisions through use of Quadrennium Project (4 reports).

# MissionInsite

- Predefined reports available

Great. Now, Choose Which Reports You Want to Run

Archdiocese of Milwaukee RC

Please Name your Study *

Geography: Deaneries - Milwaukee NW



ExecutiveInsite

FullInsite

QuickInsite

Quadrennium Reports

ReligiousInsite

ReligiousInsite
Priorities

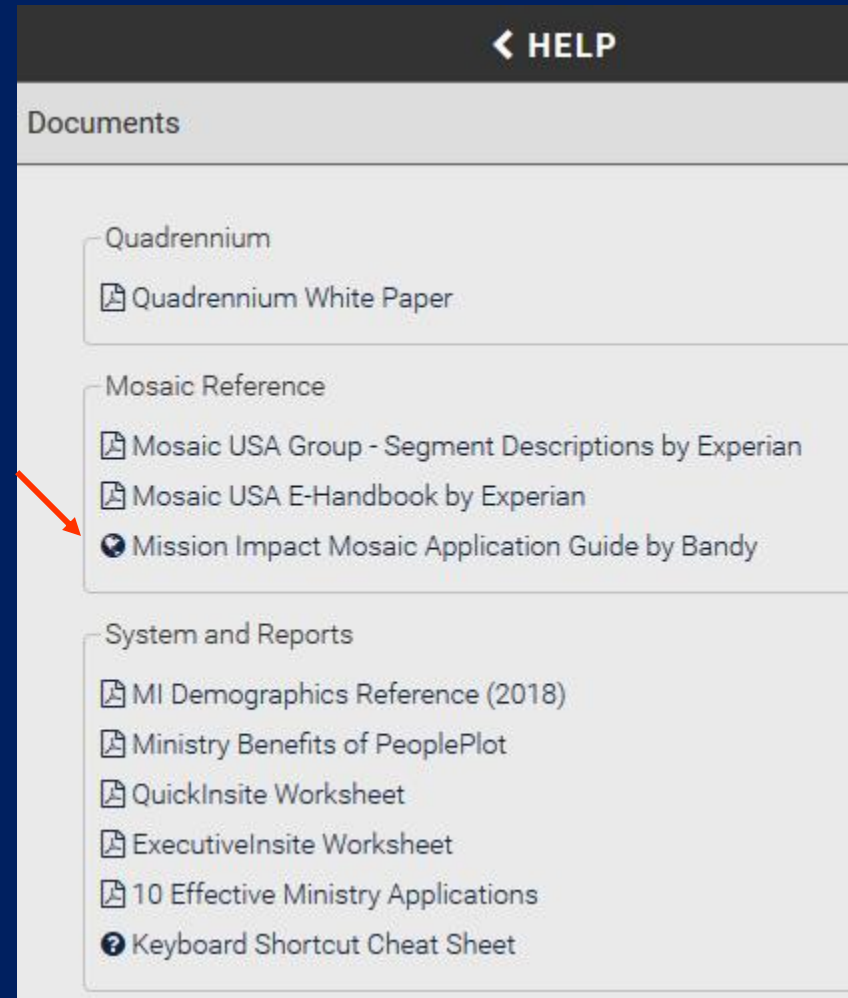MinistryInsite

MinistryInsite
Priorities

# ComparativeInsite

- Shows who lives in your area – Gives you a view of not only who we serve, but who we are not serving.

## Who Are We? Who is Our Neighbor?

| | | |
|---|---|---|
| Total People | 256 | |
| Total People Households | 241 | |
| Total Population in Study Area | 24,538 | |
| Total Households in Study Area | 10,328 | |

| | |
|---|---|
| Total No. of Mosaic Segments in Study Area | 44 |
| Total No. of Mosaic Segments with People HH Present | 27 |
| Estimated Household Penetration Rate | 2.3% |

Area → Mosaic Segments Study Area
Parish → People Mosaic Segments Weighted by Presence

| Head of HH Age | % | No. | % | No. | Index |
|---|---|---|---|---|---|
| Age 19-24 years | 3.0% | 310 | 1.6% | 4 | 54 |
| Age 25-30 years | 6.5% | 671 | 3.7% | 9 | 56 |
| Age 31-35 years | 6.4% | 665 | 5.3% | 13 | 82 |
| Age 36-45 years | 11.8% | 1,223 | 10.8% | 26 | 91 |
| Age 46-50 years | 8.1% | 839 | 8.7% | 21 | 107 |
| Age 51-65 years | 34.5% | 3,565 | 39.7% | 96 | 115 |
| Age 66-75 years | 14.8% | 1,525 | 15.1% | 36 | 102 |
| Age 76+ years | 14.8% | 1,532 | 15.1% | 36 | 102 |
| | 100.0% | 10,328 | 100.0% | 241 | |
| Average Age Head of Household | | 50 | | 51 | 103 |
| Married Households | 59.1% | 6,104 | 78.8% | 190 | 133 |
| **Households by Type with Children** | | | | | |
| Married with kids in household | 17.0% | 1,753 | 26.1% | 63 | 154 |
| Single Parent with kids | 3.1% | 319 | 0.4% | 1 | 13 |
| Unknown marital status with kids | 2.3% | 242 | 0.8% | 2 | 35 |
| | 22.4% | 2,314 | 27.4% | 66 | 122 |
| **Household by Type without Children** | | | | | |
| Married without kids in household | 42.1% | 4,351 | 52.7% | 127 | 125 |
| Single Parent without kids | 8.0% | 825 | 1.7% | 4 | 21 |
| Unknown marital status without kids | 27.5% | 2,836 | 18.3% | 44 | 66 |
| | 77.6% | 8,013 | 72.6% | 175 | 94 |
| **Presence of a Child** | | | | | |
| Presence of a child 0-3 years | 7.6% | 786 | 7.6% | 18 | 99 |
| Presence of a child 4-6 years | 4.9% | 510 | 6.3% | 15 | 128 |
| Presence of a child 7-9 years | 4.9% | 510 | 7.5% | 18 | 151 |
| Presence of a child 10-12 years | 4.6% | 475 | 7.1% | 17 | 153 |
| Presence of a child 13-18 years | 7.8% | 806 | 12.4% | 30 | 159 |
| | 29.9% | 3,087 | 40.8% | 98 | 136 |

# People Mosaics – Guide

- 19 main categories split into 71 age groups & life styles

- Can pre-identify people in your area.

- Best way to approach them.

- 7-9 page report.

- Q64 Town Elders is largest Archdiocese segment at 3.78%.



**‹ HELP**

Documents

Quadrennium
- Quadrennium White Paper

Mosaic Reference
- Mosaic USA Group - Segment Descriptions by Experian
- Mosaic USA E-Handbook by Experian
- Mission Impact Mosaic Application Guide by Bandy

System and Reports
- MI Demographics Reference (2018)
- Ministry Benefits of PeoplePlot
- QuickInsite Worksheet
- ExecutiveInsite Worksheet
- 10 Effective Ministry Applications
- Keyboard Shortcut Cheat Sheet

# People Mosaics Guide Sample Cover

## SEGMENT Q64: TOWN ELDERS

*Mission Impact…Focusing your heartburst for the people around you*

**Mission Impact Guide V 2.0**
**Group Q, "Golden Year Guardians"**

### Stable, minimalist seniors living in older residences and leading sedentary lifestyles

Resource: Mosaic by Experian

### General Spiritual Insight:

**Town Elders** is part of the Lifestyle Group Q *(Golden Year Guardians)*. Please refer to the description of Group Q for the larger context of this segment's potential relationship with the church.

| Religious Perspective: | "Faith of Our Fathers (and Mothers!), Living Still" |
|---|---|
| Key Behaviors: | Brand Loyal, Low Risk, Very Friendly, Seniority Matters |
| Strong Impressions: | **Inclination & Attitudes:** Dutiful, Simplicity **Mood & Values:** High Importance of Faith, High Pursuit of Personal Growth (Within Limitations) |

## SEGMENT F23: FAMILIES MATTER MOST

*Mission Impact…Focusing your heartburst for the people around you*

**Mission Impact Guide V 2.0**
**Group F, "Promising Families"**

### Active, Middle-Class Families In Scenic Suburbs Leading Active, Family-Focused Lifestyles

Resource: Mosaic by Experian

### General Spiritual Insight:

**Families Matter Most** is part of the Lifestyle Group F *(Promising Families)*. Please refer to the description of Group F for the larger context of this segment's potential relationship with the church.

| Religious Perspective: | "Looking For God Through (or With?) The Eyes Of A Child" |
|---|---|
| Key Behaviors: | Keep An Objective Distance; Expand Personal Space; Occasional Passion For A Cause |
| Strong Impressions: | **Inclination & Attitudes:** Sociable, Spontaneous, Simplicity **Mood & Values:** High Devotion to Family, High Pursuit of Personal Growth |

# People Mosaics – E-Handbook

- Quick review
- 2-page visual report.
- Basic data.
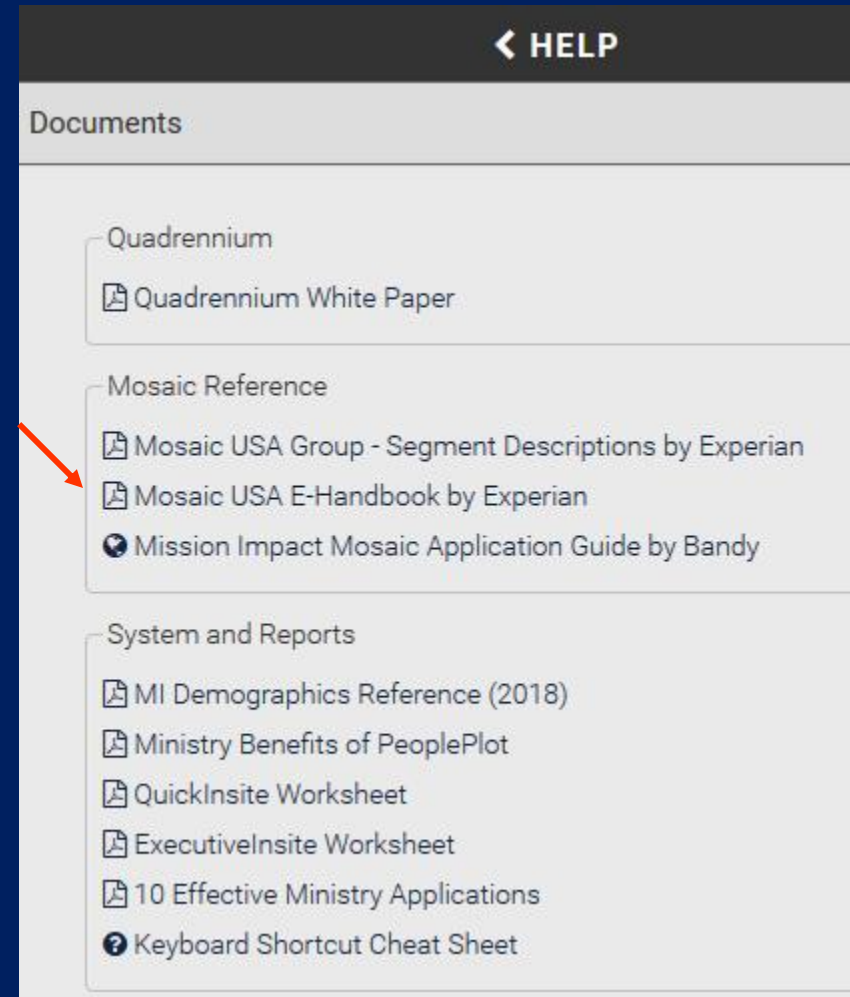
# People Mosaics Handbook Sample

F · F22 · F23

**F** **Promising Families**
Young couples with children in starter homes living child-centered lifestyles

Christopher & Jessica
🏠 3.49% | 3.75% 👤

## Key Features
- Child-rearing activities
- No worry spenders
- Status-conscious
- Credit aware
- Comfortable lifestyles
- Family-based activities

## Who We Are

| Head of household age | Type of property |
|---|---|
| 31–35 | Single family |
| 44.6% — 484 | 97.5% — 123 |

| Estimated household income | Household size |
|---|---|
| $75,000–$99,999 | 2 persons |
| 20.4% — 161 | 29.8% — 126 |

| Home ownership | Age of children |
|---|---|
| Homeowner | 7–9 |
| 81.8% — 126 | 23.6% — 254 |

## Channel Preference

| | | |
|---|---|---|
| 🤝✉ 13 | 📱 199 | 🖱 82 |
| @ 94 | 📺 188 | 📡 206 |

## Technology Adoption
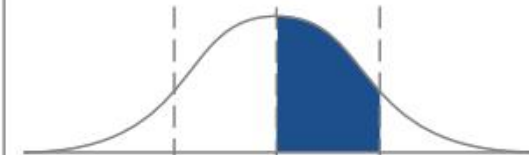
Journeymen

**Mosaic USA**

© 2016 Experian Ltd
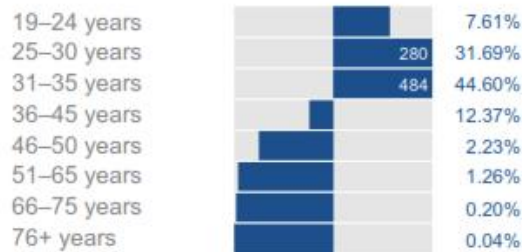
# People Mosaics Handbook Sample

## F Promising Families
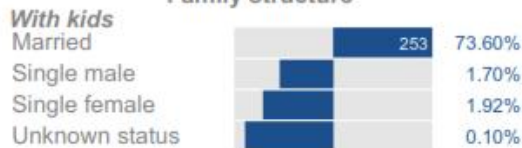Young couples with children in starter homes living child-centered lifestyles
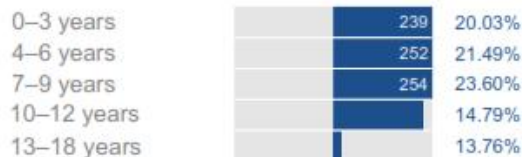
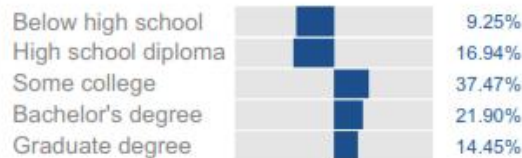Christopher & Jessica
🏠 3.49% | 3.75% 👤

### Head of household age

| | | |
|---|---|---|
| 19–24 years | | 7.61% |
| 25–30 years | 280 | 31.69% |
| 31–35 years | 484 | 44.60% |
| 36–45 years | | 12.37% |
| 46–50 years | | 2.23% |
| 51–65 years | | 1.26% |
| 66–75 years | | 0.20% |
| 76+ years | | 0.04% |

### Family structure

**With kids**

| | | |
|---|---|---|
| Married | 253 | 73.60% |
| Single male | | 1.70% |
| Single female | | 1.92% |
| Unknown status | | 0.10% |

**Without kids**

| | | |
|---|---|---|
| Married | | 21.50% |
| Single male | | 0.76% |
| Single female | | 0.40% |
| Unknown status | | 0.03% |

### Age of children

| | | |
|---|---|---|
| 0–3 years | 239 | 20.03% |
| 4–6 years | 252 | 21.49% |
| 7–9 years | 254 | 23.60% |
| 10–12 years | | 14.79% |
| 13–18 years | | 13.76% |

### Head of household education

| | |
|---|---|
| Below high school | 9.25% |
| High school diploma | 16.94% |
| Some college | 37.47% |
| Bachelor's degree | 21.90% |
| Graduate degree | 14.45% |

### Estimated household income

| | |
|---|---|
| Less than $15,000 | 3.34% |
| $15,000–$24,999 | 5.31% |
| $25,000–$34,999 | 6.27% |
| $35,000–$49,999 | 12.17% |
| $50,000–$74,999 | 19.29% |
| $75,000–$99,999 | 20.39% |
| $100,000–$124,999 | 16.36% |
| $125,000–$149,999 | 6.78% |
| $150,000–$174,999 | 4.63% |
| $175,000–$199,999 | 1.47% |
| $200,000–$249,999 | 1.78% |
| $250,000+ | 2.23% |

### Home ownership

| | | |
|---|---|---|
| Homeowner | | 81.78% |
| Renter | | 7.32% |
| Unknown | | 10.90% |
| First-time buyer | 254 | 16.24% |
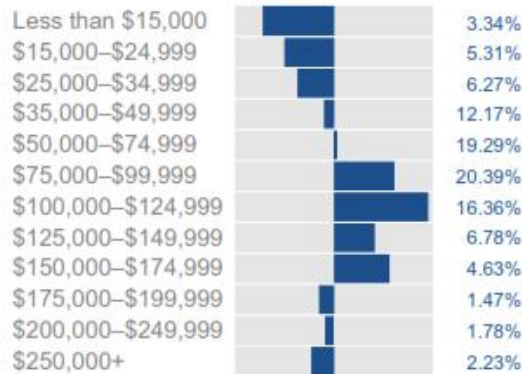
### Estimated current home value

| | |
|---|---|
| Less than $50,000 | 0.08% |
| $50,000–$74,999 | 0.98% |
| $75,000–$99,999 | 3.10% |
| $100,000–$149,999 | 17.09% |
| $150,000–$174,999 | 11.46% |
| $175,000–$199,999 | 11.10% |
| $200,000–$249,999 | 18.40% |
| $250,000–$299,999 | 12.62% |
| $300,000–$349,999 | 8.16% |
| $350,000–$399,999 | 5.33% |
| $400,000–$499,999 | 6.00% |
| $500,000–$749,999 | 4.35% |
| $750,000+ | 1.34% |

### Length of residency

| | | |
|---|---|---|
| 1 year or less | | 34.63% |
| 2–3 years | 210 | 23.30% |
| 4–5 years | | 18.49% |
| 6–7 years | | 7.22% |
| 8–9 years | | 5.59% |
| 10–14 years | | 5.61% |
| 15–19 years | | 1.56% |
| 20–24 years | | 1.88% |
| 25+ years | | 1.72% |

**Mosaic USA**
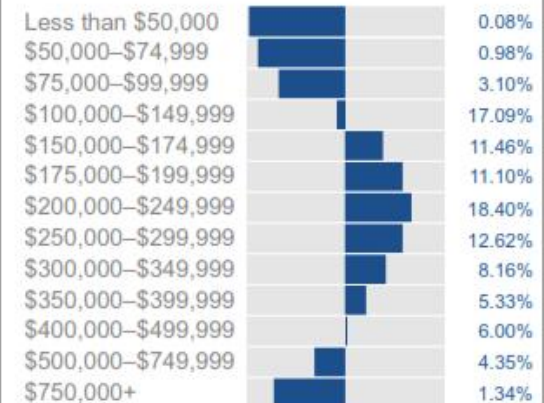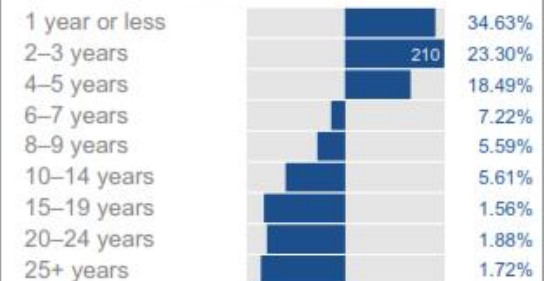
# Custom Demographic Report

- Choose an area – can be radius of address
- Choose variable.
- Download figures to Excel or PDF.
- Can generate chart.

# Customer Demographic Example
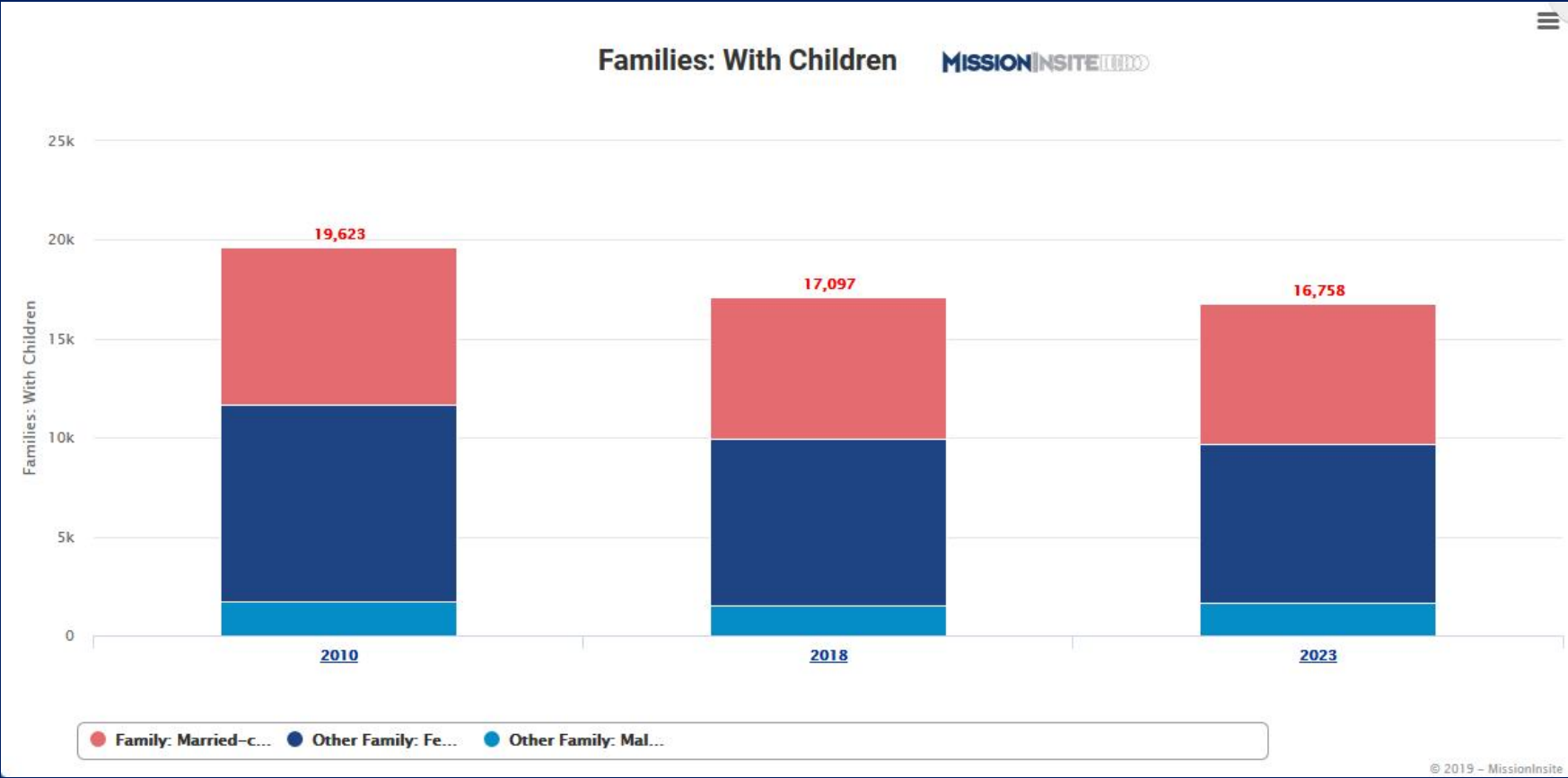
## Custom Demographics Report

Study Area: 2.5 mi Around 5400 West Washington Boulevard, Milwaukee, Wisconsin 53208, United States

Families: With Children

| Families: With Children | 2010 | 2018 | 2023 | 2010 % | 2018 % | 2023 % |
|---|---|---|---|---|---|---|
| Family: Married-couple | 7,922 | 7,161 | 7,066 | 40.4% | 41.9% | 42.2% |
| Other Family: Female no husband present | 9,974 | 8,410 | 8,063 | 50.8% | 49.2% | 48.1% |
| Other Family: Male no wife present | 1,727 | 1,526 | 1,629 | 8.8% | 8.9% | 9.7% |
| Totals: | 19,623 | 17,097 | 16,758 | 100% | 100% | 100% |

# Customer Demographic Example



**Families: With Children**     MISSION INSITE

Families: With Children

- 25k
- 20k
- 15k
- 10k
- 5k
- 0

19,623     17,097     16,758

2010     2018     2023

● Family: Married–c...  ● Other Family: Fe...  ● Other Family: Mal...

© 2019 – MissionInsite
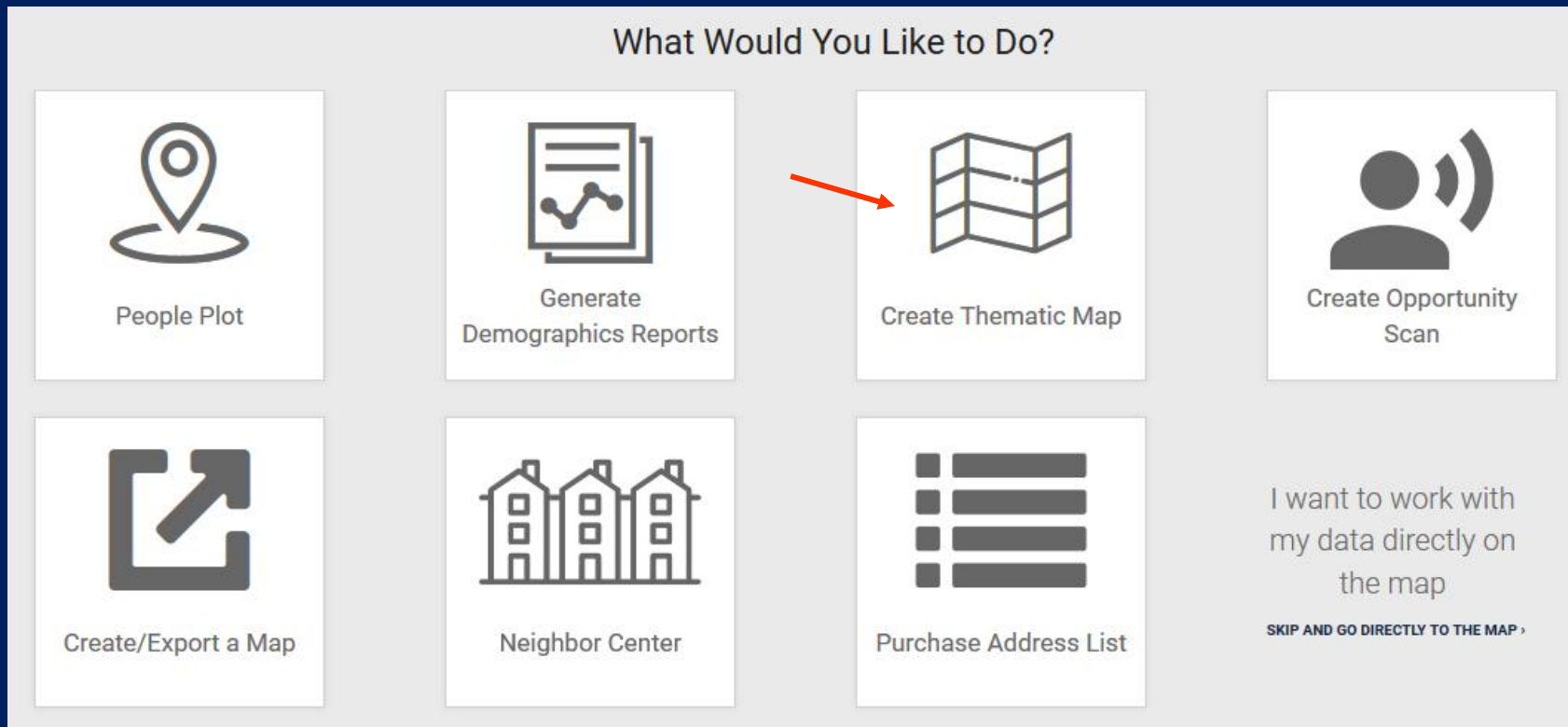
# Thematic Map

- Customize by variable of choice.
- Segment it as you want – zip codes, census block groups, Year or Percentage or % Change.
- Download with legend.

## What Would You Like to Do?

People Plot

Generate Demographics Reports

Create Thematic Map
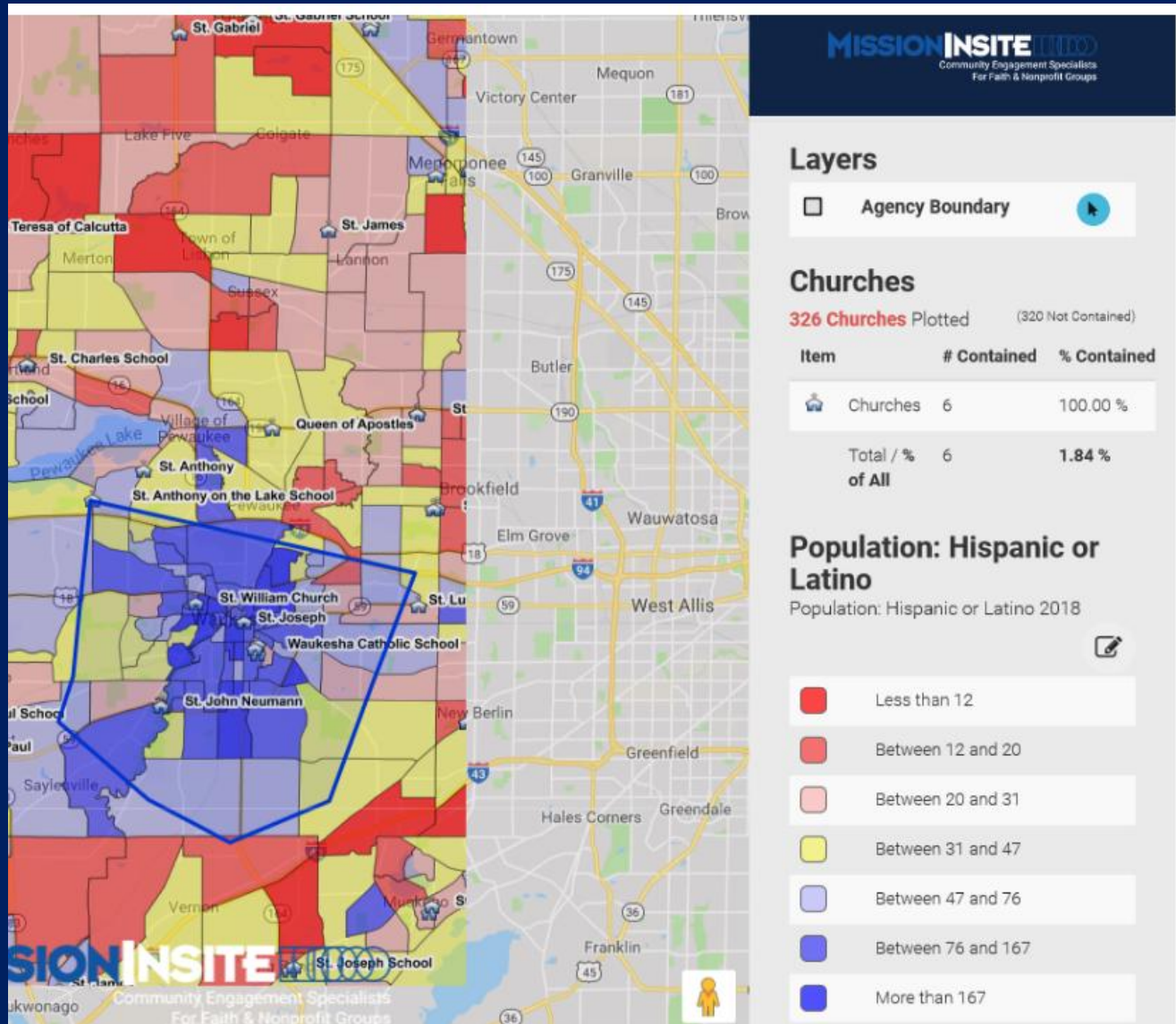
Create Opportunity Scan

Create/Export a Map
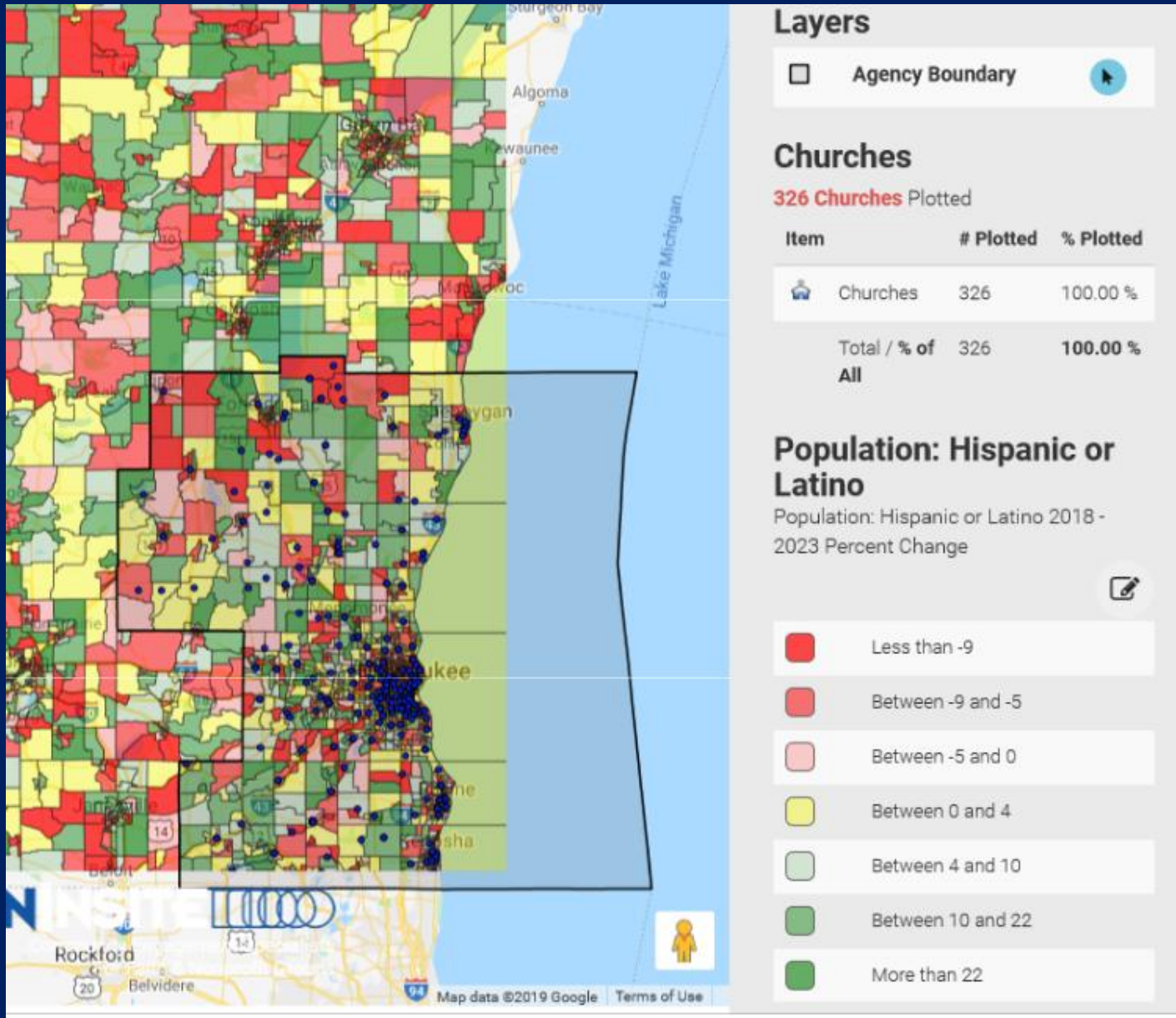
Neighbor Center

Purchase Address List

I want to work with my data directly on the map

**SKIP AND GO DIRECTLY TO THE MAP ›**

# Thematic Map Example

# Schools Marketing - Approaches

- Current approaches for student recruitment
  - Parish baptisms
  - Religious education
  - School open houses
  - School mailings
  - Parents contacting the school

- Take it to the next level with more relational approaches
  - Relationships are key
  - A purpose of the Church is about gathering together and building relationships

## Schools Marketing - Engage

- Create ways for small groups to engage
  - Get people together to talk!
  - Peer to peer (parent to parent) connections
    - Parent ambassadors (not just principals)

- Ambassadors and word of mouth =
most effective marketing recruitment tactic

# Schools Marketing - Events

- School recruitment events that engage prospective parents
  - Coffee meet and greets
  - Gather around a meal
  - Happy hour

- At event, current parents talk about
  - Benefits of school
  - Why it's a good choice for their child/family
  - Stories about how the school transformed or affected the students or parents' lives
  - Emphasize the school is a safe place to grow, learn lifelong values, form the whole child

## Schools Marketing - Events

- Host an event as a follow-up to Open House
  - Few weeks/one month after Open House
  - Use contact info gathered at Open House
  - Invite them back to experience culture firsthand
  - Meals/breaking bread is a universal way people connect
  - Opportunity to meet and engage with their (new) community
  - Babysitter onsite
  - Parents become friends, and children become friends

## Schools Marketing – Final Thoughts

- Marketing – 7 touch points to take action
  - Repeated contacts/mailings necessary for impact
- People want to connect
  - Besides in person, share transformational stories to emotionally connect through video, letter
- Catholic schools offer something for non-Catholics
  - Morals, lifelong values, emotional safety, a place to grow, a community of like-minded families and peers
  - Everyone is welcome
- One time does not make or break a program/idea. Learn something every event/every year that you can build on for next time
- Track data
- Have fun and get to know your community

## How Do Parishes Typically Grow?

- If there is population growth in the area

- If the parish attracts parishioners from other parishes

WHAT CAN WE LEARN

FROM FRESH EXPRESSIONS

AND APPLY TO GROWING OUR PARISHES?

## MissionInsite Offers Two Paths for Growth

1. Reach out to people like the ones you already serve – People Mosaics, Maps

2. Reach out to people whom you are not serving – People Mosaics, Maps and Ministry Impact Guide

# What Are the Components?

- Dedicated Leaders – core group
- Must have small groups to engage and retain members – "move from being spectators to having relationships with other members"
- Parish is a community of communities – St. John Paul II said, "Family of Families"
- Build community among cultural groups and other groups (USCCB – "Shared Parish")
- Actively welcome and invite new people who move into the area

## Influence of Dinner Church

Re-think the way the parish extends hospitality:

- Scripture speaks of banquet and meals
- We serve donuts and coffee
- Meals should be for friend-raising not fund-raising

Are we aware that in our parishes there are:

- The poor who are hungry and looking for a safe place?
- The singles and the elderly who may experience loneliness?

# Questions and Answers

- Questions

- Other Suggestions

- Possible Future Access to Neighbor Center

# Questions?

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