SEGMENT H26: PROGRESSIVE POTPOURRI

Mission Impact...Focusing your heartburst for the people around you

Mature, multi-ethnic couples with comfortable and active lives in middle-class suburbs

Resource: Mosaic by Experian

General Spiritual Insight:

*Progressive Potpourri* is part of the Lifestyle Group H (*Middle-Class Melting Pot*). Please refer to the description of Group H for the larger context of this segment's potential relationship with the church.

<table>
<thead>
<tr>
<th>Religious Perspective:</th>
<th>&quot;Faithfulness Means Being Brand Loyal and Cost Conscious&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Behaviors:</td>
<td>Worried About The Future, Avid Collectors, Balance and Moderation</td>
</tr>
</tbody>
</table>
| Strong Impressions:    | **Inclination & Attitudes:** Dutiful, Restrained, and Higher Need For Security, Prefer To Follow  
|                        | **Mood & Values:** High Concern For The Environment, Moderation In All Else |

Download resources for your mission field through [www.missioninsite.com](http://www.missioninsite.com).
Comments:

The first generation immigrant couples that comprise this lifestyle segment have done well in their new country, but they continue to feel strong emotional ties to the old country. About 35% are Hispanic, and most are committed to the Roman Catholic Church. Another 10% are Asian, and many have Christian commitments to mainstream denominations that sponsored missions in Korea, China and Taiwan, and Southeast Asia. Their church commitments are quite traditional, and some may find North American Catholic and Mainstream Protestant social policy and liturgical trends a little uncomfortable. Nevertheless, they have been successful in part by their ability to adapt and blend. They continue to be loyal to their church origins.

These people lead active lifestyles, with strong commitments to children away from home and extended family, and with a strong drive to advance in their careers and accumulate wealth. This may mean they are “too busy” to take significant leadership in their church, and may be irregular in their participation. They will continue to be good givers to both operational and mission budgets, and will rally in support of the pastor.

They gravitate to churches that reflect American values with a distinctive ethnic twist. Congregations often provide worship options in two languages. Leaders are often bilingual. Fellowship often reflects the music, food, and strong family values of their country of origin. Their churches are often stable or growing, and not just with new immigrants. They attract younger Caucasian generations for whom cross-cultural sensitivities are a core value, and they attract denominational support to model cross-cultural ministries.
Relevant Ministry Choices:

<table>
<thead>
<tr>
<th>Leadership</th>
<th>Hospitality</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CEO, Enabler</strong></td>
<td><strong>The Basics, Multiple Choices</strong></td>
</tr>
<tr>
<td>The pastor is classically trained in seminary and certified by the denomination. If there are additional program staff they will most likely be gender balanced. The pastor is usually somewhat more mature and experienced, although this may depend on the availability of clergy.</td>
<td>Trained greeters are very important to this lifestyle segment. It is important to the reputation of the whole church that members and visitors each receive attention, are greeted with respect, and welcomed in ways that are sensitive to their cultural background. These churches tend to become more consciously multi-cultural over time. Sensitivity to age, gender, and social status is important.</td>
</tr>
<tr>
<td>Since the pastor is often balancing bilingual programs, he or she needs to be an excellent administrator. Many churches have a signature outreach ministry related to education, family Christian counseling, or health care, and the pastor is often the executive director. The pastor is also a strong facilitator, visitor, and friend. He or she may be a “parent figure” to the extended “church family”, and people often turn to the pastor for advice.</td>
<td>“Basic” refreshments usually include ethnic choices in food and drink. People in this segment may arrive at the last minute before worship, but they tend to linger afterwards to connect with friends and relatives. Additional choices in refreshments are more classically American, and include an array of sugar and sugarless snacks. Special occasions, however, will demand much more elaborate food preparation. People in this lifestyle segment enjoy fellowship dinners in honor of Christian festivals or in honor of special individuals.</td>
</tr>
<tr>
<td>The pastor takes Eucharist very seriously, and equips and commissions lay leaders to distribute the elements to members in hospital or other institutions. Holy Communion and Baptism are important in Protestant churches as well, and the pastor is respected as a spiritual leader by virtue of the office (as well as their lifestyle). This means that pastors can change over time without causing major ripples in congregational life.</td>
<td></td>
</tr>
</tbody>
</table>

**Leadership Compelling Issues:**
The pastor should always be conscious that he or she represents the church as a whole and is a role model for members of the church. The pastor should be cautious about expressing personal opinions or behaving eccentrically.

**Hospitality Compelling Issues:**
Greeters should be in position following the worship service to hold umbrellas, assist anyone who needs help into a vehicle, and say goodbye. Always remind members and greeters, coming and going, of the mission of the church.
Relevant Ministry Choices:

### Worship

**Inspirational, Educational or Care Giving**

Worship is generally “traditional” in the sense that it is clearly reminiscent of worship in the same denomination in the country of origin. This often means that worship may seem a bit “old fashioned” compared to current denominational practices in churches of the same denomination in North America.

Congregations fewer than 200 people tend to blend inspiration with care giving. Worship is generally uplifting, but emphasises prayers for church members and their families, encourages longer passing of the peace, and includes more announcements. Congregations over 200 also expect worship to be uplifting, but make it more educational. Sermons are longer, more time is devoted to explaining mission projects, and prayers are less personal.

For many, Eucharist is the center of worship. The liturgy is very traditional, but it is also rich in images and more dramatic. It is well rehearsed and moves at a good pace. It is framed in the context of the Christian Year and the lectionary.

### Education

**Curricular, Biblical, Generational**

Many Christians in this lifestyle segment were shaped by the missionary efforts of established denominations, or raised within traditional Roman Catholic parish churches. Their expectations for children’s Sunday school will probably be quite traditional as well. Their stated assumptions will be for a Bible based curriculum customized for age groups parallel to the public school system. However, they are adaptive to new trends in American education, and probably more indulgent toward their grandchildren. They may be flexible about learning methodologies, but the content of learning will still be focused on Bible stories, basic doctrine, and the history of the church.

Adult education is another matter. Roman Catholic adults may not be very committed to adult education on Sunday Morning. Protestant adults were likely raised with high expectations for adult Bible study, and may expect fairly traditional study classes that are led by the pastor or by highly respected and senior members of the church. These classes may stay together for a long time and become a source of mutual support, and possibly have some political influence in the life of a church.

### Compelling Issues:

**Education**

Adult Sunday school class leaders should be accountable to the pastor, and regularly meet with the pastor to set learning goals and understand the strategic planning of the church. Adult classes can occasionally become distant from the church at large, and critical of staff or denominational policies.

**Worship**

Lay participation in worship is a great honor and taken very seriously. Provide basic training so that laity feel confident as readers, soloists, servers, and prayer leaders.
### Relevant Ministry Choices:

<table>
<thead>
<tr>
<th>Small Group</th>
<th>Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Compelling Issues:</strong> Small groups sometimes represent progressive generations of church membership, sharing similar ages or membership tenures in the church. Groups may also be specifically defined for women or men, rather than couples.</td>
<td><strong>Compelling Issues:</strong> People in this segment give generously to charities. These include local social services, public television and radio, clinics and health care institutions, and private foundations.</td>
</tr>
</tbody>
</table>
| **Designated Leaders, Curriculum** Catholic and Protestant adults may be shifting their Christian education time management toward midweek small groups. This allows them to spend more time on precious weekends to visit extended family, enjoy family reunions, and travel. Small groups may be short term covenants for Bible study or prayer during special periods of the Christian year like Lent; or they may be without time limit (with participants periodically absent for travel or family affairs). The latter groups may loosely focus on Bible study, but may also preserve cultural heritage and enhance fellowship and personal support. Groups usually require a designated leader (either the pastor or a highly respected and senior member). They use some form of printed resource which may or may not be supplemented by video. The resource includes a devotional for intentional intercessory prayer. Some resources may be bilingual, and reinforce customs or memories of the country of origin. | **For Themselves:** Quality of Life, Human Potential  
**For Others:** Quality of Life, Human Potential, Survival  
People in this lifestyle segment generally share progressive, liberal attitudes (although traditional family values). They encourage toleration between nationalities and cultures, and strongly support equal rights, equal opportunity employment, and expanded opportunities for higher education. Any outreach ministry that builds cross-cultural understanding, or that subsidizes continuing education will be welcome. They also believe that success comes from hard work. They have ambitious career goals, and may dream of owning their own business. Outreach ministries that help people start their own business, develop new skills, learn to manage staff, or master accounting and other business skills are attractive. Churches may build relationships with community colleges, or link participants to social services that retrain or provide special certifications. They are often distrustful of banks and financial officers, and outreach ministries that coach financial planning and investment are also attractive. They routinely travel to the old country. Their generosity may be extended to help people in the country of origin overcome natural disasters or economic hard times. |

Download resources for your mission field through [www.missioninsite.com](http://www.missioninsite.com).
### Relevant Institutional Strategies:

<table>
<thead>
<tr>
<th>Property and Technology</th>
<th>Stewardship/Financial Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ecclesiastical, Christendom, Modern or Post-Modern</strong></td>
<td><strong>Unified Budgets, Informed Philanthropy or Lifestyle Coaching</strong></td>
</tr>
<tr>
<td><em>Progressive Potpourri</em> is not ostentatious, but they have done well and surround themselves with possessions that reveal their success. Their homes are more valuable than average, and they enhance their homes with luxuries, acquire recreational vehicles and collect things with special meaning. The church building is a clearly ecclesiastical architecture, but the landscaping is usually excellent and parking spacious. They are open to remodel or replace church facilities.</td>
<td>Confidence in religious institutions remains strong among these mature, successful, first generation immigrants who are now well established in America. They will give generously to the unified budget of the church, and “walk a second mile” to give generously to specific mission projects or charitable organizations outside the church. In part this is because they epitomize the “grateful giver”; and in part philanthropy is a way of demonstrating their financial success to others.</td>
</tr>
<tr>
<td>Interior and exterior symbols are clearly Christian, and the artistry may reflect tastes from the country of origin. The sanctuaries may not include video technologies, but they may have progressive architectural designs that emphasize open space, centered altars, sculpted baptismal fonts, skylights, and other contemporary innovations. The “Stations of the Cross” may be more contemporary designs. They may use individual padded cathedral chairs or more comfortable pews.</td>
<td>People are generally willing to trust the pastor, priest, or board to develop budgets and disburse money. However, they are still intentional about accountability and expect a fairly detailed and audited financial statement. They are careful consumers, and make sure the church does not spend too much on overhead maintenance or bureaucracy costs. They may be cautious about capital campaigns, and prefer to raise money in advance rather than risk large debts.</td>
</tr>
<tr>
<td>Protestant churches in this lifestyle segment tend to be more classically designed and simple. Buildings may be older, but have been renovated to provide easy accessibility and upgraded kitchens. These sanctuaries may use video screens primarily for hymns, liturgies, and sermon points. Too many images or video will seem distracting.</td>
<td>Most prefer a traditional stewardship campaign with town meetings or home visitations, and invitations to pledge to a budget with only basic choices for operations, debt retirement, and memorial. They will also pledge to support regional, national, or international denominational mission projects. They will be strong supporters of Catholic Charities or other denominational agencies.</td>
</tr>
</tbody>
</table>
Relevant Institutional Strategies

**Property and Technology**

**Compelling Issues:**
Be sure to provide significant space for the vestibule or narthex, with multiple conversation areas, and room to meet and greet family and friends. A Welcome Center with literature in English and the language of origin will be helpful, and perhaps add a small retail store to sell books, devotional objects, and religious pictures.

**Stewardship/Financial Mgmt.**

**Compelling Issues:**
These people take pride in their personal or household financial management, and it is financial mismanagement in the church is particularly embarrassing. Provide regular financial updates, and be ready to answer questions as they arise.

---

**Communication**

**Print, Television, Telephone, Gatherings**

Both old and new media are valued by people in this segment. The growing trend is to communicate by email and check the church website for updates. However, people still rely primarily on printed announcements in worship or download attachments to email. Newsletters are usually offered with options for print and digital. Important church news is usually hard copy and delivered by mail.

News is reinforced through verbal announcements in worship or large gatherings. Telephone reminders are common, and telephone trees are used to share prayer concerns. Households will routinely have an answering machine and check it often. Cell phones are common and always on. People in this segment will regularly use a digital voice messaging service, and check email, but they may not use a large variety of Apps.

Television is an important media. Although congregations may not be able to afford television advertising, denominations will reach these people with national advertising campaigns that advocate public policy, promote urgent missions, and celebrate family values.

---

**Compelling Issues:**
Anticipate the shift in media by developing stronger, interactive websites and digitalizing all church newsletters. Equip staff and lay leaders with smart phones.
Resources:

- Really Relevant (and) Always Faithful: How Churches and Ministries Target Mission In An Explosion of Diversity by Thomas G. Bandy (Available through Amazon)
- Download the MOSAIC Guide from Experian
- Explore the Interactive MOSAIC Guide from Experian