SEGMENT P61: HUMBLE BEGINNINGS
Mission Impact...Focusing your heartburst for the people around you

Multi-ethnic singles and single-parent households with mid-scale incomes in city apartments
Resource: Mosaic by Experian

General Spiritual Insight:

_Humble Beginnings_ is part of the Lifestyle Group P (Cultural Connections). Please refer to the description of Group P for the larger context of this segment's potential relationship with the church.

<table>
<thead>
<tr>
<th>Religious Perspective:</th>
<th>&quot;God Is Good, and Life Gets Better&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Behaviors:</td>
<td>Enormous Challenges, Hard Work, English As Second Language</td>
</tr>
<tr>
<td>Strong Impressions:</td>
<td><strong>Inclination &amp; Attitudes:</strong> Restrained and Dutiful</td>
</tr>
<tr>
<td></td>
<td><strong>Mood &amp; Values:</strong> High Devotion to Family, High Importance of Religious Faith</td>
</tr>
</tbody>
</table>

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

These single and single parent households are among the poorest in the country. About two-thirds speak Spanish, and many others are African-American. They are unhappy with their current status, and even though family is important they will sacrifice family time to get ahead. Self-confessed workaholics, they are all about economic success. Affluence is also the way to gain the respect they crave.

Faith and church are important. One reason they go to church regularly is to set a good example for their children, and receive a religious and moral upbringing that is difficult to accomplish at home. The church helps them keep perspective and life in some kind of balance. They can meet and make friends, and find some extra food and practical help to make ends meet. Despite their preoccupation to make money, people in this segment will volunteer for a good cause. Their liberal attitudes motivate them to join a protest movement or support important economic reforms.
### Relevant Ministry Choices:

<table>
<thead>
<tr>
<th>Leadership</th>
<th>Hospitality</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enabler, CEO</strong></td>
<td><strong>The Basics, Take Out</strong></td>
</tr>
<tr>
<td>The pastor or priest offers strong personal support to individuals and families. He or she is a frequent counselor and advisor. The pastor does not need to be a great preacher or expert teacher, but is a good communicator person-to-person or leader-to-group. He is a role model for spiritual life and moral behavior. At the same time, this pastor is usually a capable administrator, and may have been successful in a previous career as a business, education, or non-profit professional. He or she is able to run the church like a community center, and the church often runs self-improvement and health programs seven days a week. This church leader networks with leaders in other sectors and does a good fund raiser ... know how to apply for government and church grants.</td>
<td>Church attendance is a priority for families in this segment. They may have to adjust for shift work and multiple part time jobs, but sometime over the weekend they will worship. People in this segment are forced to be frugal, but enjoy shopping. They have a long wish list, and like to be surrounded by opulence. The refreshment center, therefore, is usually a very pleasant environment with good lighting, colorful images, and even background music (contemporary Christian). Refreshments may be basic, but they are very hot or very cold, with flavored creamers and lots of food. Bulk food may be supplemented with occasional day-old delights from the bakery. Servers should be trained to be very friendly and generally encouraging. People may linger, so provide refreshments before, during, and after worship. People in this segment want to protect their children from harsh realities, and tend to be very concerned about their safety. One reason they splurge for cell phones is to keep track of the kids. Nurseries and play areas should be safe and secure ... away from exits, upstairs from basements, and relatively close to the worship and refreshment areas.</td>
</tr>
</tbody>
</table>

**Leadership Compelling Issues:**
This pastor has a compassionate heart, but is definitely not a “soft touch”. He or she knows how to help people help themselves, and won’t allow people to develop dependencies on “the system”.

**Hospitality Compelling Issues:**
Greeters should be trained to be bilingual ... and at least be able to greet and provide basic directions in Spanish and English.
Relevant Ministry Choices:

### Worship

**Compelling Issues:**
Healing and Recovery worship are both options that may be offered during the week. These may include unction or healing prayer, but are often quite informal. Music without preaching is common, with lay leadership to assist the pastor talking with individuals.

**Inspirational, Care Giving**
People worship as a family, although young children will probably leave worship for a Sunday school or children’s activity. If the service is a Catholic Mass, the liturgy will still be quite intimate and personal. People like to make eye contact with the priest as they partake of the sacrament, and the priest blesses children by name. If the worship service is Protestant, the Bible is read from a common language translation and the preacher speaks without pulpit from a few notes in order to make eye contact and interact with worshippers.

Worship is intended to communicate strength and hope. People want to leave with light hearts and optimistic attitudes. Music may be traditional or contemporary, but is generally lyrical. Praise choruses and simply hymns and familiar Gospel songs are welcome. Special music doesn’t need to be very professional ... just sincere.

### Education

**Compelling Issues:**
Older youth education may focus the topic of Christian education more on moral behavior and contemporary issues. Youth programs may include denominational and community events and mission projects.

**Curricular, Biblical, Generational**
Children’s Sunday school is important. It provides basic Bible understanding and moral teaching that may be difficult to do at home. Parents like to see children come home with crafts or drawings related to Bible stories, and they want children to behave with civility and respect. The teacher can be just as important as the curriculum. Parents usually like to meet with the teacher, and expect the teacher to be a moral example. Discipline in the classroom is a good thing ... provided that it is even handed and gently given.

Older youth may begin to drop out of Sunday school because they may not see their parents participating. Therefore, youth groups and youth ministries are important. Youth groups often meet in traditional ways (e.g. Sunday evening fellowship, recreation, Bible study and prayer). Since older youth may also be working, churches may develop a youth drop-in center. If the church can afford a second minister, it will probably be a Youth Pastor.
## Relevant Ministry Choices:

<table>
<thead>
<tr>
<th>Small Group</th>
<th>Outreach</th>
</tr>
</thead>
</table>

### Designated, Affinity

Even though these single and single parent adults are working hard (often at more than one job), they may participate in a midweek small group for mutual support or an interesting topic. Single parent groups require free child care provided by church volunteers, and usually meet at the church building. Topics are often related to parenting, but may include other interpersonal subjects. Some small groups based on affinities for sports or recreational trips may include young and old.

Adults may also commit to short term small groups if the affinity is urgent, the location is flexible, and the timeline is limited. Topics might include any number of family, career, health, legal, or housing issues. These are often led by an “expert” from a local social service agency or church network. They may meet at the church or some other public location. Many people do own their own homes, and they may have room to host a small group. Timeline may be limited to just 1-3 sessions.

### Small Group Compelling Issues:

Groups generally require a strong leader who is trained to organize group meetings and facilitate discussion. These leaders are seen as moral examples, and should be accountable to the pastor.

### For Themselves: Human Potential, Interpersonal Relationships

### For Others: Survival, Quality of Life, Health, Recovery, Human Destiny

Churches that bless this lifestyle segment are often heavily engaged in forms of outreach. These people are ambitious and want to get ahead ... but struggle with low education and poor training. Therefore, they appreciate any outreach that encourages personal development. Continuing education that builds life skills, or expands work capabilities and helps people get ahead are welcome. Programs for English as a Second Language (ESL) are common. Churches may provide tutoring to help adults complete High School diplomas. Churches may build partnerships with non-profit, government, and business agencies to locate training opportunities in the church building.

The church tends to function as a community center with programs seven days a week. These might especially include Christian day care, after school care, drop-in center, tutoring, and parenting support; and also legal aid, financial aid, and housing information. Many churches provide distribution centers for food, winter clothing, used work boots, kitchen appliances, etc. People in the community are often very concerned about health issues. Churches often provide clinics, vaccination centers, and addiction intervention programs.
**Relevant Institutional Strategies:**

### Outreach

**Compelling Issues:**

These people are interested in both social justice and evangelism. They will join a protest march or volunteer for a liberal social cause; but they are also concerned about personal salvation, correct faith, and ultimate accountability for themselves and their children.

### Property and Technology

**Ecclesiastical or Utilitarian, Christendom, Modern**

_Humble Beginnings_ may not have strong preferences about the architecture or interior design of a building. Their background may predispose them to prefer churches that look like churches, but their experience of hard knocks may also cause them to be wary of structures that look too forbidding or judgemental. Programs are more important than structures. Whatever the building looks like, it should allow lots of different kinds of activities in the space. They do want to see classically Christian symbols outside and inside ... including crosses, pictures of Biblical events, open Bibles, praying hands, and so on.

These churches are rarely high tech. At best they rely on older audio systems, and furnishings tend to be well used. Church buildings tend to be in a chronic need of fresh paint and repair, but they keep up with major maintenance and safety codes. They do pay special attention to security, particularly around classrooms and nursery.

### Stewardship/Financial Management

**Unified Budgets, Lifestyle Coaching**

_Humble Beginnings_ are financially very challenged. They have low incomes, few investments, and little insurance. They may have car loans. Those with credit cards are tempted to live beyond their means, and may carry credit card debts. It is often difficult to make ends meet.

This may make it difficult to participate in a traditional church stewardship campaign. They trust the church with money for a unified budget, but may not be interested in the financial details. If they pledge, they will likely make conservative pledges, and "walk a second mile" to give additional money to urgent missions as they feel motivated. Their churches are not likely to amass large reserve funds, but they may receive government or church grants for outreach ministries. They will avoid capital campaigns unless absolutely necessary.

People in this segment often feel financially insecure, and do not have much experience in managing money or planning a financial future. They will respond to a church that offers solid financial advice to develop an overall personal financial plan ... that implements Christian values, and gives to charity, but which also helps them get out of debt, develop some investments, and establish good credit.
Relevant Institutional Strategies:

**Property and Technology**

**Compelling Issues:**
The church might provide a computer center with high speed internet access. These people can’t afford it at home, and access it only at the public library. In the church, it may be used for tutoring, adult education, job hunting, and health research. multi-purpose space.

**Stewardship/Financial Mgmt.**

**Compelling Issues:**
People in this segment are more likely to express their generosity through in-kind gifts of food or personal service in the children or outreach programs, or in maintaining the property.

---

**Communication**

**Gatherings, Print, Phone, Internet**

People in this segment are frequently in worship and participate in church gatherings for education and fellowship. Therefore, church announcements tend to circulate word of mouth, and are supplemented by newsletters and phone calls. Posters in local shops, cafes, bars, medical centers, sports arenas are helpful. If the church can afford advertising on park benches, buses, and billboards (usually for special fund raisers or outreach projects) they will be noticed. Communications need to be bilingual.

These people may splurge on home entertainment (i.e. a large screen TV) and on cell phones to keep track of children. Children and young adults may use the internet for social media, and some may have mobile phones that they use for text and instant messaging. However, they probably don’t have computers and internet in the home.

**Communication**

**Compelling Issues:**
Repetition is important. These people lead busy lives scrambling for work, parenting, and recreation. It is wise to repeat announcements multiple times, in multiple ways, in order to deliver the message.
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