SEGMENT Q62: REAPING REWARDS

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

Relaxed, retired couples and widowed individuals in suburban homes living quiet lives

Resource: Mosaic by Experian

General Spiritual Insight:

*Reaping Rewards* 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.

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<th>Religious Perspective:</th>
<th>&quot;Faith of Our Fathers (and Mothers!), Living Still&quot;</th>
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<tbody>
<tr>
<td>Key Behaviors:</td>
<td>Brand loyal, low risk, very friendly, seniority matters</td>
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<td>Inclination &amp; Attitudes: Dutiful, Simplicity</td>
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<td>Mood &amp; Values:</td>
<td>High Importance of Faith, High Pursuit of Personal Growth (within limitations)</td>
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Comments:

These retired couples and widowed singles have known tough times, but survived to achieve stable and comfortable lives. They have a traditional view of the world, but have not stopped growing. They are interested in international events, travel, concerts, and the arts. They’ve always believed in doing one’s duty before one enjoys life, and now they have no worries about the future or regrets about the past.

Faith is important and the church continues to be a rock that grounds their lives. They go to church to be with their friends and are as loyal to the one as to the other. They often think of spirituality as reinforcing physical, mental, and emotional health. Church makes as much sense as physical exercise, healthy diet, and preventive medicine (and these are all topics that are emphasized in the churches they attend).

These seniors tend to be conservatively orthodox in their faith, and usually attend churches that are self-conscious about history and tradition. The rites, liturgies, and creeds are so familiar that sometimes they seem to just repeat old habits and memorized words ... but they are also ready to pause in thought and examine themselves. They may perpetuate stereotypes about other religions and cultures, but they are usually tolerant of other people and respect their different beliefs.

People in this segment will often worry more about losing old members than attracting new members, and harmony is extremely important. They may not initiate a new idea without significant consensus. If the church is ever financially challenged, they are more likely to cut staff and maintain the property.
Relevant Ministry Choices:

**Leadership**

**Compelling Issues:**
People in this segment often compare the current pastor with past ministers, and can be particularly critical of preaching, peacekeeping, and visitation.

**Enabler, CEO**

The pastor or priest is usually a professional with a number of years of experience. He or she usually has a strong sense of tradition and a balanced, orthodox theology. The pastor may have an advanced degree in theology or counseling, and may also have vocal talent to chant or sing. He or she is a good preacher and capable teacher, but is also friendly and approachable. This pastor is a good visitor, and rapidly responsive to family emergencies and hospital calls. If any of the flock wanders, he will bring them back.

The pastor helps the congregation develop a strategic plan, and then facilitates whatever programs are approved by the board. He or she may supervise additional staff, and provides coaching and coordination for standing committees. The pastor is a good diplomat. He or she manages money well, and usually balances the budget. The pastor participates in ecumenical ministries and inter-religious dialogue, and represents the church in the community.

**Hospitality**

**Multiple Choices, Healthy Choices**

Church attendance is important for these people. They have deep roots in their neighborhood or community, and many memories associated with the church building. Many have second seasonal homes, and they will attend church there as well. They like to entertain friends wherever they are, and have high standards for hospitality. Greeters and ushers should be warm, but not effusive; respectful, but not pushy. They should be quick to offer assistance and give accurate directions. Ushers may store canes and walkers out of the way, and return them during the last hymn.

The refreshment center is clean, tastefully decorated, with natural or soft light and fresh air. Provide ample space and extra seating in several conversation areas. Food is high quality, but not fancy (excellent coffee, but not espresso; herbal teas and juices). Provide multiple choices for food, in multiple serving stations. You might designate food as sugarless, decaffeinated, and low calorie. Provide small portions, and add fruit and vegetable dips.

**Leadership**

**Compelling Issues:**
Provide side tables in the refreshment area with devotional resources, information about denominational missions and community non-profits, and any handicrafts currently being sold to raise funds for outreach.
## Relevant Ministry Choices:

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<th>Education</th>
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### Inspirational, Educational

People in this segment value continuity with the past, and traditions are important. The order of worship is often fairly “standard” to a denominational pattern. If people have a second seasonal home, they appreciate the similarities that make them feel right at home. The inspiration of worship is usually provided by high quality choral and/or instrumental music that rely on classic 19th and early 20th century Christian anthems and organs, pianos, and occasional woodwinds and strings. The education of worship is usually provided by the sermon, which often follows an annual lectionary and exalts the meaning of scripture.

If Eucharist is important to their tradition, they tend to prefer an older or more traditional liturgy for which the words are very familiar. They like to take time with Holy Communion, enjoying moments of awesome silence as well as soft meditative music. The Words of Institution have power and the sacrament many shades of meaning. The pastor or priest is usually robed.

### Curricular, Biblical, Generational

In the church in which this lifestyle segment makes up a large proportion of the congregation, the children’s Sunday school may be small. However, they believe the Sunday school represents the future of the church and it must continue. Also, their grandchildren may accompany them to worship from time to time. Sunday school is usually quite traditional. The curriculum is current or updated, and approved by the denomination. It often concentrates on Bible stories and essential doctrines, but includes moral models and key ethical teachings. Despite small sizes, classrooms may still be separated by age.

Adult Sunday school may also be an important tradition. Classes of adults have often been together for many years, often meeting in the same room with the same leader. They usually choose a Bible study or theological book to read together, but fellowship is equally important. Adult groups may plan and implement special projects or do special fund raising for the church. Some participants may be gone for several weeks at a time (seasonal homes, travel, etc.) but look forward to returning to the group.

### Education

**Compelling Issues:**

The timing of children’s Sunday school is often a difficult and contentious decision. People in this segment may prefer education prior to worship, so that children can be trained in the liturgy and teachers can be spiritually nourished, yet parents often prefer concurrent Sunday school to save time on Sunday morning and also free them to concentrate on worship for themselves.
Relevant Ministry Choices:

**Small Group**

**Compelling Issues:**
Close friendships in the community can sometimes carry a small group out of the direct control of a given church. If the larger harmony of the church is unsettled, some people may drop out of church for a time and participate solely in their small group.

**Outreach**

**Compelling Issues:**
People in this segment are often volunteers in other non-profit and charitable organizations in the community. They like to create partnerships between the local church and other social service and health care agencies.

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**Rotated, Affinity or Curriculum**

Midweek small groups are a valued part of the church program. Groups are primarily about friendships and mutual support, but people in this segment also like to do devotional disciplines together. Unlike adult Sunday school, small group leadership is often rotated among the participants. People often know each other well already, so leadership responsibilities focus on hosting and some coordination. Conversation flows naturally, and groups cope with personality conflicts and disagreements in their own way. Groups often meet in afternoons rather than evenings.

Some groups will use a curriculum (Bible study, book review, mission study, etc.) Other groups will center on an affinity that is usually a hobby or craft, common passion for collectibles, or playing card games. Some small groups work on crafts specifically for mission purposes. Occasionally a small group may form around a group trip or cruise. Groups may stay together a long time, and tend to resist intentional closure and multiplication.

**For Themselves:**
Interpersonal Relationships, Health

**For Others:**
Survival, Quality of Life, Human Destiny

Much of the energy of people in this lifestyle segment tends to be focused inward rather than outward. It can be difficult for newcomers to fully integrate with the church (especially if they are younger), unless they have a strong connection as a relative or friend with a current member. Therefore, churches often have to intentionally initiate programs of invitation or evangelism. Members are inclined to emphasize outreach ministries that are about fellowship or health concerns. Couples clubs; dinner groups; and fellowship events like talent shows, choral concerts, and picnics are common.

When churches focus outward, people in this segment are strongly motivated to support programs that provide the basic necessities of life to disadvantaged people locally or globally. They may also support programs that protect women and children; improve health (e.g. wellness clinics, vaccination programs, personal hygiene); or education (e.g. tutoring, scholarships for college or seminary students); and raise standards of living (e.g. fund raising for food distribution, fresh water and irrigation, etc.). These people are politically active (usually for conservative policies and candidates), but they are usually reluctant to mix church and politics. They usually avoid advocacy for controversial programs and policies. They usually want the pastor to preach on scripture and faith, and avoid political comments when preaching.
Reaping Rewards are “brand loyal” when it comes to church traditions, and the church architecture and interior design often reflects their commitment to a heritage. Exterior architecture is not only ecclesiastical in nature, but it reflects the particular designs typical of a denomination or a geographical region (spires, or towers, or domes, or colonial pillars, and so on). Preferences for sanctuary design will follow similar patterns (pews arranged in rows or semi-circles, chancel furniture, etc.)

Symbols are classically Christian, but also depict specific events or reproduce designs unique to a given tradition or denomination. These people have a keen and highly nuanced sense of “sacred space”. Sacred objects may be memorial gifts. The parlor and/or narthex may well have an enclosed cupboard with church memorabilia.

They are also late adopters when it comes to technology. They may well renovate the sanctuary to improve acoustics or upgrade an organ, but they usually consider video technology a distraction. Elsewhere in the building, they will add computers to the offices, but may not feel much urgency to upgrade software regularly. Education space is often furnished with good quality, but old fashioned fixtures, furniture, and textiles.

**Property and Technology Compelling Issues:**
Renovations to church property are often stressful for people in this lifestyle segment.

**Stewardship/Financial Management Compelling Issues:**
People in this segment are often generous to the church in capital campaigns, and will also give to memorial funds. They may leave a bequest to the church in their will.
Relevant Institutional Strategies:

Gatherings, Print, Phone, Internet

People in this segment are late adopters for technology, and are just beginning to use the internet. They go online mainly to research health issues or get news. They are not likely to shop online or use social media ... although some are beginning to use free digital programs to communicate with relatives and friends over long distances. They don’t consider a church website a high priority ... at least for themselves.

Most communication is done through verbal and written announcements. They like to hear announcements in worship, and they will likely carry the worship bulletin home and post the written announcements on the refrigerator or bulletin board for future reference. Printed newsletters may be mailed or picked up at church. Newsletters should be “newsy” about members (personal milestones, celebrations, prayer concerns, etc.), update financial information for the church, and provide insight into local and denominational missions. Telephone communication reinforces announcements, and shares prayer concerns.

Communication

Compelling Issues:

Printed annual reports are often important. These reports provide more detailed financial information and summarize the work of committees. It is especially important thank members of the church for their volunteer work.

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