SEGMENT P60: CIUDAD STRIVERS
Mission Impact...Focusing your heartburst for the people around you

Mid-scale Hispanic families and single parents in gateway communities
Resource: Mosaic by Experian

General Spiritual Insight:

*Ciudad Strivers* 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>Inclination &amp; Attitudes: Restrained and Dutiful</td>
</tr>
<tr>
<td></td>
<td>Mood &amp; Values: High Devotion to Family, High Importance of Religious Faith</td>
</tr>
</tbody>
</table>
Comments:

The families and single parents in this segment continue to have strong roots in Mexican culture, but they became naturalized citizens of the US primarily for the sake of their children. Parents work hard not only to improve their lives, but to give their children more opportunities than they ever had. These optimists are willing to take risk and ready to get along with other cultures to pursue long term goals. Unfortunately, poor education, low wages, and unaffordable housing force them to move frequently.

Religion and the church are very important to them. Most are Roman Catholics, and some may be Pentecostal or Evangelical Protestants. Faith provides hope and strength to persist, and the church is always there to provide fellowship and mutual support, assistance in raising a family, and practical help when life is particularly difficult. The church also provides continuity with homeland culture, including language, food, festivals, and devotional practices.

Churches may find it hard to keep track of these transient families. When they are present, churches try to pack as much love, acceptance, encouragement into a short time as possible ... and send them along with some basic necessities and maybe a hotline to call in an emergency.
Relevant Ministry Choices:

**Leadership**

**Compelling Issues:**
The pastor often gets extra training to understand the legal and social stresses for new immigrants, and may be an advocate to support the rights of members of his flock.

**Enabler, Care Giver**
The pastor or priest offers strong personal support to individuals and families. The pastor is sensitive to the life cycles of birth, adolescence, adulthood, and death and is very intentional about all sacramental acts. The pastor 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. The pastor is a role model for spiritual life and moral behavior.

The priest or pastor is a good care giver. The pastor visits in homes and institutions, and is quite visible in neighborhood and local cafes, bars, shops, and social agencies. The pastor is able to discern when to be compassionate and when to be strict, and is reliable whenever there is a family crisis or personal emergency. The pastor does have good administrative skills, since the volunteer infrastructure of these churches may be weak or inconsistent. The pastor may not be an expert manager, but collaborates well with other non-profit and social service leaders.

**Hospitality**

**Compelling Issues:**
If the priest or pastor does not have another service in another church, always mingle with people and engage them in conversation.

**The Basics, Take Out**
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 very frugal. What extra money they have is often spent to indulge children.

They believe one should do one’s duty first ... and then enjoy life afterward. They come as they are, and greeters should welcome them warmly and get to know their names. Show special respect to women, and be sure to honor the presence of children and teenagers.

The nursery doesn’t need to be elaborate, but it should be staffed with capable and sensitive adults. Give children and teenagers a small gift ... and give the adults a prayer card with the phone number of the church (and perhaps other social service contacts).

People are apt to come early, and they may linger. Refreshments should be provided before, during, and after Sunday school and worship. Refreshments can be basic hot and cold coffee and tea, but make sure there is plenty of it. Cold water and lemonade is welcome. Supplement bulk food supplies with specialities from Mexico. People may well contribute home cooking, or fresh vegetables and breads. Many may stay for pot luck lunch and fellowship activities after church. Give away the leftovers for people to take home.
## Relevant Ministry Choices:

<table>
<thead>
<tr>
<th>Worship</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inspirational, Care Giving</strong></td>
<td><strong>Experiential or Curricular, Biblical, Generational</strong></td>
</tr>
<tr>
<td>People worship as a family, although young children will probably leave worship for a Sunday school or children’s activity. Since many in this segment are Roman Catholic, a traditional Mass will be celebrated. However, the Mass tends to be quite intimate and personal. Some visitors may feel shy, so members should go out of their way to greet them warmly. The prayers tend to emphasize personal intercessions for family and extended family, here and back home. Visitors may well light a prayer candle, or ask for prayers. Special healing prayer after Mass may be popular.</td>
<td>Children’s Sunday school is important. It intentionally supplements the religious customs and training that is done at home, and it also provides cultural continuity with the homeland. Children are usually gathered by age, and the diversity of classes may vary from year to year. Some printed resource approved by the church is used. These are often recycled over the years, and may be supplemented by the creativity and crafts of teachers. Volunteer teachers are often mothers and grandmothers, and one generation tends to apprentice the next rather than relying on formal training. The content usually focuses on a blend of Bible stories and doctrinal education (rather than contemporary issues, morality, or ethics).</td>
</tr>
<tr>
<td>Worship is intended to communicate strength and hope. People want to leave with light hearts and optimistic attitudes. Music is often traditional and even old fashioned (in the way of their homeland). Occasionally it may be more upbeat with more contemporary Spanish rhythms. Special music may be provided by an ensemble with indigenous instruments and styles.</td>
<td>Adult Sunday school may be more challenging to sustain. Small churches may have Sunday school concurrent with the Mass, except on special festivals, and the adults may rarely participate. If Sunday school is at a different time, adults in this segment may prefer to gather for informal fellowship and conversation rather than participate in a class. This can still become an “educational” moment, and churches can deploy members to intentionally deepen conversations to explore needs and anxieties and affirm faith and hope.</td>
</tr>
</tbody>
</table>

**Worship**

**Compelling Issues:**
Different Masses (or worship services) over the weekend may be deliberately more or less formal, and might aim at different generations. People in this segment may inquire about Baptism and Unction, First Communion for youth, and other devotional support.

**Education**

**Compelling Issues:**
Classes may be intentionally conducted in English so that people can perfect the language reading familiar devotional or Bible texts.
### Relevant Ministry Choices:

<table>
<thead>
<tr>
<th>Small Group</th>
<th>Outreach</th>
</tr>
</thead>
</table>
| **Designated, Affinity** | **For Themselves:** Human Potential  
**For Others:** Survival, Quality of Life, Health |

Life is a struggle and work schedules can be daunting. When adults are not working, they like to spend precious leisure time with family. Many activities are designed by a smaller team of volunteers, but involve larger groups of families for sports, trips to the zoo or park, etc. These larger activities can anticipate smaller gatherings of men, women, teens, and younger children and structure these moments to include prayer, sharing life struggles and spiritual victories, and discussion of scripture or major religious festivals.

Adults may find time for midweek 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. Groups usually meet at the church, but the commitment is very short (often just one or two sessions).

**Small Group**

**Compelling Issues:**

Larger groups for men, women, and teens can also be important. Participation may go up and down, but groups tend to meet for fellowship and recreation ... with prayer to begin. A leader needs to be appointed, and consistency in leadership will help build trust and encourage ongoing participation.

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 older youth and 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, 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 nutrition programs; and often partner with addiction recovery groups that use the building. People in this segment tend to be apolitical. They are less likely to advocate a cause or become active in a social protest, but they are very concerned about neighborhood safety and crime prevention.
## Relevant Institutional Strategies:

### Outreach

**Compelling Issues:**
People in this segment may look on the church as a gathering place for all ages. Churches may provide coffee houses, recreation centers and playgrounds, and other kinds of drop-in facilities for adults and older youth, and recreational activities for children.

### Ecclesiastical, Christendom, Modern

*Ciudad Strivers* gravitate to urban, more industrial areas. The older churches in these areas are often in need of repair, but the building looks like a church with bell tower, main entrance, colored windows; and pews, center aisles, altars, fonts, and chancels. The symbols inside are classic images of Biblical events, church festivals, saints, and doctrine. The Stations of the Cross are prominent in Roman Catholic churches and well used. The style may reflect the preferences of the homeland.

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.

### Unified Budgets, Lifestyle Coaching

*Ciudad Strivers* have low incomes and few investments, and little insurance. They have little disposable income. They try to shop locally and rely on cash. It is often difficult to make ends meet.

They may struggle to participate in a traditional church stewardship campaign. They trust the church with money for a unified budget, but probably don’t expect to know financial details. They may be unsure where they will be living just a few months ahead, and are less likely to make promises they can’t keep. They will donate what they can in cash ... and can be very generous with what little discretionary income they have.

People in this segment often feel financially insecure, and do not have much experience in managing money or planning a financial future. Sometimes 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:**
Church sanctuaries may have an ecclesiastical look, but many churches have additional buildings or extensions that are strictly utilitarian. They house outreach ministries, day care facilities, and other 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**

People in this segment tend to live, shop, and socialize locally ... spending free time with family at home or at church. Therefore, church announcements tend to circulate word of mouth, supplemented by newsletters or flyers (in Spanish) and phone calls. They prefer print communications to be in their primary language (most often Spanish). 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.

Radio is a much more important media than internet. If churches can afford it, advertise on local radio stations that play Latin music and advertise toward Mexican communities.

### 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