SEGMENT A02: PLATINUM PROSPERITY

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

Wealthy and established empty-nesting couples residing in suburban and in-town homes

Resource: Mosaic by Experian

General Spiritual Insight:

Platinum Prosperity is part of the Lifestyle Group A (Power Elite). Please refer to the description of Group A for the larger context of this segment's potential relationship with the church.

<table>
<thead>
<tr>
<th>Religious Perspective:</th>
<th>&quot;Divine Right&quot;</th>
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<tbody>
<tr>
<td>Key Behaviors:</td>
<td>High Aesthetic Sensibilities; High Expectations For Institutional Church Effectiveness</td>
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<tr>
<td>Strong Impressions:</td>
<td>Inclination &amp; Attitudes: Global Perspective, Leadership</td>
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<td></td>
<td>Mood &amp; Values: Drive For Affluence, Sense of Well-Being</td>
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Comments:

The major religions are highly regarded, but new religious movements and fanatical faith are suspicious. Preference for Christianity is shaped primarily by one's culture and heritage, and preference of any given church is shaped by one's personal needs at the time.

People in this lifestyle segment tend to be consistently loyal to the tradition of their childhood, but choose a particular church primarily because of their respect for the senior pastor or priest. They may be sporadic in church attendance, but follow favorite theologians or spiritual leaders through books and blogs. They are more likely to collect aphorisms than read Bibles; they are more likely to syncretise teachings from many faiths than focus exclusively on any single faith. Nevertheless, basic Christian morality and worldview represent fixed patterns and perspectives in their lifestyles and careers.
**Relevant Ministry Choices:**

<table>
<thead>
<tr>
<th>Leadership</th>
<th>Hospitality</th>
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<tbody>
<tr>
<td><strong>Visionary - Pilgrim</strong></td>
<td><strong>Multiple Choices - Healthy Choices</strong></td>
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<tr>
<td>People in this lifestyle segment travel frequently, value cross-cultural experience, share a concern for the environment, and they consider themselves citizens of the world. Therefore, they look for spiritual leaders who cast big, holistic visions. These are leaders who are knowledgeable about spirituality and culture, and build bridges between diverse publics with all-embracing values for love, hope, and peace. These pastors may manage large mega-churches, but strongly support networks of church plants and mission units. Some pastors lead small churches, but they have high standards for personal fitness and spiritual discipline. They seed &quot;house churches&quot; and encourage &quot;pilgrim bands&quot; of Christians who are avid seekers of truth.</td>
<td>People in this lifestyle segment are pressed for time, and less likely to linger before or after worship. They want to get to the point and get going. Greeters and ushers must be more than respectful servants. They need to reiterate the mission, embed the message of the day, and communicate heartfelt interest in the well being of each person ... all on the way to their seat. Refreshments should be diverse, fresh, and healthy. Offer multiple serving lines to avoid waiting. Background music should be lyrical and quiet ... and may reflect sensitivity to cultural diversity. Always give away symbolic gifts (different every Sunday) that include an image relevant to the mission of the church, an aphorism or memorable insight, and 2-3 websites that provide more information.</td>
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**Leadership**

**Compelling Issues:**
People in this lifestyle segment may sustain long-term compassion and commitment for a particular place or people (city, tribe, country, or particular demographic). They will connect with churches that share this connection, and with pastors that identify with this connection.

**Hospitality**

**Compelling Issues:**
Avoid plastic, Styrofoam, and anything that cannot be recycled. Guarantee that any leftover food will be given to an agency or mission project for further distribution. Remember these people care about the environment, value sound management, and dislike waste.
## Relevant Ministry Choices:

<table>
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<th>Worship</th>
<th>Education</th>
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<td><strong>Educational - Inspirational</strong></td>
<td><strong>Curricular - Topical - Peer Group</strong></td>
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<td>Most people in this lifestyle segment are well educated, and many have a liberal arts education with a core curriculum in their background. They value history and have a wide range of appreciation for various genres of music and visual arts. Liturgy can be more grammatically complex, and include historical and literary allusions. People in this lifestyle segment often value a Common Lectionary, but often it is supplemented with readings from other sources. The sermon should be thought-provoking and focus on theological or ethical issues. Music may be traditional or contemporary, but must be excellent. Avoid announcement or any break in the drama of worship. Worship should be a seamless experience that leaves participants hopeful and optimistic.</td>
<td>People in this lifestyle segment are predisposed to appreciate classic Sunday school &quot;classes&quot; and &quot;seminars&quot;. They like to read printed books and magazines, and enjoy thoughtful conversations about values and beliefs. Since they are so pressed for time, and often away from home, educational opportunities should be short term (1-3 sessions), and rely on a book. These people are also willing to pay guest speakers who have expertise or personal credibility. They learn best among their own peers, and may struggle to overcome generation gaps.</td>
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### Worship

**Compelling Issues:**

People in this lifestyle segment are quickly turned off by words without meaning and import. The "pilgrim" leader speaks with great sincerity from a wealth of experience. The music director and choir members need to pay attention to the entire service and personally "engage" the faith that is being celebrated. Worship must be "reasonable" in the sense that it is thoughtful, but it must have a deeper emotional impact. These people value metaphors, symbols, and visual art and recognize that truth cannot be contained in words.

### Education

**Compelling Issues:**

The subject matter is topical. There may be Biblical content, but there may also be references to other religious or scientific perspectives. A "high" Christology may be challenging for many in this lifestyle segment because of their respect for world religions.
Relevant Ministry Choices:

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<th>Small Group</th>
<th>Outreach</th>
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| **Designated Leaders - Affinity** | **For Themselves**: Quality of Life  
**For Others**: Anything "Glocal" (Making connections between global issues and local people) |

People value small groups, but have trouble prioritizing time for them. They tend to make time for groups related to self-discovery (e.g. spiritual gifts discernment and personality typing) or recovery (e.g. intervention for alcohol and drug addictions or other self-destructive habits). Occasionally they may seek therapeutic groups related to marriage enrichment and divorce recovery. They prefer designated leaders, partly because they appreciate specialized training, and partly because they do not want the responsibility of small group leadership. Groups tend to be short term. People in this segment prefer face-to-face, and are less likely to go online in order to participate.

**Small Group**

**Compelling Issues:**
Small group affinities related to sports (active or spectator) and performing arts (performer or audience) help bring people in this lifestyle segment together. They enjoy dining out, concerts, gala receptions, and other opportunities to mingle as singles and couples.

**Outreach**

**Compelling Issues:**
These people are adventurous in travel, but cautious in advocacy. They are less likely to espouse radical opinions or support controversial causes. Many will have more right-of-center political and ethical views, but most are willing to discuss differences respectfully.
Relevant Institutional Strategies:

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<th>Property and Technology</th>
<th>Stewardship/Financial Management</th>
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<td><strong>Utilitarian - Christendom - Modern</strong></td>
<td><strong>Unified Budgets - Informed Philanthropy</strong></td>
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<td>Unlike their <em>American Royalty</em> A01 counterparts, these people gravitate to more utilitarian facilities. Their preferred facilities are aesthetically pleasing and technologically sophisticated, but have multiple purposes. Worship centers resemble concert halls and classrooms resemble lounges or executive seminar rooms. The symbols of faith, however, tend to be quite traditional. They prefer more modern technologies (excellent sound systems and OK video systems). Printed hymnbooks and resources are welcome. Computers are used more for data retrieval than creative expression. It is less important to be continuously linked to the internet, and these folks may prefer to turn off cell phones in order to concentrate on conversations.</td>
<td>People in this lifestyle segment will donate to unified budgets to support church institutions, but may be more likely to target giving to major ministries that involve music, drama, and film. They may be generous givers to educational programs, and often support pre-schools and K-8 private schools. They already consider themselves capable financial managers and maintain healthy lifestyles, and probably see themselves as coaches to others rather than being in need of coaching themselves. They gather extensive information before investing charitable dollars, but they may be swayed by urgent appeals and powerful images.</td>
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**Property and Technology**

**Compelling Issues:**
People in this lifestyle segment are on a quest for quality. They expect, and are willing to pay for, the very best. Used furniture and equipment is unwelcome in their facilities, no matter how good it may seem to the prospective donor.

**Stewardship/Financial Mgmt.**

**Compelling Issues:**
Positions on public policy often influence the financial support offered by people in this lifestyle segment. Money is a means of controlling the purposes and programs of the church institution, even though people in this lifestyle segment often like to appear as anonymous donors. People in this lifestyle segment are tempted to be micro-managers, and often have strong opinions about personnel oversight.
Relevant Institutional Strategies:

**Communication**

**Print - Internet**

People in this segment are on the go. They keep informed by reading books and magazines (including church newsletters and pastoral letters). They go online primarily to obtain information through websites and blogs, and are increasingly using e-readers. Their environmental consciousness is rapidly leading them to reduce paper and read electronically, but they are still more likely to listen to audio CD's than download to MP3's. They respond to airport billboards and read news magazines. Their "Glocal" consciousness means that they subscribe to both local and international newspapers.

**Compelling Issues:**

Churches should always provide them both an executive and detailed summary of budgets, financial statements, and audits. They are often interested in reading actual job descriptions for staff and committees.

**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