

# Finding Ministry Opportunities with ExecutiveInsite

## Introduction

### Study Area

When creating an ExecutiveInsite report you should choose an area reflective of the people likely to participate with your ministry. Your members may come from a much larger ministry area, since they already have connections with other members in your congregation. Think about how far people readily travel for groceries. If there are natural, political, or transportation barriers that will prevent people from participating, then create a polygon.

**Base Area:** \_\_\_\_\_ (Copy from the top of page 1, may be listed as Base State.)

A “Comparative Index” is used to explain some data. This index compares your study area to the entire population of the Base Area. The Comparative Index is calculated by dividing the statistic for your study area, by the same statistic for the Base Area and multiplying by 100. For example if the Comparative Index for the average age is 125, then your area is 25% older than the average for the Base Area. Conversely, if the Comparative Index for the Households with any Debt is 75, then households in your area are 75% as likely to have debt as the Base Area.

### Insite #1: Population, Household Trends

Page 2

Is your population increasing or decreasing? How might this impact your decision to start a new ministry?

The intervals between the data differ. Divide the Percent Change by the number of years to find the Annualized Percent Change. How does this compare with the Annualized Percent Change for your congregation over the same intervals? What does this say about your ministry?

Are the number of people per household increasing or decreasing? As households change, what ministries might your neighbors need?

### Insite #2: Racial/Ethnic Trends

Page 3

Which racial/ethnic groups were you surprised to see your study area? Which of groups may desire worship in a language other than English? Think how you would feel attending worship in a church predominated by each of these racial/ethnic types. What would you need to feel comfortable in their congregation? How can you make people from the other racial ethnic groups feel welcome in your church?

In 2008, racial/ethnic minority preschoolers exceeded 50% of their age segment.

Consider the Percent Change of the Racial Ethnic group that corresponds with your congregation as a component of the Percent Change for the overall population for your area. How might this affect your future outreach plans?

### Insite #3: Age Trends

Page 4

How does the average age of the people attending worship in your congregation compare with your study area?

Which phase of life segment(s) is/are disproportionately large or growing in your study area?  
What programming would help them connect with your congregation?

Which phase of life segment is shrinking or disproportionately small? Which programs that you now offer need to be more self sufficient or need to end so you can refocus on growing areas? For example, do you have a youth program with very few participants and a shrinking youth segment?

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***Insite #4: School Aged Children Trends******Page 6***

How might these trends change your Sunday School or Youth Group? Should you consider a preschool or after school program?

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***Insite #5: Household Income Trends******Page 7***

Some of the shift in income will be due to inflation. What are some of the factors influencing which income segment is growing fastest or decreasing fastest? How will you minister with both of these segments?

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***Insite #6: Households and Children Trends******Page 9***

Should your church offer ministry to single parent households?

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***Insite #7: Marital Status Trends******Page 10***

Should you offer a singles ministry? A couples club? If divorce is prevalent, how might you minister with these people? What might the future bode for your existing ministries as your members leave your congregation?

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***Insite #8: Adult Educational Attainment******Page 11***

Educational attainment may indicate the quality expected from your program leadership. What training do you need?

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***Insite #9: Employment and Occupations******Page 12***

Which occupations are prevalent in your area? How can you support their skills?

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***Insite #10: Mosaic Household Types******Page 13***

The 60 MOSAIC household type descriptions are available in separately. The comparative index indicates the prevalence of these MOSAIC types in your area relative to the prevalence in the statewide. List and look up the five largest types.

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***Insite #11: Charitable Giving Practices******Page 14***

“For where your treasure is, there your heart will be also.” (Luke 12:34 NRSV) Where do the people in your area place their treasures? How can you connect your neighbors with these interests?

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***Insite #12: Religious Practices******Page 15***

Do you have a niche ministry or are you a mainstream ministry? What mission is God calling you to engage?

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