

# Introducing MissionInsite our Presbytery's new Demographics Tool

*Provided by our Mission Giving*

## Getting Started

### ***Register for an account at MissionInsite***

Our contract with MissionInsite does not limit number of users. Every elder on your Session may get an account. Who in your congregation would be interested in seeking out potential ministry opportunities in your community?

1. **Go to the MissionInsite website** with your Internet browser such as Internet Explorer or Firefox and at [www.missioninsite.com](http://www.missioninsite.com)
2. **Begin your orientation** by clicking on Resources under Mission Resources for Local Churches (Blue box at right side of screen).
  - a) On the Resource page view the Local Church Getting Started Tutorial.
  - b) Download the Introductory Local Church User Guide. The User Guide will provide additional assistance in navigating the study areas.
  - c) Download MI Demographic Segments Guide (Quick Look), which provides the descriptions of the MOSAIC Segments. Greater segment detail is contained in the MI Demographic Segments Guide (Detail Look) and in the Interactive Multimedia Guide to MOSAIC.
3. **Click on the “Local Church” tab at top of screen.** On the drop down menu, click on “Church Registration”. Review each step prior to beginning. Click on the link in “Step 2” to begin the Registration Process. A new dialogue box will appear asking you for the Agency Account Number. After entering the Agency Account Number complete the registration process.

*Our Agency Account Number is: 9gpdr*

4. **Look for e-mail from MissionInsite.** After creating an account, you will be sent an email with a link to activate your account. If you do not see this note within a few minutes, check your spam filters, both any filter in your email client (e.g. Outlook or Thunderbird) and any filter provided by your Internet Service Provider (check your web mail).
5. **Validate your MissionInsite account** by clicking on the link in the email or following the instructions in the email.
6. **Following the E-mail validation step** you will be ready to login to your study area with your newly created Username and Password.
7. **Explore the Site.** You are now ready to explore the site using the simple Report Wizard and the full set of Discovery Tools found in the Demographic and Thematic Maps sections. That's all there is to it, now you're ready to explore!
8. **IF YOU GET LOST**, you can always click on the “Help” button on the upper right hand corner of your screen.

## ***ExecutiveInsite***

MissionInsite offers several predefined reports. Their ExecutiveInsite report is an excellent way to become familiar with the breath of the data available from MissionInsite. The following steps show how to create this report.

1. **Log into MissionInsite** by entering your user name and password.
2. **Go to the Demographics Wizard.** The report wizard is also available at the bottom of the Demographics page. Clicking this link opens a new web page.
3. **Click Next.** For your first report, a radius geography will let you see the power of this tool.
4. **Enter your church's physical address.** A 2-mile radius is adequate for many urban or suburban churches. Rural churches might consider a larger area. While your members may travel great distances to worship with people and relatives they have known for years, new people are likely to come from within a very small radius. **Click Next.**
5. **Click the ExecutiveInsite box then the "Get Report" button.** You may get any of the reports or all three. Each report is generated while you wait. A new window will appear while your report(s) are being created. Report generation may take a minute or more.
6. **Click on "PDF" to see your report.** You must have Adobe Reader installed prior to opening your report. You may save the report by right-clicking on the link and, if using Firefox, choosing "Save Link As:", or if using Internet Explorer, choosing "Save Target As:", or by clicking on the save icon while viewing your report.

## ***For What It's Worth***

Census Block Groups are sized to gather approximately 1000 people. Census Tracts include approximately 4000 people.

Be careful when using polygons to include/exclude a particular neighborhood. The tool spatially averages data over each Census Block Group and calculates results based on the portion of each Census Block within a your custom geometry. For example, if researching potential interest in a Mothers-Of-Preschoolers program, carefully drawing a line around a local men's prison will yield false results as the tool distributes statistics about prisoners and mothers equally over the entire Census Block.