

# Jim's Tool Box

## Good-Bye, Percept; Hello, MissionInsite



After many years of using Percept/Link2Lead, the West Ohio Annual Conference has contracted with **MissionInsite** to provide demographic data planning

and research purposes for the annual conference as well as the districts and local congregations of the annual conference.

In case you are not aware, the services of MissionInsite (as with Percept) are available to leaders in local congregations at no charge. Any congregation can sign up as many users as desired to utilize the many services and the detailed data available through the service. Actually, the districts and the annual conference partner to pay for the annual contract for this data service. This is an example of your “apportionment dollars at work.” So it behooves all of us to make good use of the information available as we plan for mission and learn more about our own communities and neighborhoods and groups whom we might target in those areas.

Representatives of the districts and the annual conference recently participated in an orientation session for MissionInsite. We hope to offer local training sessions in the use of MissionInsite this fall in our district. The good news is that MissionInsite provides helpful tutorials and a support line for users of the service, too.

### **Mission Discovery**

One of the features of MissionInsite is what they call “mission discovery.” Their aim is to help leaders have more tools so they can do more than “download a report.” In MissionInsite it is possible to drill down to the census tracts and even into census block groups for demographic information about a target area. This provides a much more in-depth analysis than was possible through Percept. For example, in MissionInsite it is possible to discover the concentrations of any number of ethnic populations in a zip code, census tract.

### **Mosaic Demographic Information**

Along with U. S. census information, the MissionInsite demographic information is built around MOSAIC which is a demographic segmentation system created by Experian. MOSAIC classifies all U. S. households and neighborhoods into 60 unique segments and 12 groupings that share similar demographic and socioeconomic characteristics.

### **Tools for Download**

MissionInsite offers three tools to use in looking at the mission field around a local congregation or in an area targeted for ministry:

1. One tool is a pdf download **Mosaic Segment Description** (87 pages) that describes the basic characteristics of each of the 60 segments.
2. Another valuable tool offered as a free resource by MissionInsite is **Mission Impact** (199 pages). This download was developed in cooperation with church consultant Tom Bandy. This tool uses the MOSAIC segments and breaks them down in terms of the

characteristics that are useful for information for practical Christian Ministry. After describing the demographic group including their lifestyle and media choices, these descriptions offer insights about ways to reach the identified segment such as **the type of pastor/leader** they prefer, **the worship style** that is often attractive to the segment, **the kinds of educational experiences** they are drawn to, the kinds of **small group activities** they enjoy, and **the outreach experiences** that they value. Click [HERE](#) to download a sample of the Mission Impact for one segment.

3. The third resource offered by MissionInsite is a download available for a fee. It is a strategic planning guide by Tom Bandy *Accelerate Your Church: Out of the Box and Beyond*. It is an excellent guide for strategic planning. Exercises in the Bandy guide allow users to copy and paste lifestyle type data into planning spreadsheets.

### **Three Standard Report Formats Available**

Having said that, MissionInsite does offer three downloadable reports. They include:

1. The **QuickInsite** which is a four page report similar to the Percept First View report. Click [HERE](#) for a sample of the QuickInsite report.
2. The **FullInsite** Report provides 18 pages of community demographic information, graphs, and analysis. It is similar to the Ministry Area Profile that Percept offered. Click [HERE](#) for an example of the FullInsite report.
3. The **ExecutiveInsite** Report offers a strategic analysis of your target area on 12 “insites” that are essential for ministry planning. Click [HERE](#) for an example of the ExecutiveInsite Report.

### **Congregant Plot**

MissionInsite also offers the opportunity for churches to map the location of the members and friends of their church in a “congregant plot.” Address data from an Excel spreadsheet can be uploaded to MissionInsite. Then the locations of where congregants live are located on a Google map. MissionInsite has also contracted with a company that allows users (for a fee) to receive the names and addresses of recent new movers into your ministry area.

### **Get Signed Up!**

All you need to do to get started is to register with MissionInsite as a local church user. Click [HERE](#) to download instructions for the registration process. This guide also includes an “id” account number for the West Ohio Conference account under which you register as a user. Please be aware that you will receive an email back from MissionInsite. You will need to click a link in that email to activate your account. *Be sure to check your spam folder if you do not see this confirmation email.*

In the next few weeks I plan to spend some time using the system and viewing some of the tutorial videos. I invite you to do the same as we make use of this valuable resource for mission and ministry planning.