

# Jim's Tool Box

## New Features on Link 2 Lead and Percept (Part 2)

### Ministry Area Profile Now Available as Free Download

In last month's article (that can be found [HERE](#)), I wrote about how Percept has recently offered two new features for congregations and judicatories to use in an effort to help congregations better to know both their own members and constituents and the wider community around them. Percept is a national organization that provides demographic data to local congregation leaders through contracts with judicatory organizations (in our case the West Ohio Conference).

Congregations in our annual conference can then benefit from the services of Percept at no cost for many of the services and much of the information that Percept offers. If you want to know more about those basic services, you can click [HERE](#) to find a Tool Box article that I wrote last year about the features of Percept and [link2lead](#).

In that article that I wrote in March, 2008, I described the Ministry Area Profile (MAP) as a study that offered in depth demographic information compared to the six page First View report. The MAP is a much more detailed demographic report. At the time that I wrote last year, the study would cost your church or the district \$175.00 as a discounted price (the regular price was \$340.00) for the information. The study is now available to your church at no cost. **It is now free through Percept.** After placing an order with Percept, the MAP would arrive in ten days to two weeks via Federal Express. **The MAP study now is sent via email within fifteen minutes of the time that the order is placed.** These studies are available for zip code, or in radius study area, or the polygon/custom study area.



**The MAP study is now a downloadable PDF.** Percept sends an email with a links for downloading the twenty-seven page report and the accompanying maps. One hundred demographic maps are available, but only six maps can be ordered which each study. However, you can order as many MAP studies as you need.

*Please note: you **cannot order** the free MAP study through the link2lead website. If you want a free MAP study for the community around your church or for an area that your church is looking at for ministry, **please contact me.*** I can order the study for you and forward the email link for the MAP PDF to you. You will then have your own electronic copy of the report and the accompanying maps.

Since I have served at Hilliard, I ordered a Ministry Area Profile for a three mile radius around the Hilliard UMC. I have posted the MAP information [HERE](#) and the accompanying support demographic info maps [HERE](#) if you would like to see the wealth of information available through these studies.

If your congregation or ministry is looking at reaching out to the immediate community or neighborhood around the church/ministry setting or if you wanted to target an area in your community to do ministry, the MAP can give you helpful data in learning more about the area you want to study. *None of this information takes the place of being on the ground and observing and talking to people about their needs and wishes.* But the study helps to give you a way to begin to formulate the kinds of questions, issues, and conditions that you can expect to find in a given area.

**If you don't need that much data if you are still in an exploration phase, you can still make your own First View Report from the link2lead website.** These reports offer valuable summaries of the demographic areas of the target area, but they do not have the detail of the Ministry Area Profile. It is easy to order these reports through [link2lead](#). [Here](#) is a sample First View Report from Hilliard. You can compare this report to the larger MAP study.



The same technology designating a zip code, a radius around a church or other address point, or a custom designed “polygon” is used to ordering the Ministry Area Profile. So you could use the smaller First View Report that you can create and use that information to refine the request you would make for a more in depth Ministry Area Profile that I could create and order for you.

If you have any questions or I if can be of any help as you utilize the tools in link2lead or Percept, feel free to contact me at the district office: [jwaugh@wocumc.org](mailto:jwaugh@wocumc.org).