

REACHING MICHIGAN WORKSHOP: Creating Missional Strategies

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www.iicm.net



CREATING AN AREA MISSIONAL STRATEGY

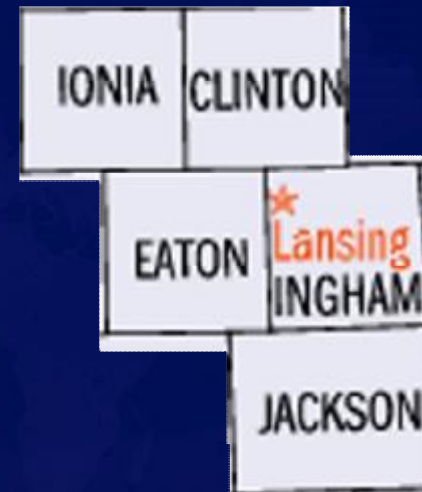
- **DEFINITION**

- *A missional strategy* is one that develops a contextual process to reach, disciple, congregationalize, mobilize, and reproduce believers among specific ethnic, lifestyle, lifestage and religious groups.

CREATING AN AREA MISSIONAL STRATEGY

- **AREA: CENTRAL ASSOCIATION**

- Number of churches: 22
- Counties: 5 (Clinton, Eaton, Ingham, Ionia, Jackson)



1. Identify Primary & Secondary Social Environments
2. Create a Missional Learning Cluster
3. Identify Top Lifestyle Segments
4. Identify Those Culturally Different Segments
5. Develop Training to Reach Top Segments
6. Create Plans to Begin Outreach to Culturally Different
7. Evaluate Mission Sites for Potential Church Plants

REGION FOUR

CREATING MISSIONAL STRATEGY

4a

- AREA: CENTRAL ASSOCIATION CHURCHES
 - 1. Identify Primary & Secondary Social Environments

CITY	CHURCH	ZIP	PRIMARY SE	SECONDARY SE
Jackson	Calvary Bapt	49203	Working	Upscale
East Lansing	Campus Cornerstone	48823	Upscale	Urban
Ann Arbor	Campus Town	48104	Upscale	Aspiring
Holt	Cedar Street Church	48842	Upscale	Working
Haslett	CornerStone Com.	48840	Upscale	Aspiring
Lansing	Discover Life	48910	Working	Urban
Lansing	Faith Fellowship	48912	Working	Urban
DeWitt	First Baptist - DeWitt	48820	Upscale	Mainstay
Lansing	First Spanish Amer.	48910	Working	Urban
Lansing	Gethsemane	48910	Working	Urban
Lansing	Good Shepherd Bapt	48911	Working	Aspiring
Jackson	Grace Church	49201	Upscale	Working
Jackson	Harmony Baptist	49201	Upscale	Working

CREATING MISSIONAL STRATEGY

- AREA: CENTRAL ASSOCIATION CHURCHES
 - 2. Create a Missional Learning Cluster
 - Study the social environment type – Working
 - Blue Collar Ministry
 - Cultural values of blue collar people
 - Cultural practices of blue collar people
 - Spiritual issues that blue collar people face
 - Help pastors as they deal with their church members
 - Help pastors to learn how to connect to this cultural group in their community

REGION FOUR



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- AREA: CENTRAL ASSOCIATION CHURCHES
 - 3. Identify Top Lifestyle Segments (or social enclaves)

Zip	Top Lifestyle Segment	2 nd Lifestyle Segment
48104	Unattached Multicultures	Young Cosmopolitans
48820	Small-town Success	Urban Commuter Families
48823	College Town Communities	Urban Commuter Families
48840	Young Cosmopolitans	Urban Commuter Families
48842	Urban Commuter Families	Steadfast Conservatives
48910	Steadfast Conservatives	College Town Communities
48911	Steadfast Conservatives	Minority Metro Communities
48912	Steadfast Conservatives	Urban Commuter Families
49201	Steadfast Conservatives	Urban Commuter Families
49203	Steadfast Conservatives	Urban Commuter Families

REGION FOUR

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- AREA: CENTRAL ASSOCIATION CHURCHES
 - 4. Identify Potential Culturally Different Segments

Lifestyle Enclave	Zipcodes
Getting By	49203,
Struggling City Centers	49203, 48911
Southern Blues	48910, 48912
Small City Endeavors	48910
African American Neighborhoods	48911
New Generation Activists	48912
Professional Urbanites	48823, 48820
America's Wealthiest	48104

4c

See sample Missional
Zipcode Catalogues

REGION FOUR

CREATING MISSIONAL STRATEGY

4c1

- AREA: CENTRAL ASSOCIATION CHURCHES
 - 5. Develop Training to Reach Top Lifestyle Segments
 - **STEADFAST CONSERVATIVES**
 - What “bridges” can be created to help us build relationships with Steadfast Conservatives?
 - Will anything need to change within our churches in order for us reach these people?
 - How do we share the gospel in a way that they can understand it?
 - What issues will this group need to address in discipleship?
 - How do we train missional leaders from among this group?

REGION FOUR

CREATING MISSIONAL STRATEGY

4c2

- AREA: CENTRAL ASSOCIATION CHURCHES
 - 6. Create Plans to Begin Outreach to Culturally Different
 - **STRUGGLING CITY CENTERS**
 - What “bridges” can be created to help us build relationships with Struggling City Centers?
 - Will anything need to change within our churches in order for us reach these people?
 - How do we share the gospel in a way that they can understand it?
 - What issues will this group need to address in discipleship?
 - How do we train missional leaders from among this group?

REGION FOUR

CREATING MISSIONAL STRATEGY

4c3

- AREA: CENTRAL ASSOCIATION CHURCHES
 - 6. Create Plans to Begin Outreach to Culturally Different
 - **PROFESSIONAL URBANITES**
 - What “bridges” can be created to help us build relationships with Professional Urbanites?
 - Will anything need to change within our churches in order for us reach these people?
 - How do we share the gospel in a way that they can understand it?
 - What issues will this group need to address in discipleship?
 - How do we train missional leaders from among this group?

REGION FOUR

CREATING MISSIONAL STRATEGY

- AREA: CENTRAL ASSOCIATION CHURCHES

- 7. Evaluate Mission Sites for Potential Church Plants

- **TWENTY MISSIONSITE LOCATIONS**

- Belding, Bellevue, Brooklyn, Charlotte, East Lansing, Eaton Rapids, Grand Ledge, Grass Lake, Ionia, Jackson, Lake Odessa, Lansing, Mason, Parma, Pleasant Lake, Portland, Saint Johns, and Williamston.

1. Take a look at the MissionPoint Report
--Central Region

BSCM-mp-CentralAssoc.pdf **PG 2**

2. Take a look at the MissionSite DIGESTS
-- 2 formats: RTF and PDF

BSCM-msdigest-CENTRAL-26065001900.rtf

BSCM-msrdpdf-CENTRAL-26065001900.pdf



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REGION FOUR

MISSION POINT REPORT
TOP UNREACHED LOCATIONS IN REGION FOUR

IICM
SITESCAPE
2

#26065001900

Lansing

Ingham

MI



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Mission Point: Lansing – pg 2

REGION FOUR

1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26065001900	Total Households in 3 mi Ring	38,730
CT Centroid Latitude	42.72676	Active Evangelical HHLDS	2,566
CT Centroid Longitude	-84.55007	Active Evangelical PERCENT	6.63%
City Location	Lansing	Unreached HHLDS	27,037
County Location	Ingham	Unreached Percent	69.81%
Sitescape Category code	3	Religious but NOT Evang HHLDS	6,953
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	17.95%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	4,035
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.42%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	16,151
Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41.7%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.06%	Low Education County	False
Mainstay Community	5.52%	Low Employment County	False
Working Community	50.46%	Persistent Poverty County	False
Country Community	0.69%	Population Loss County	False
Aspiring Community	11.76%	Nonmetro Recreation County	False
Urban Community	19.52%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	59.36	Racial Diversity Index	64.95
Ancestry Diversity Index	53.38	Diversity Composite Index	83.51
Foreign Born Diversity Index	95.53	Population Density Index	70.25

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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Mission Point: Lansing – pg 2

REGION FOUR

Location Composition

Category	0-1.5 MI	1.5-3 MI	3-7 MI
2010 Population	29,484	62,760	161,477
2010 Households	12,370	26,360	63,390
2010 Group Quarters	207	2,570	13,554

Missionscape: Cultural Bridges

Cultural Bridge	#HHids	%HHids
Home Personal Computer-HH Own	8,383	68%
McDonald's	6,988	56%
Reading Books	6,406	52%
Watching Diet (Health/Weight)-Presently	6,290	51%
Controlling Diet		
HH Uses Computer For Internet/E-mail	6,072	49%
Non-Presc-For Regular Headaches	5,938	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	5,770	47%

Getting Involved

This mission site is located in the Region Four of the Baptist State Convention of Michigan. For more information about this need, contact the regional Church Planting Strategist: convention office (info@bscm.org)

NOTES:

The Location Summary identifies the center of the smallest ring in the map above. The location data provides various types of identification to better describe the location. The GIS data can be used to map the location in Google maps or Google Earth.

The numbers in the Evangescape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community. The last item in this section reveals how many churches are needed in order to have a minimum of one church for every 2000 hhids (4000-5000 people).

Location Composition: Listed are the total number of people and the total number of households corresponding to each of the three bands indicated on the map on page one.

Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

Reaching Lansing, Michigan

MISSION SITE DIGEST

Inside

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Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "Cross over to Macedonia and help us!" After he had seen the vision, we immediately made efforts to set out for Macedonia, concluding that God had called us to evangelize them.

This location has been identified as one of the areas in Michigan in need of new ministries or new churches. This report has been written to assist you in gaining an understanding of where God has gathered concentrations of people in need of Him in order that your church can focus your efforts and resources where He is at work and the need is greatest. May this report assist your church in hearing God's invitation to join Him where He is calling.

Location Summary

Central Street Address	511 S Washington Ave
Zip Code	48933
State Region	Region Four
GIS Latitude	42.728080
GIS Longitude	-84.552080
Sitescape Category	Suburbscape
Sitescape Group	Medium Suburbs

In partnership with:



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REGION FOUR

Top Community Types



Working Communities

Most residents are high school educated; some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service that provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs. Adherence to traditional family values and resistance to authority are key aspects of their psychological nature.

Households: 5,414
Percent: 43.76%



Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families. Unemployment is double the national average. For the minority families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments. Those who drive choose economy, import, and domestic cars or small trucks. This group finds employment within food and health services, education, retail, and the entertainment industry.

Households: 4,709
Percent: 38.06%



Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. Truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 and 34. Sixty percent are renting singles; others live on military bases or in college dorms. They are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas. Career builders who enjoy a moderate income in middle management, they thrive within the IT, sales, administration, education and health care professions.

Households: 1,302
Percent: 10.52%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLD\$	BAND %
Unreached	8,611	69.62%
Religious but NOT Evangelical	2,402	19.42%
Spiritual but NOT Evangelical	1,105	8.93%
Non-Evangelical but NOT Interested	5,181	41.88%

Top Lifestyle Segments

Steadfast Conservatives

(69% Unreached)

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.



Households: 3,604
Percent: 29.13%

New Generation Activists

(67% Unreached)

Concentrated in the nation's inner cities, New Generation Activists is often the first home-on-their-own cluster for young singles and single-parent families. More than a third of the households are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans. With their modest educations and high unemployment rate, households earn about half the national average.



Households: 1,600
Percent: 12.93%

Struggling City Centers

(68% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.



Households: 1,360
Percent: 10.99%

Churchscape: Religious Indicators

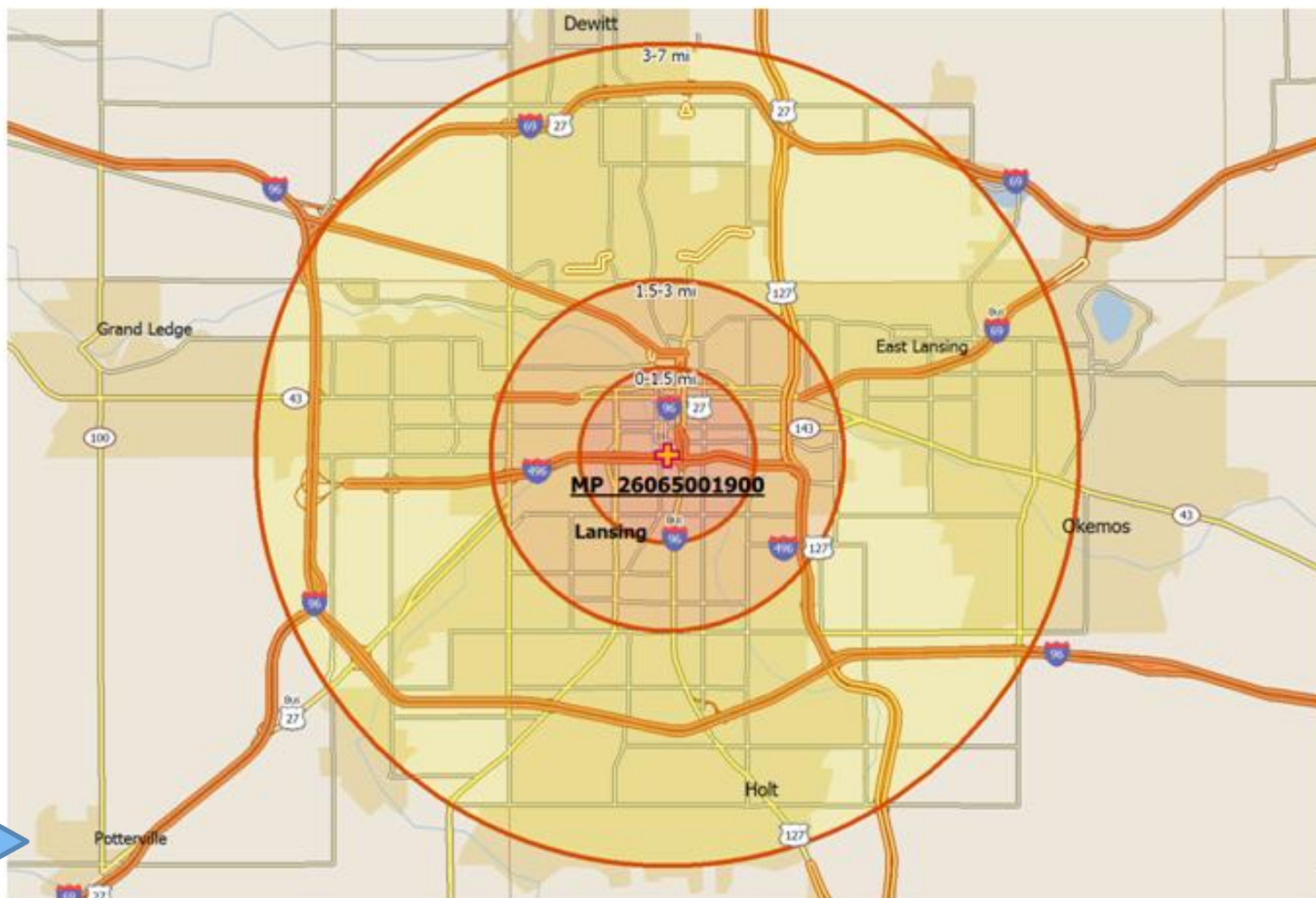
SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	825	6.67%
Inactive Evangelical HHlds	2,934	23.72%
# New Ministries/Churches Needed	6	



REACHING LANSING, INGHAM, MI

This location has been identified as one of the top areas in Michigan in need of new churches. This report has been written to assist you in gaining an understanding of where God has gathered concentrations of people in need of Him in order that your church can focus your efforts and resources where He is at work and the need is greatest. May this report assist your church in hearing God's invitation to join Him where He is calling.

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "Cross over to Macedonia and help us!" After he had seen the vision, we immediately made efforts to set out for Macedonia, concluding that God had called us to evangelize them. Acts 10:9-10



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How Will We Reach Them?

- **BUILD RELATIONSHIPS !!!**
- **Learn How: missionalcorps.org**

The screenshot shows a web browser window displaying the Missional Corps website. The browser's address bar shows the URL `corps.iicm.net/~iicmnet/corps/elgg/`. The page features a navigation bar with a login form containing fields for 'Username' (with the value 'cwatke') and 'Password', and a 'Remember me' checkbox. Below the navigation bar is the 'Missional Corps' logo and a main content area with several text blocks and a 'Newest members' section.

Register **Lost password** Username Password Remember me **Login**

 **Missional Corps**

The Missional Corps

A FREE Networking Resource from IICM for registered Christian believers

The Missional Corps user profile enables users to have a personal space for their own activities, blogs, bookmarks, event calendar, files, friends, groups, various types of feeds from the web, pages, polls, prayer requests, task manager, and wire posting.

The Missional Corps incorporates a number of features for developing missionally-related groups. Users may create or join groups, invite friends, participate in group discussions, create group pages, upload group files, post group prayer requests, create and participate in group polls and a group calendar.

The Missional Corps also includes additional connectivity through the integration of chat, internal email, skype, twitter, and syndicated feeds.


The **APEPT menu** provides access to summaries about each of the 5-fold missional roles of Ephesians 4:11-12 as well as customized information about the user's missional role (based on their completed APEPT Missionality survey).

The **Missionscape menu** gives a spiritual barometer of the US zipcodes; potential cultural bridges, barriers and themes; and shared places, projects, and media are provided for the each zipcode that is searched. Motivations prevalent in the the US zipcode are also provided.

For each searched zip code, the **Communityscape menu** gives the social environments, social lifestyle groups, and social lifestyle enclaves present in the zip code; race/ethnicity, language and foreign born data; current year and 5 year projections of demographic categories; and disability data.

The Missional Corps is a part of the Missional Suite of [IICM Projects](#).

Newest members



Latest files

Latest groups

Windows taskbar at the bottom shows various application icons and the system clock displaying 3:35 PM.

[Mission](#)

- Being Missional
- Evangeloscope
- Cultural Bridges
- Cultural Barriers
- Cultural Themes
- Shared Places
- Shared Projects
- Shared Media
- Shared Times
- Motivescape
- Needscape
- Specialscope
- Notes & Sources


My Evangeloscope
The Spiritual Topo *Zip Code.*

Search ZIP Code

My Primary Zip

Zip: #47720 (Prim
 City: Evansville
 State: IN

Unreached Status 66.08% estimate of Zip Code #47720
 estimate of the number of households in your zip code that do not consider themselves to be an



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