

# REACHING MICHIGAN WORKSHOP: Creating Missional Strategies

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# 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: BAY AREA ASSOCIATION**

- Number of churches: 14
- Counties: 7 (Bay, Saginaw, Midland, Gratiot, Clare, Gladwin, Arenac)



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

- AREA: BAY AREA ASSOCIATION CHURCHES

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- 1. Identify Primary & Secondary Social Environments

CITY	CHURCH	ZIP	PRIMARY SE	SECONDARY SE
Lake	Bethany Baptist	48632	Country	Working
Birch Run	Birch Run Baptist	48415	Mainstay	Upscale
Alma	Community Baptist	48801	Working	Country
Bay City	Crossway Christian	48706	Working	Upscale
Midland	Emmanuel Baptist	48640	Upscale	Mainstay
Mt Pleasant	Isabella Baptist	48858	Urban	Working
Lake	Liberty Baptist	48632	Country	Working
Bay City	Lifegate Baptist	48706	Working	Upscale
Caro	Lighthouse Baptist	48723	Working	Country
St. Louis	Riverbend Baptist	48880	Working	Country
Bay City	Riverwalk Baptist	48706	Working	Upscale
Saginaw	Saginaw Valley	48603	Upscale	Aspiring
Sanford	Sanford First Baptist	48657	Upscale	Mainstay
Midland	Sunrise Baptist	48642	Upscale	Mainstay

# CREATING MISSIONAL STRATEGY

- AREA: BAY AREA 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**



# CREATING MISSIONAL STRATEGY

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

Zip	Top Lifestyle Segment	2 <sup>nd</sup> Lifestyle Segment
48415	Family Convenience	Steadfast Conservatives
48603	Urban Commuter Families	Steadfast Conservatives
48632	Hardy Rural Families	Steadfast Conservatives
48640	Family Convenience	Small-Town Success
48642	Small-Town Success	Urban Commuter Families
48657	Family Convenience	Industrious Country Living
48706	Steadfast Conservatives	Urban Commuter Families
48723	Steadfast Conservatives	Industrious Country Living
48801	Working Rural Communities	Steadfast Conservatives
48858	College Town Communities	Steadfast Conservatives

REGION FOUR

# CREATING MISSIONAL STRATEGY

4b

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

Lifestyle Enclave	Zipcodes
Unattached Multicultures	48858,
Major University Towns	48858
Academic Influences	48801
Professional Urbanites	48706
Young Cosmopolitans	48603
Aspiring Hispania	48603



REGION FOUR

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See sample Missional  
Zipcode Catalogues

# CREATING MISSIONAL STRATEGY

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- AREA: BAY AREA 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

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- AREA: BAY AREA ASSOCIATION CHURCHES
  - 6. Create Plans to Begin Outreach to Culturally Different
    - **UNATTACHED MULTICULTURES**
      - 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?

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# CREATING MISSIONAL STRATEGY

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- AREA: BAY AREA 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?

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# CREATING MISSIONAL STRATEGY

- AREA: BAY AREA ASSOCIATION CHURCHES
  - 7. Evaluate Mission Sites for Potential Church Plants
    - **NINETEEN MISSIONSITE LOCATIONS**
      - Alma, Au Gres, Bay City, Beaverton, Birch Run, Chesaning, Clare, Coleman, Freeland, Gladwin, Harrison, Kawkawlin, Midland, Mount Pleasant, Pinconning, Saginaw, Sanford

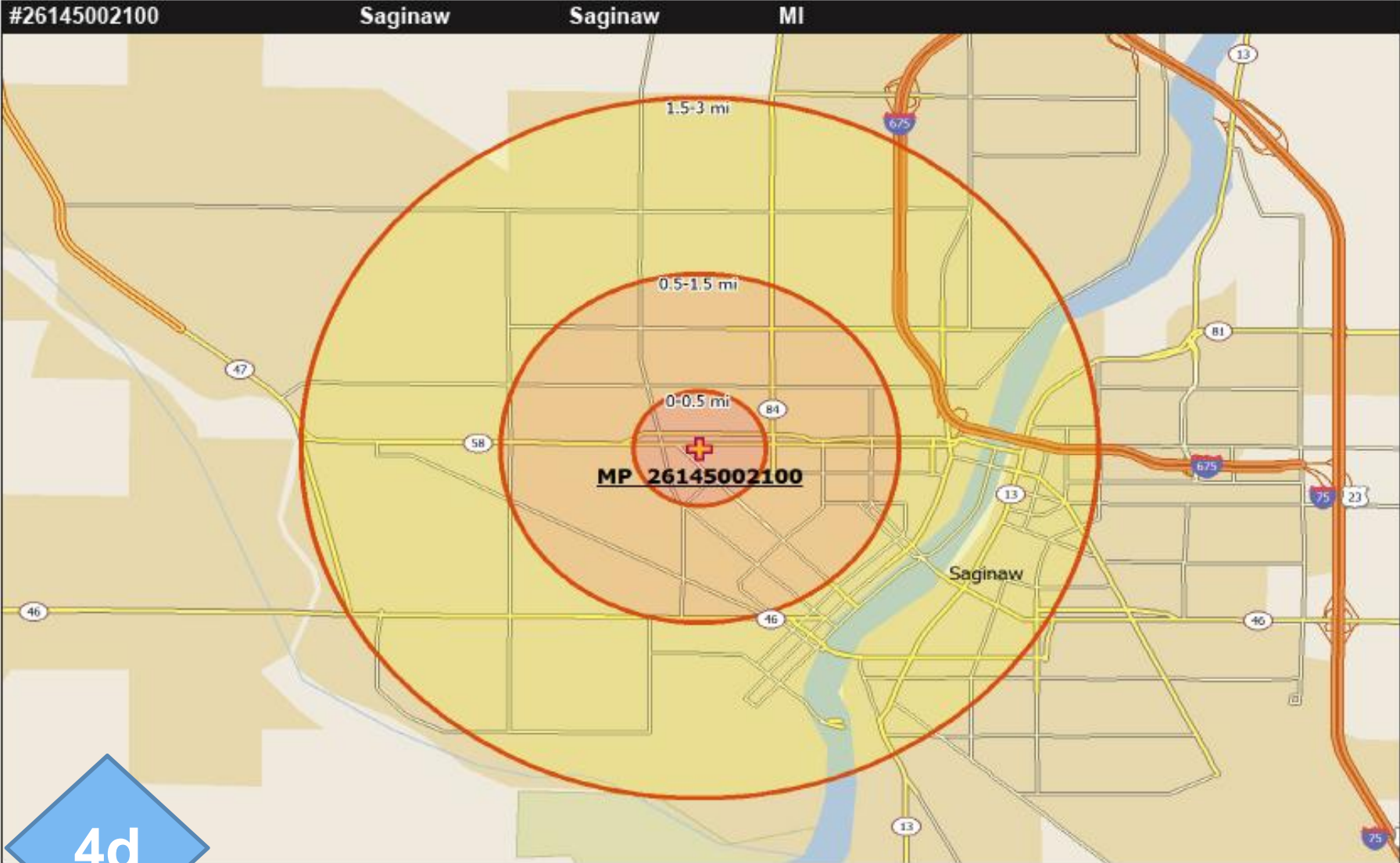


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1. Take a look at the MissionPoint Report  
--BayArea Region  
BSCM-mp-BayAreaAssoc.pdf **PG 2**
2. Take a look at the MissionSite DIGESTS  
-- 2 formats: RTF and PDF  
BSCM-msdigest-BAYAREA-26145002100.rtf  
BSCM-msrdpdf-BAYAREA-26145002100.pdf



**REGION FOUR**



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1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26145002100	Total Households in 3 mi Ring	30,878
CT Centroid Latitude	43.43607	Active Evangelical HHLDS	4,228
CT Centroid Longitude	-83.98633	Active Evangelical PERCENT	13.69%
City Location	Saginaw	Unreached HHLDS	21,244
County Location	Saginaw	Unreached Percent	68.8%
Sitescape Category code	4	Religious but NOT Evang HHLDS	5,638
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.26%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,918
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.45%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	12,835
Population Pattern	100000-100000-50000	NOT Evangelical NOT Interested PERCENT	41.57%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	26.14%	Low Education County	False
Mainstay Community	6.9%	Low Employment County	False
Working Community	41.15%	Persistent Poverty County	False
Country Community	1.22%	Population Loss County	True
Aspiring Community	7.75%	Nonmetro Recreation County	False
Urban Community	16.81%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	40.09	Racial Diversity Index	52.91
Ancestry Diversity Index	56.80	Diversity Composite Index	50.67
Foreign Born Diversity Index	92.79	Population Density Index	62.97

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

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Mission Point: Saginaw – pg 2

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## Location Composition

Category	0-0.5 MI	0.5-1.5 MI	1.5-3 MI
2010 Population	3,474	26,742	44,350
2010 Households	1,521	11,219	18,138
2010 Group Quarters	82	1,070	1,032

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	1,194	79%
HH Uses Computer For Internet/E-mail	920	61%
McDonald's	869	57%
Watching Diet (Health/Weight)-Presently	813	53%
Controlling Diet		
Reading Books	791	52%
Non-Presc-For Regular Headaches	784	52%
Voted in fed/state/local election	781	51%

## Getting Involved

This mission site is located in the Region Three 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 Evangelscape 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 hhlds (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.

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## Reaching Saginaw, 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	30 Bretton Pl
Zip Code	48602
State Region	Region Three
GIS Latitude	43.433720
GIS Longitude	-83.981840
Sitescape Category	Cityscape
Sitescape Group	Small Cities

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## 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: 1,274  
Percent: 83.71%



### Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boomer parents. Most work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts. For upscale community households, disposable income is at a peak. These families enjoy large homes, comfortable lifestyles and shopping for the latest high-tech electronics.

Households: 122  
Percent: 8.02%



### Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Outside the nation's larger metro areas, residents can savor the familiarity of the small town cafe, or venture into the city to frequent comedy clubs, nightclubs and malls.

Households: 61  
Percent: 4.01%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLD\$	BAND %
Unreached	1,043	68.55%
Religious but NOT Evangelical	268	17.64%
Spiritual but NOT Evangelical	160	10.51%
Non-Evangelical but NOT Interested	615	40.41%

## 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: 1,218  
Percent: 80.03%

### Urban Commuter Families

(67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.



Households: 110  
Percent: 7.23%

### Moderate Conventionalists

(67% Unreached)

With many key demographic measures close to the national average-including age, income and education- members of Moderate Conventionalists epitomize average Americans. Scattered throughout second-tier cities in the Midwest and West Coast, these singles and couples tend to live in modest homes, semi-detached houses and apartments. Most have completed high school or some college and hold well-paying blue-collar and white-collar jobs.



Households: 48  
Percent: 3.15%

## Churchscape: Religious Indicators

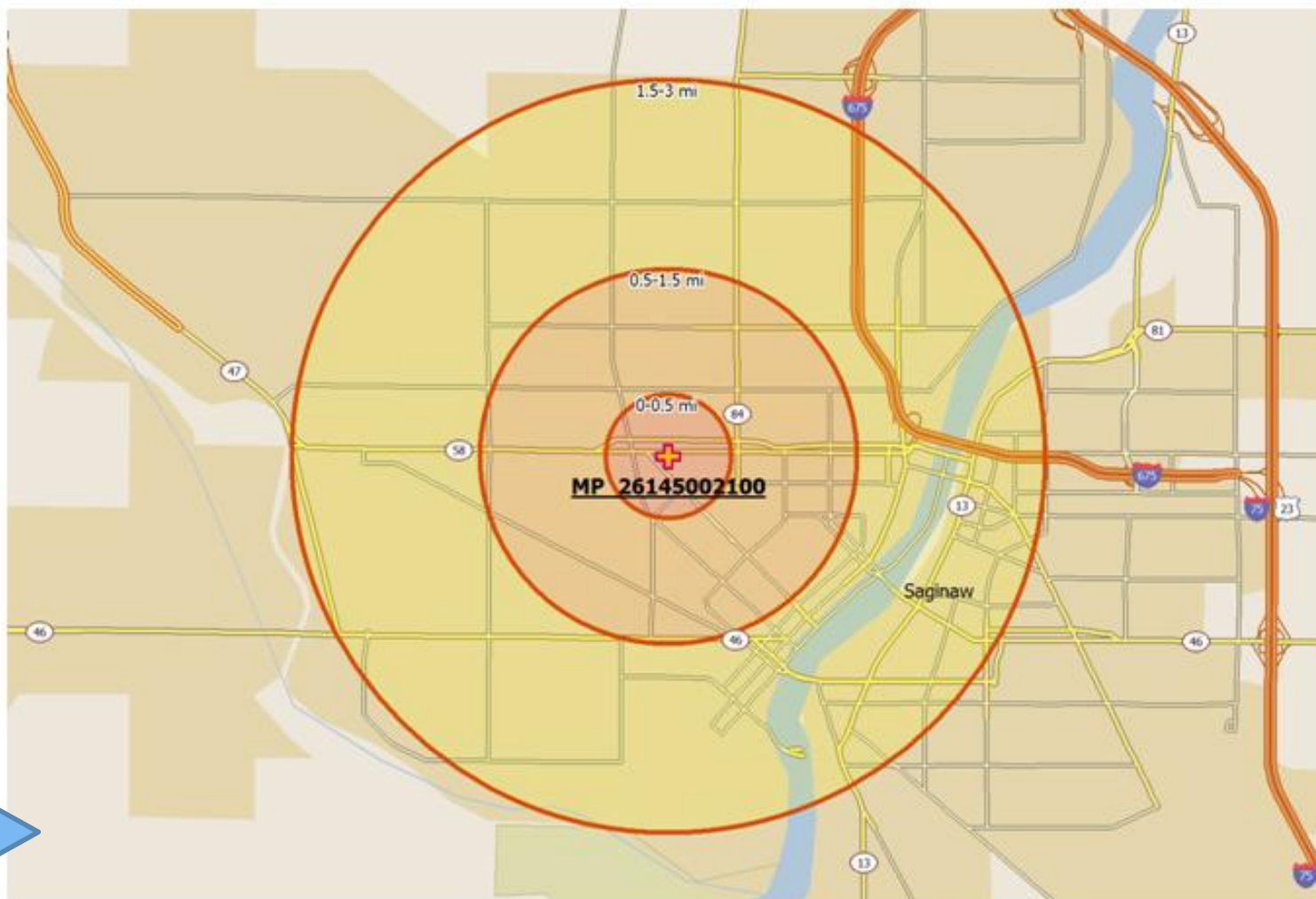
SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	210	13.83%
Inactive Evangelical HHlds	269	17.67%
# New Ministries/Churches Needed	1	

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## REACHING SAGINAW, SAGINAW, 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](http://missionalcorps.org)**

**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

BCM | 231 E 161st St, Westfield, IN | Google | Google | Crossroads Baptist Associa... | Missional Corps ICM Evan...

corps.icm.net/~icmnet/corps/elgg/pg/icm/myevangelscape

zipcode.icm.net/PD... | Teaching | Missional Library M... | iGoogle | Options - Basics | Christian Ministry S... | DataFerrett CENSUS | InvestigatingChange | Other bookmarks

My profile | Dashboard | APEPT | Communityscape | Missionscape | Suite | Chat | Administration | Search | Go | Log out

**Mission**

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

**My Evangelscape**

*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

Windows taskbar: 3:36 PM

**REGION FOUR**

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