

# 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.



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# CREATING AN AREA MISSIONAL STRATEGY

- **AREA: PINES ASSOCIATION**

- Number of churches: 16
- Counties: 11 (Cheboygan, Presque Isle, Otsego, Montmorency, Alpena, Crawford, Oscoda, Alcona, Roscommon, Ogemaw, Iosco)



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

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# CREATING MISSIONAL STRATEGY

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

| CITY         | CHURCH                | ZIP   | PRIMARY SE | SECONDARY SE |
|--------------|-----------------------|-------|------------|--------------|
| Gaylord      | Alpine Village        | 49735 | Mainstay   | Country      |
| Hillman      | Community Baptist     | 49746 | Country    | Working      |
| Atlanta      | First Baptist         | 49709 | Country    | Urban        |
| Mio          | Goodar Bible          | 48761 | Country    | Urban        |
| Rogers City  | Grace Baptist         | 49779 | Working    | Urban        |
| Grayling     | Grayling Baptist      | 49738 | Country    | Working      |
| Hubbard Lake | Hubbard Lake Baptist  | 49747 | Country    | Mainstay     |
| Oscoda       | Huron Baptist         | 48750 | Working    | Country      |
| St. Helen    | Lake St Helen Baptist | 48656 | Working    | Country      |
| West Branch  | Lighthouse Baptist    | 48661 | Country    | Working      |
| Rose City    | New Hope Baptist      | 48654 | Country    | Working      |
| Onaway       | Onaway Baptist        | 49765 | Working    | Country      |
| Prudenville  | Pathway Southern      | 48651 | Country    | Working      |

# CREATING MISSIONAL STRATEGY

4a

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

| CITY       | CHURCH            | ZIP   | PRIMARY SE   | SECONDARY SE |
|------------|-------------------|-------|--------------|--------------|
| Vanderbilt | Pigeon River      | 49795 | Country      | Working      |
| Roscommon  | Roscommon Baptist | 48653 | Country      | Working      |
| Gaylord    | Connection Church | 49735 | Mainstay     | Country      |
|            |                   |       |              |              |
|            |                   |       | Country – 10 | Country - 5  |
|            |                   |       | Working – 4  | Working -- 7 |
|            |                   |       |              |              |
|            |                   |       |              |              |
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|            |                   |       |              |              |
|            |                   |       |              |              |

# CREATING MISSIONAL STRATEGY

- AREA: PINES ASSOCIATION CHURCHES
  - 2. Create a Missional Learning Cluster
    - Study the social environment type – Country
      - Cultural values of country people
      - Cultural practices of country people
      - Spiritual issues that country 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

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# CREATING MISSIONAL STRATEGY

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

| Zip   | Top Lifestyle Segment   | 2 <sup>nd</sup> Lifestyle Segment |
|-------|-------------------------|-----------------------------------|
| 48651 | Hardy Rural Families    | Steadfast Conservatives           |
| 48653 | Steadfast Conservatives | Hardy Rural Families              |
| 48654 | Hardy Rural Families    | Steadfast Conservatives           |
| 48656 | Steadfast Conservatives | Hardy Rural Families              |
| 48661 | Steadfast Conservatives | Hardy Rural Families              |
| 48750 | Steadfast Conservatives | Hardy Rural Families              |
| 48761 | Hardy Rural Families    | Rugged Rural Style                |
| 49709 | Hardy Rural Families    | Rugged Rural Style                |
| 49735 | Family Convenience      | Steadfast Conservatives           |
| 49738 | Hardy Rural Families    | Steadfast Conservatives           |

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# CREATING MISSIONAL STRATEGY

4a

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

| Zip   | Top Lifestyle Segment   | 2 <sup>nd</sup> Lifestyle Segment |
|-------|-------------------------|-----------------------------------|
| 49746 | Rugged Rural Style      | Steadfast Conservatives           |
| 49747 | Hardy Rural Families    | Urban Commuter Families           |
| 49765 | Steadfast Conservatives | Hardy Rural Families              |
| 49779 | Steadfast Conservatives | Rugged Rural Style                |
| 49795 | Steadfast Conservatives | Hardy Rural Families              |



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# CREATING MISSIONAL STRATEGY

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- AREA: PINES 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?

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# CREATING MISSIONAL STRATEGY

4b

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

| Lifestyle Enclave       | Zipcodes                          |
|-------------------------|-----------------------------------|
| Professional Urbanites  | 49709, 48653                      |
| Mature America          | 49709, 48671, 49747, 48651, 49765 |
| Lower-Income Essentials | 48656, 49765                      |
| Small-City Endeavors    | 48661                             |
|                         |                                   |
|                         |                                   |
|                         |                                   |
|                         |                                   |



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See sample Missional  
Zipcode Catalogues

# CREATING MISSIONAL STRATEGY

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- AREA: PINES 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

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- AREA: PINES ASSOCIATION CHURCHES
  - 6. Create Plans to Begin Outreach to Culturally Different
    - **MATURE AMERICA**
      - What “bridges” can be created to help us build relationships with Mature America?
      - 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

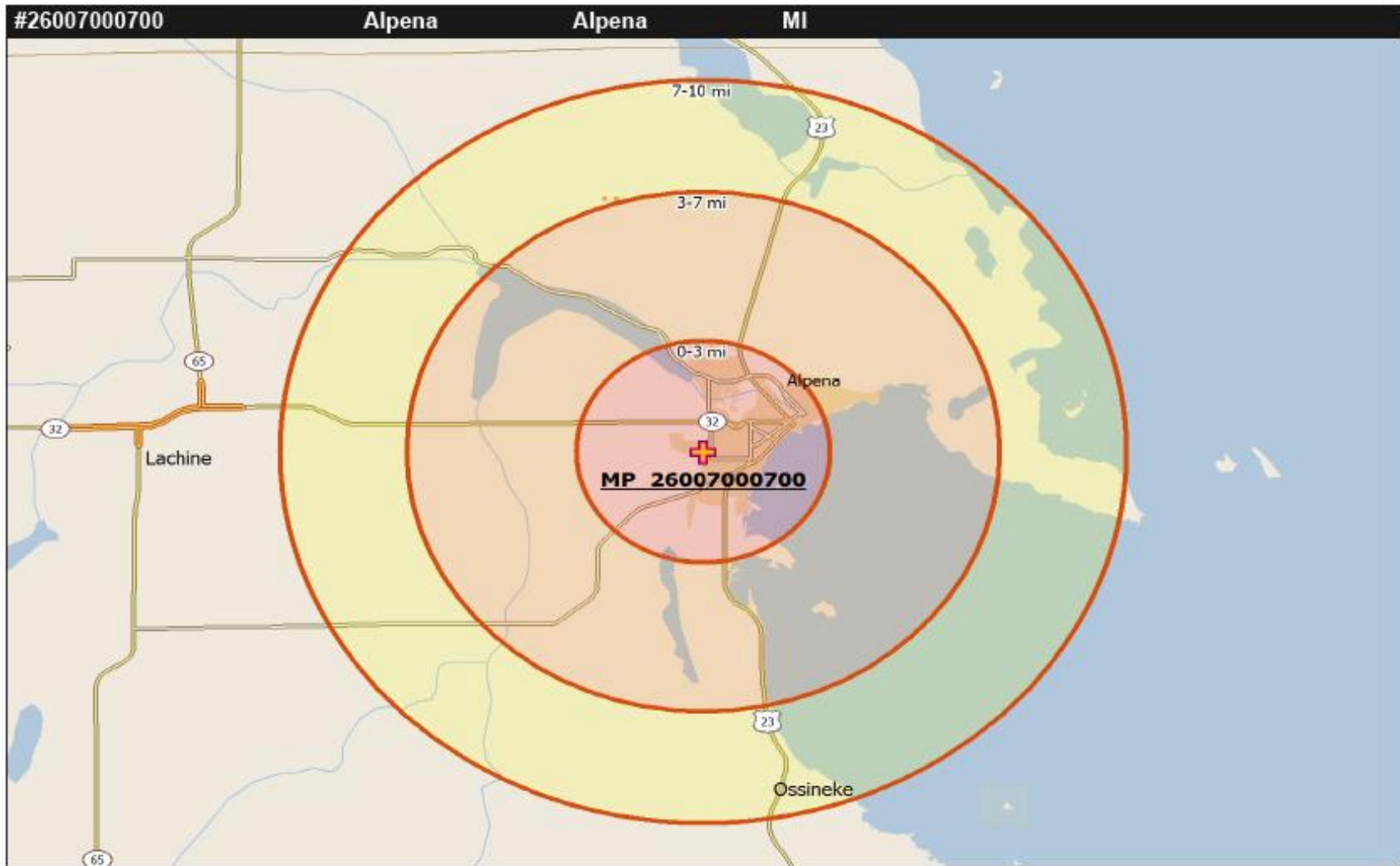
- AREA: PINES ASSOCIATION CHURCHES
  - 7. Evaluate Mission Sites for Potential Church Plants
    - **TWENTY MISSIONSITE LOCATIONS**
      - Alpena, Cheboygan, East Tawas, Grayling, Hale, Harrisville, Hillman, Lewiston, Mio, Onaway, Oscoda, Prescott, Presque Isle, Prudenville, Rogers City, Roscommon, Saint Helen, West Branch, Wolverine
        1. Take a look at the MissionPoint Report  
--PINES Region  
BSCM-mp-PINESAssoc.pdf **PG 2**
        2. Take a look at the MissionSite DIGESTS  
-- 2 formats: RTF and PDF  
BSCM-msdigest-PINES-26007000700.rtf  
BSCM-msrdpdf-PINES-26007000700.pdf



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Mission Point: Alpena – pg 2

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| 1 LOCATION RANK IN REGIONAL SITESCAPE |                   | 3 MILE RING SPIRITUALITY STATUS            |        |
|---------------------------------------|-------------------|--|--------|
| Census Tract                          | #26007000700      | Total Households in 3 mi Ring              | 7,303  |
| CT Centroid Latitude                  | 45.04980          | Active Evangelical HHLDS                   | 589    |
| CT Centroid Longitude                 | -83.47500         | Active Evangelical PERCENT                 | 8.07%  |
| City Location                         | Alpena            | Unreached HHLDS                            | 4,953  |
| County Location                       | Alpena            | Unreached Percent                          | 67.82% |
| Sitescape Category code               | 2                 | Religious but NOT Evang HHLDS              | 1,122  |
| Sitescape Group code                  | 2.2               | Religious but NOT Evang PERCENT            | 15.37% |
| Sitescape Category                    | Townscape         | Spiritual but Not Religious or Evang HHLDS | 848    |
| Sitescape Group                       | Medium Towns      | Spiritual but Not Religious PERCENT        | 11.61% |
| Density Assignment                    | K                 | NOT Evangelical NOT Interested HHLDS       | 2,983  |
| Population Pattern                    | 50000-10000-10000 | NOT Evangelical NOT Interested PERCENT     | 40.85% |

| 3 MILE RING COMMUNITY TYPES |        | 3 MILE RING COUNTY TYPES      |       |
|-----------------------------|--------|-------------------------------|-------|
| Upscale Community           | 22.18% | Low Education County          | False |
| Mainstay Community          | 8.76%  | Low Employment County         | False |
| Working Community           | 58.69% | Persistent Poverty County     | False |
| Country Community           | 4.33%  | Population Loss County        | False |
| Aspiring Community          | 0.26%  | Nonmetro Recreation County    | False |
| Urban Community             | 5.76%  | Retirement Destination County | False |

| 3 MILE RING DIVERSITY INDEX (Least 0-Most 100) |       |                           |       |
|--|-------|---------------------------|-------|
| Language Diversity Index                       | 22.83 | Racial Diversity Index    | 4.51  |
| Ancestry Diversity Index                       | 71.94 | Diversity Composite Index | 20.23 |
| Foreign Born Diversity Index                   | 74.50 | Population Density Index  | 26.53 |

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

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Mission Point: Alpena – pg 2

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## Composition of Zipcode 49709

| Category            | Zip Code |
|---------------------|----------|
| 2010 Population     | 4,189    |
| 2010 Households     | 1,952    |
| 2010 Group Quarters | 20       |

## Missionscape: Cultural Bridges

| Cultural Bridge                            | #HHIds | %HHIds |
|--|--------|--------|
| Home Personal Computer-HH Own              | 1,416  | 73%    |
| Watching Diet (Health/Weight)-Presently    | 1,124  | 58%    |
| Controlling Diet                           |        |        |
| McDonald's                                 | 1,123  | 58%    |
| HH Uses Computer For Internet/E-mail       | 1,076  | 55%    |
| Reading Books                              | 1,049  | 54%    |
| Non-Presc-For Regular Headaches            | 985    | 50%    |
| Heartburn/Indigestion Aids/Anti-Nausea-Use | 931    | 48%    |

## Getting Informed

More zip information may be found on the [MissionsalCorps.org](http://MissionsalCorps.org) website and more specific data for each lifestyle segment may be accessed at the BSCM Missional Resources web page.

## Getting Involved

To learn more about this location, please contact convention office ([Info@bscm.org](mailto:Info@bscm.org)).

### NOTES:

The Communities Summary identifies the top three types of communities in the zip code, the number of households, and the percent of the zip code. Communities are comprised of multiple lifestyle segments.

The Lifestyle Summary identifies the top six lifestyle segments in the zip code, the number of households, percent of the zip code households, and the percent of households that are unmet. Lifestyle Segments are individual groups of people with similar living preferences and patterns.

The numbers in the Evangeliscope 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.

Location Composition: Listed are the total number of people and the total number of households in the county.

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 Atlanta, Michigan

# MISSIONAL ZIPCODE DIGEST

## Zipcode 49709 Community Types

| Inside               |   |
|----------------------|---|
| Community Types      | 1 |
| Lifestyle Segments   | 2 |
| Spiritual Indicators | 2 |
| Religious Indicators | 3 |
| Zip Composition      | 4 |
| Cultural Bridges     | 4 |
| Notes                | 4 |



Households: 1,090  
Percent: 55.84%

### Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.



Households: 352  
Percent: 18.03%

### Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic 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.



Households: 266  
Percent: 14.65%

### Working Communities

Most residents of Working Communities 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. These jobs 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.

## Rev. 5:9

And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and language and people and nation."

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## Top Lifestyle Segments in Zipcode 49709



### Hardy Rural Families

(61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. |

Households: 940  
Percent: 48.16%



### Rugged Rural Style

(58% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture—the cluster has more than four times as many farmers as the general population.

Households: 349  
Percent: 17.88%



### 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: 249  
Percent: 12.76%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | ZIP HHLDS | ZIP %  |
|------------------------------------|-----------|--------|
| Unreached                          | 1,233     | 63.15% |
| Religious but NOT Evangelical      | 244       | 12.49% |
| Spiritual but NOT Evangelical      | 324       | 16.57% |
| Non-Evangelical but NOT Interested | 665       | 34.08% |

### Industrious Country Living

(68% Unreached)

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.



Households: 119  
Percent: 6.1%

### Professional Urbanites

(72% Unreached)

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.



Households: 85  
Percent: 4.35%

### Mature America

(81% Unreached)

The oldest lifestyle type in the nation, Mature America is home to the Greatest Generation. More than half the residents are 75 years of age or older and a significant percentage are mostly likely to be widows or widowers. Found mostly in city neighborhoods, they typically live in high-rise apartments and assisted living facilities. Many of these households come from humble origins, and more than half never went beyond high school.



Households: 51  
Percent: 2.61%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | ZIP | ZIP %  |
|----------------------------|-----|--------|
| Active Evangelical HHlds   | 180 | 9.24%  |
| Inactive Evangelical HHlds | 539 | 27.61% |

## REACHING ALPENA, ALPENA, 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)**

The screenshot displays a web browser window with several tabs open. The active tab is 'Missional Corps' at the URL 'corps.iicm.net/~iicmnet/corps/elgg/'. The browser's address bar and search engines are visible. The page content includes a login form with the following fields: 'Register', 'Lost password', 'Username' (containing 'cwatke'), 'Password' (masked with dots), and a 'Remember me' checkbox. Below the login form is the 'Missional Corps' logo and a main content area. The main content area is divided into two columns. The left column contains the following text: '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.', and 'The Missional Corps also includes additional connectivity through the integration of chat, internal email, skype, twitter, and syndicated feeds.' The right column contains the following text: '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.', and 'The Missional Corps is a part of the Missional Suite of IICM Projects.' Below the text is a section titled 'Newest members' which displays a row of profile pictures of various individuals.

[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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