



# "Casting Your Net" Using MissionInsite

Training Tuesday, Sept. 27, 2022, 7 PM



**100% at 100%**

## **See All the People**

MissionInsite helps you to see all  
of the people in the communities  
where our churches reside and  
beyond.

### **How?**

By bridging the gap between data  
and decisionable information by  
answering the “where” and “what  
about” questions in your  
organization and community.



**Don't be  
intimidated by  
the program!**



## MISSIONINSITE WILL HELP YOU TO IDENTIFY THE TRENDS IN SOCIAL CHANGE

**Globalization** - Shifting economies and cultures leading to changes in migration, transportation, communication, and trade influencing power, human rights and environment.

**Urbanization** - Migrations of racially and culturally diverse lifestyle segments.

**Centralization** - Migrations of generationally diverse households from rural areas to small towns and mid-market cities

**Consolidation** - Migrations of relatively homogeneous lifestyle segments to retirement or recreational enclaves

**Isolation** - Aging, struggling, or marginalized households with stalled economies and few social services in remote areas

How Does This Fit  
Into Missional  
Action Planning?

# Marketing 101

KNOW YOUR  
AUDIENCE!



# ESSENTIAL MISSIONINSITE TOOLS

## PEOPLE PLOT

MEMBERS, VISITORS, ETC.

## SEARCH AREA (DRAWING A POLYGON)

FOCUS AREA FOR RESEARCH

## THEME MAP

LIFESTYLE DIVERSITY

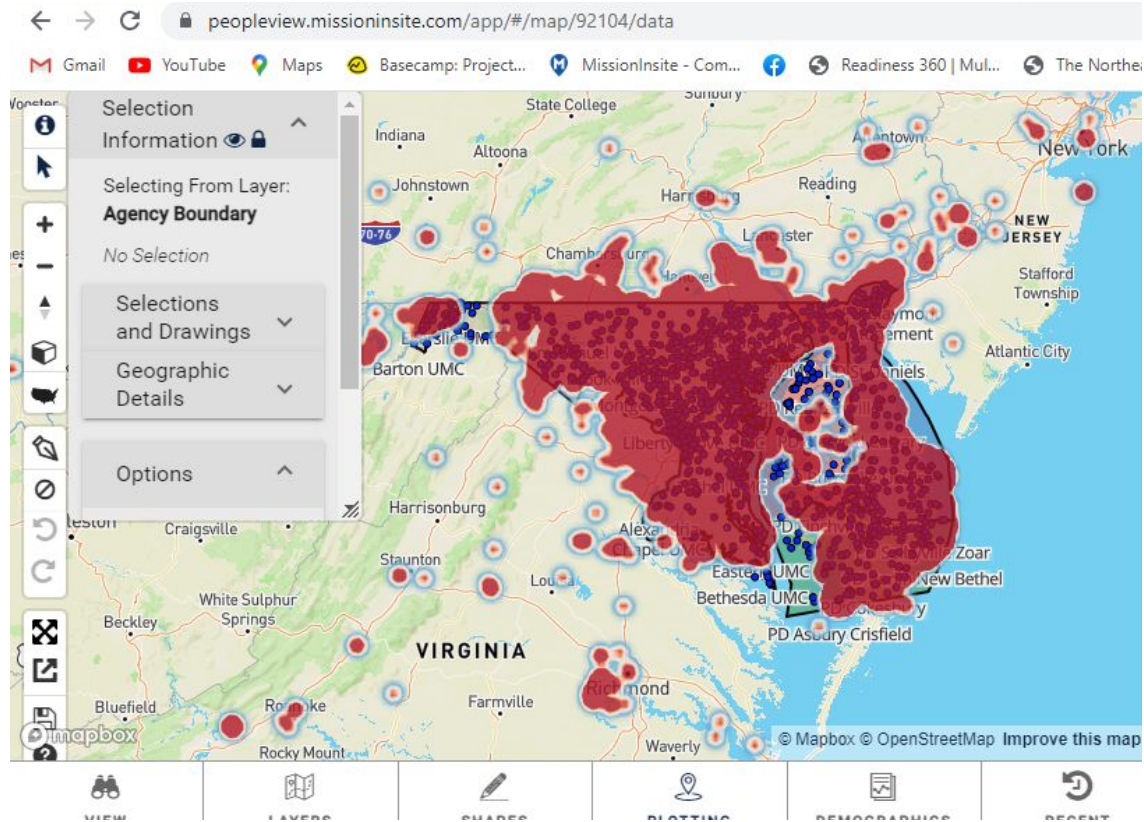
## LAYERS

DISTRICTS, CHURCHES

## COMPARATIVE RESEARCH

MEMBERSHIP TO MISSION FIELD





**People Plot**

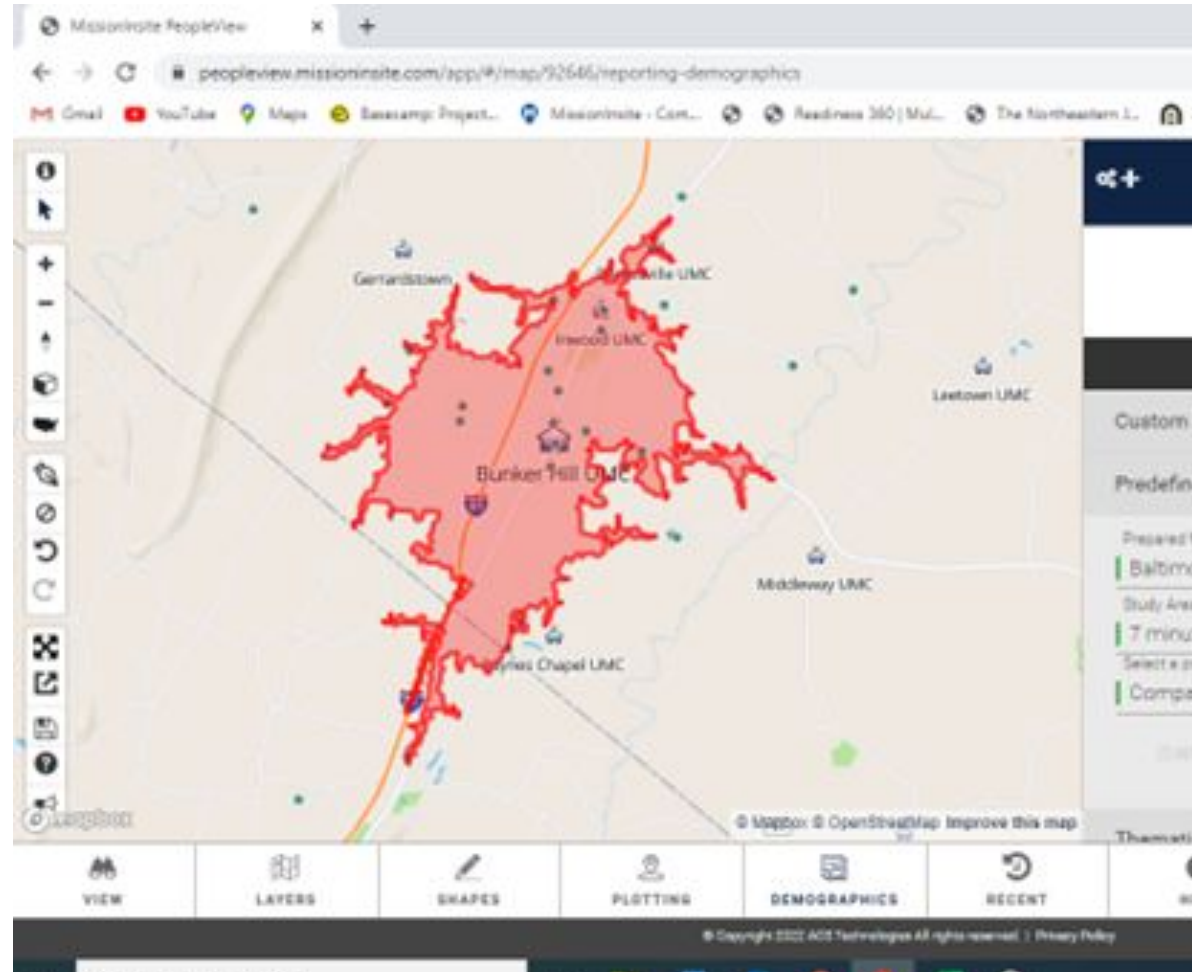
**What is it? The geographical location of members and active adherents that allows comparative needs and expectations between membership and mission field, reveals financial potential, and anticipate the stress of change.**





# Search Area/Shapes (Drawing a Polygon)

A focused study for  
research (Based on  
travel or radius)



# Shapes

## Setting

Basic, Radius, Data

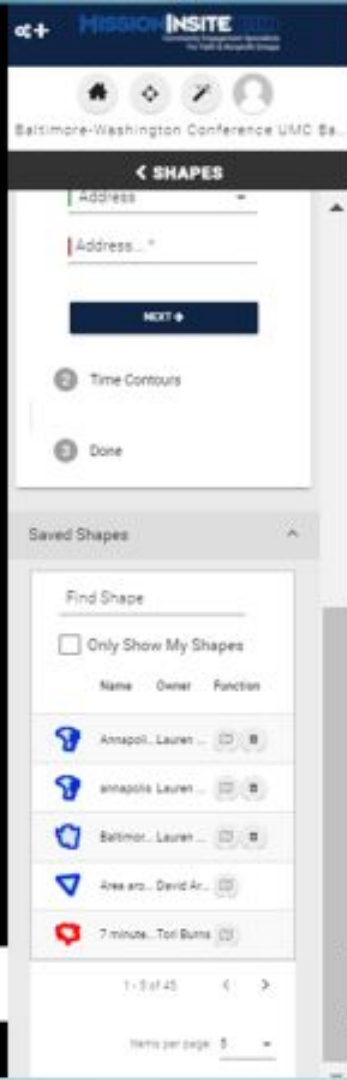
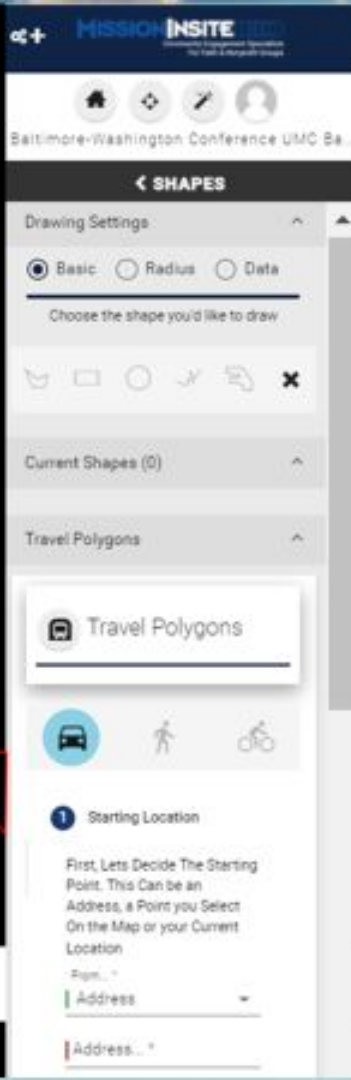
## Draw Polygon

Freehand  
"Down-Up"

## Travel Polygon

Car, Walk, Cycle  
Miles, Minutes

## Saved Shapes



## Build a Theme Map

Overview

People

Households

Families

Diversity

Housing

Work

Demographic Trends

Racial/Ethnic Trends

Voting Age Census 2010

Population/Households Forecast

Phase of Life Forecast

Average Income Trends: Households and Per Capita

Summary: Population 5+: Language Spoken at Home

Summary: Phase of Life

Summary: Population by Household Type

Summary: Families in Poverty

Summary: Housing Units

Mosaic

Mosaic Groups

LAYERS

SHAPES

PLOTTING

DEMOGRAPHICS

RECENT

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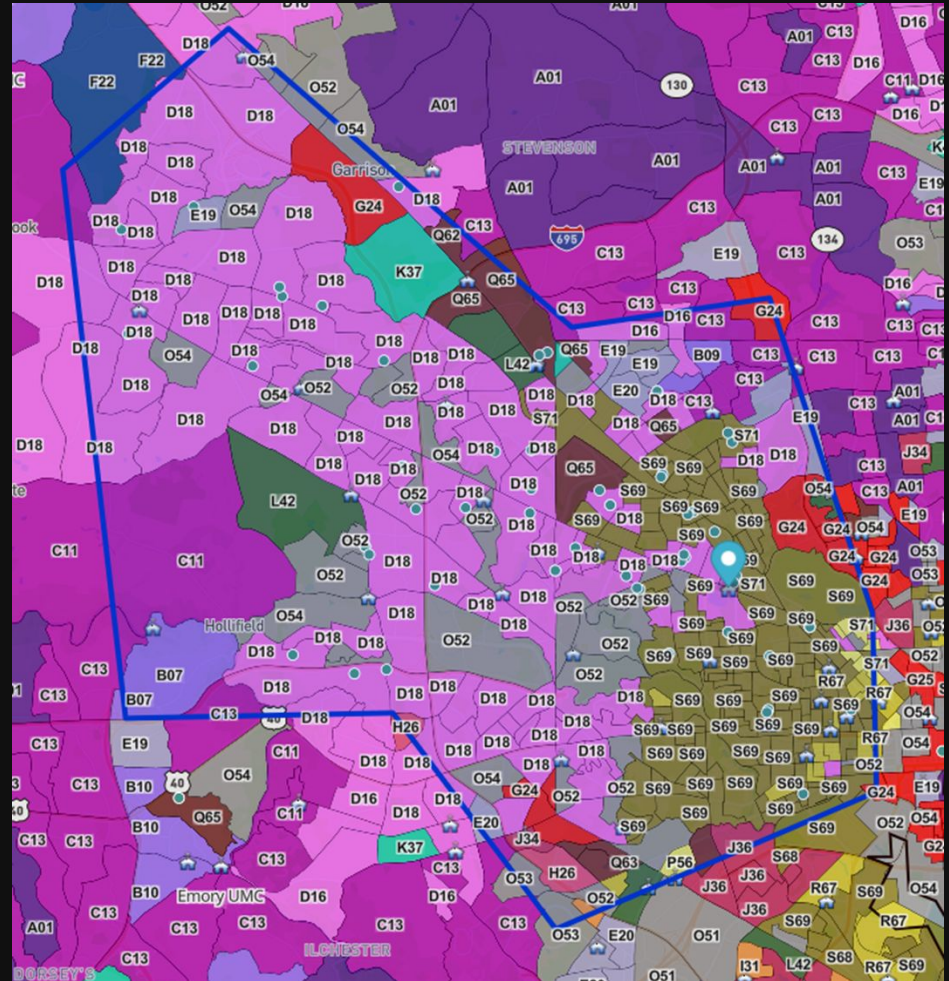
# Building a Theme Map

Lifestyle codes and colors



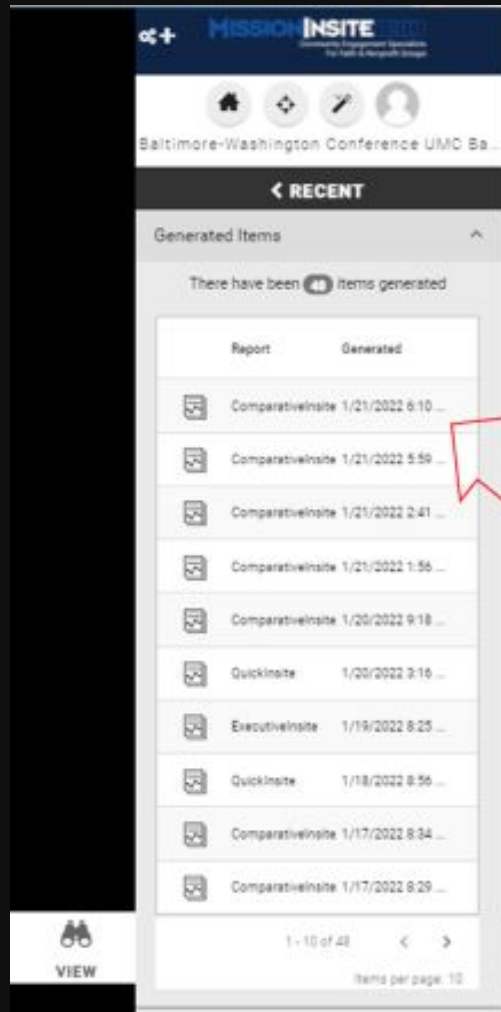
# Building a Theme Map

This is an example of a thematic map. This is where we see the Lifestyle segments based on Experian, Epsilon, and other demographic studies.





Comparative Research: The ComparativeInsite Report is the only predefined report that directly compares “mission field” to “membership.” In other words, it compares data about the community or communities defined by the search area (polygon) to the data about the church participants. It relies on churches completing “PeoplePlot” and uploading this list into the GPS used by MissionInsite.



# Recent Reports

FullInsite

ExecutiveInsite

ComparativeInsite

MinistryInsite

MinistryInsite Priorities

ReligiousInsite

ReligiousInsite Priorities

QuickInsite





# Testimonials







# Christina Blake



Lower Shore District  
Superintendent  
Pen-Del Conference



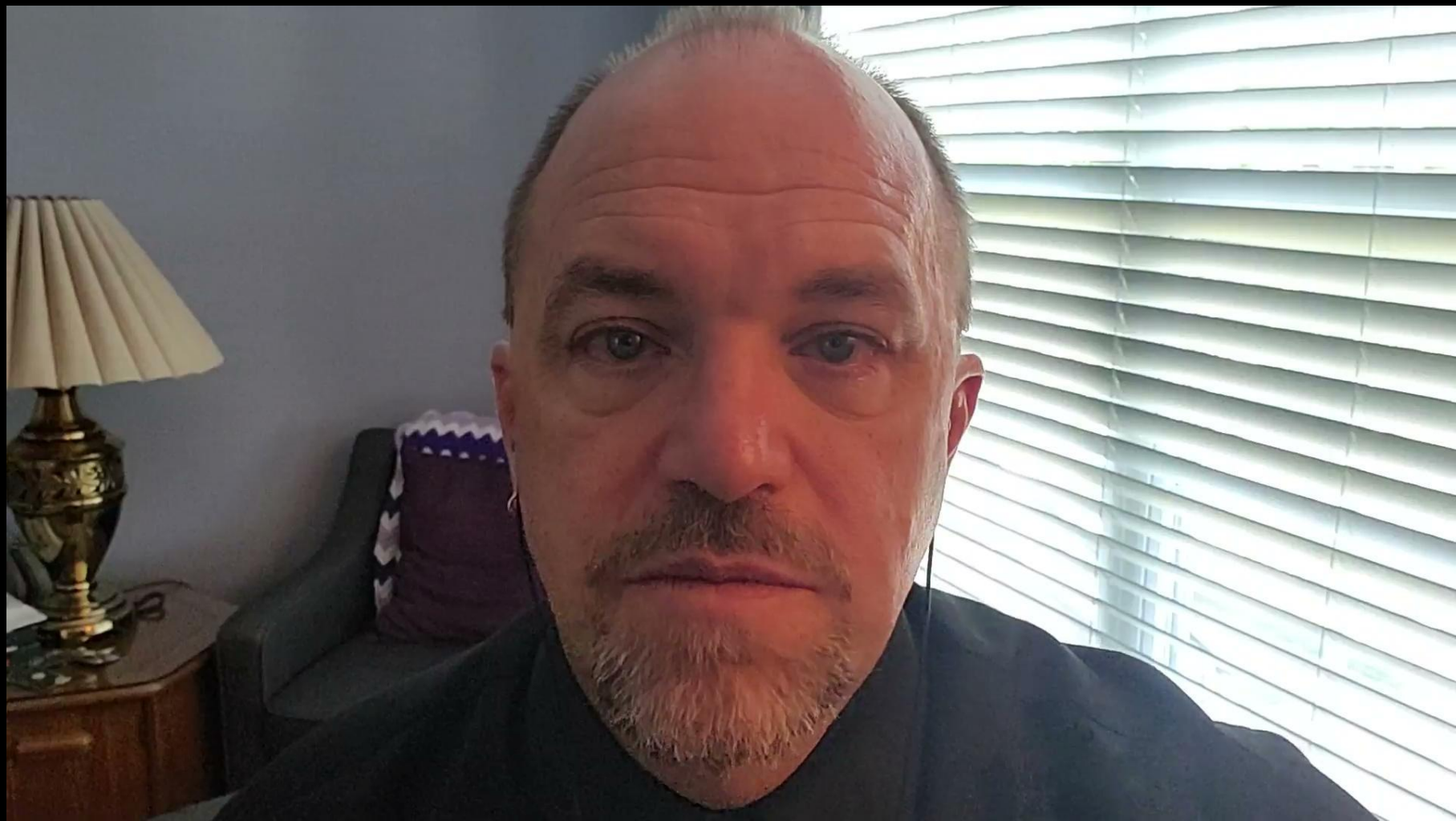




# John Wunderlich

Cumberland-Hagerstown  
District Superintendent

BWC









Q U E S T I O N S   &   A N S W E R S

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