

Good Morning,

My name is Brian Ivey and I am a member of your leadership team. This team meets monthly in each other's homes to discuss and discern the future of our church, the direction we are headed and what we should be about in our community in order to achieve our mission of loving and serving through Christ.

One thing that we can be sure of – God has placed us here in this place, at this time. This community that surrounds our church property is our closest mission field so it is important that we know who that is. That can be challenging. To love and serve this community through Christ, as best as we can, we have engaged a service known as Mission Insite.

Mission Insite provides a wide array of demographic information about this community we serve and our churches membership. It can forecast changes taking place that can alter our strategies for future ministry and it provides something called “Mosaics” which give us detailed preferences of the people living in our neighborhood – preferences for the kind of worship they wish to attend, the volunteer causes they are most likely to support, and many, many other key behaviors that help us discern how our church can best serve this community.

It would not surprise you that the primary Mosaic in our community, nearly 53% of the people that live within 3 miles of our church, fall into a category described as the “Power Elite: American Royalty.” This group has high aesthetic sensibilities and high expectations for institutional church effectiveness. They hold a global perspective and have high regard for good leadership in the church. They also strive for affluence and a solid sense of well-being.

Why is this information important to us? Well, the group I just described, 53% of our community, seek a church facility that is professionally landscaped, well cared for inside and out. Worship is the primary way this group connects with religion; they prefer sermons that teach and leave them with a sense of hope and optimism. These are people who are “on-the-go”... they rely on digital communication and expect it to be convenient.

I think you can see why this would help us discern the better path forward for our ministry here. For instance, if our church decided to embark on a ministry assisting single moms, that ministry would have to be very well thought out and most likely directed at another community close by in Norristown or Phoenixville simply due to the fact that statistically, there are almost no single moms living in our community.

The second most populace Mosaic in our neighborhood is called “Silver Sophisticates: Booming with Confidence.” Almost 20% of our community falls into this group and these people also come with slightly different expectations about service and religion and philanthropy and so on.

Knowing this information helps us plan our churches future and this is part of the reason you see so much change going on here with our church facilities, the way we are using our space and how we worship and plan.

It is a wonderful experience watching the new nursery take shape and our parlor will be closing this week to undergo its renovation and be ready for new ministry this Fall.

I am so glad to be part of Wayne Church and your leadership team and I would ask that if you have any questions or would like to talk about any of the work we are doing please let us know. It is a privilege to be part of this church family. Thank You.