

Segment A05:

Couples with Clout

Highly educated mobile couples living life to the fullest in affluent neighborhoods

Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective: *Entitled spirituality*
 Common Spiritual Issues: *Feeling lost or lonely, anxieties over aging and dying*

Common Church Experience

- Prestigious churches
- Mobile, irregular attenders

- Critical distance from religion
- Materialism and Personal Spirituality

- Multi-cultural global perspective
- Financially support non-profits



Potential Influence

Lifestyle Compatibility	Family Group A <i>Power Elite</i>	Frequent Neighbors
D17 Cul de Sac Diversity E19 Consummate Consumers K37 Wired for Success O54 Influenced by Influencers	A01 American Royalty A02 Platinum Prosperity A03 Kids and Cabernet A04 Picture Perfect Families A06 Jet Set Urbanites	C13 Philanthropic Sophisticates B10 Cosmopolitan Achievers G24 Ambitious Singles F22 Fast Track Couples

General Comments:

Couples with Clout are conspicuous consumers, and their blend of materialism and spirituality is paradoxical. Consumption is more about quality than quantity. They often aspire to a “simple” life, partly because they move frequently and don’t want many possessions, but also because they prefer an uncluttered life. Spirituality is often associated with health and fitness, appreciation of multi-cultural symbols, syncretistic beliefs, and nature. They bring this same consumer paradox to the church, which means they rarely join and maintain critical distance.

Churches may be challenged to reach *Couples with Clout*. They are childless; they move frequently, and they see themselves as citizens of the world rather than a local community. If they do connect with a church, it will often be a larger church with a global mission. The church may have more progressive attitudes toward social issues, practice exaggerated tolerance, and behave cross-culturally. On the other hand, these churches may have more conservative attitudes regarding economics and politics. They protect social status and enjoy living high-class, healthy, mobile lives. They connect with churches that are prestigious because of their elite membership or “glocal” influence. These churches build notoriety with philanthropic outreach, ethical teachings, and healthy lifestyles.

Color Key	High Priority	Medium Priority	Low Priority
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High Priorities also marked with “X” for churches photocopying in black and white.

Leadership PreferencesResource: *Spiritual Leadership* by Thomas Bandy (Abingdon Press)

Traditional		Progressive		Radical	
	Caregiver		Discipler	x	Visionary
	Enabler	x	Guru		Mentor
	CEO			x	Pilgrim

Couples with Clout often gravitate to spiritual leaders who have international experiences and multicultural backgrounds and cultivate a cross-cultural image. They are knowledgeable about, and respectful toward, diverse Christian and other religious traditions. These leaders are less focused on faith formation, and more focused on hope and love, optimism and reconciliation. Such leaders understand themselves as *influencers* rather than *leaders* in any institutional sense. *Couples with Clout* travel both in the real world and the world of ideas. They may follow a particular guru who coaches abundant living and may encourage a theology of success. The boundaries between religious communities and cultic practices may be blurred. They often look to the spiritual leader (rather than to a Bible, tradition, or ecstatic experience) to discover truth. Christian spiritual leaders must accept enormous responsibility for how they influence these talented and ambitious people.

Lifestyle Connectivity

They connect face-to-face, but mainly *follow* influencers through social media (especially blogs and streaming video). Gurus often combine spiritual intensity with material success and physical fitness. Sustain a weekly blog related to spirituality and health.

Hospitality Preferences Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

Traditional		Modern		Postmodern	
	The Basics		Multiple Choices		Take-Out
		x	Healthy Choices		

Couples with Clout usually have dual careers and busy schedules through the week, and view weekends and holidays as times for self-indulgence. Sunday morning is probably not the primary way people in this lifestyle segment connect with a church. If they are in town, and not at the health club, they will come to church on time. They will expect beautiful landscaping and a paved, secure parking lot. Greeters should be respectful and model sensitivity to diverse cultures. Images and symbols will reveal global mission opportunities. Background music may be eclectic about genre, but very tasteful and unobtrusive. They may linger after worship to talk with the guru spiritual leaders or their followers, but are generally impatient with mere chatter about sports, weather, family, etc. Their friendship circle rarely lies within the church, but through business or arts networks. Refreshment tables provide a variety of fresh, healthy choices presented in simple but elegant ways. People in this lifestyle segment are careful about what they eat, but they consider themselves connoisseurs of good food. Avoid packaged and mass-produced foods. Refreshments should be prepared by experienced volunteer chefs and have an international flair.

Lifestyle Connectivity

Keep in touch through the internet. Invite them to special events that include music, drama, or visual art. Inform them of opportunities to donate to significant projects.

Worship Preferences Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

Traditional		Modern		Postmodern	
	Caregiving Worship	x	Inspirational Worship	x	Mission-Connection Worship
	Educational Worship		Transformational Worship		Coaching Worship
	Healing Worship				

Couples with Clout have very busy weekends. Sunday morning attendance may not be the primary way they experience the awesomeness of God or the real presence of Christ. If asked about profound spiritual moments, they are apt to describe an event from their travels or an intense moment of intimacy in their private lives. Worship should be fast paced, with no awkward silences. Seating is comfortable and designed for performance or presentation rather than discussion or interaction (which comes later via social media or small groups). The environment includes excellent acoustics and sight lines. Music may be varied in genre or instrumentation but must be of high quality. No announcements. Intercessory prayers are focused on people and issues around the world. Worship may be like a great concert, great theater, or great performance, but it must be *great*. Mediocrity is a sign of low commitment and a hint of hypocrisy. Music can be very important. They tend to gravitate to "cathedral" churches wherever they might be. They like to worship among cross-cultural communicants, and may be moved by the beauty, sincerity, and mysticism of the sacrament. On the other hand, worship may be like a global non-profit organization at prayer. The primary focus is on outreach rather than liturgy. It is still *great*, but this is measured by the extent and power of its mission impact.

Lifestyle Connectivity

Couples with Clout have state of the art audio and video technology in home theaters and will watch online worship if it well done. They are more likely to watch special worship events that highlight religious music (Christmas, Easter, etc.) Highlight a social service or educational outreach program to which they can donate.

Education Preferences

Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Form		Content		Grouping	
	Curricular		Biblical		Generational
x	Experiential	x	Topical	x	Peer Group

Couples with Clout are unlikely to participate in Sunday school to learn about God, spiritual life, and mission. Many learn best through action/reflection processes when mission service and theological reflection are combined. Topics are often about spirituality or ethics and are intellectually sophisticated. These people tend to be educated and pursue lifelong learning. They learn best in groups of their lifestyle peers, or in company with fellow pilgrims and seekers. Although they are highly educated, it may not be in a liberal arts tradition. Test assumptions about basic knowledge of church history, Biblical interpretation, Christian ethics, and Christian literature.

Lifestyle Connectivity

They will very likely participate in interactive websites, watch video presentations on topics of interest, enrol in short-term online education courses, and follow blogs by experts or gurus. They may access a seminar or lecture that has been recorded at the church through the internet and appreciate email updates of upcoming events.

Small Group Preferences

Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Leadership		Focus	
x	Trained Leader		Curriculum Study
	Rotate Leaders	x	Shared Affinity

Couples with Clout value small groups but have trouble making time for them. They make time for groups related to self-discovery and meditation, fitness, and sports, or and global trends. The topics are often related to contemporary issues or urgent events. They may participate in a small group that travels together, takes a cruise, investigates archeological sites, or samples varieties of music, food, wine, and literature. They gather and collating facts so that they can offer informed opinions to others. They prefer a designated leader who has experience and expertise in the topic, and sometimes prefer to rotate leadership among their peers and use various resources and methods for reflection. The Bible may be only one among many spiritual resources. Small groups are usually located in a home (or condo) rather than in the church building and dedicate lots of time to socializing over good food. Some find joy in cooking gourmet refreshments, and others will rely on a high-end caterer.

Lifestyle Connectivity

They will more likely participate in short-term groups that rely on virtual resources and may continue discussions through exclusive chat rooms. They will share ideas as they come to mind using instant messaging and will value brief messages offering encouragement or a “thought for the day”.

Outreach Preferences

Resource: *Strategic Thinking* by Thomas Bandy (Abingdon Press)

	Personal Need	Readiness to Volunteer
Basic Survival		
Health and Wellness		
Quality of Life	x	
Addiction Intervention		
Interpersonal Relationships		
Human Potential	x	x
Salvation and Human Destiny		

Couples with Clout may become interested in any church program that helps them live healthier, independent, productive lives. Self-actualization and cross-cultural exploration are important. Their connection with a church may be motivated by crises in health or relationship. They are very mobile and may not take an interest in local events or environment. They consider themselves citizens of the world and focus on global outreach. The target for prayer, giving, and advocacy is whatever issue is currently most urgent. They may petition and lobby for important causes, but rarely march, picket, or work hands-on in the mission field. They are less likely to volunteer for hands-on mission unless it is short-term and happens to coincide with travel plans or personal interests.

Lifestyle Connectivity

Outreach related to education attract their interest, and they may connect with alumni events and contribute to special fund raising for universities or colleges (programs, building campaigns, and research centers). Information and giving happens online through digital newsletters or websites.

Facility Preferences

Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Property	Technology	Symbolism
Ecclesiastical	Modern	Classic Christendom
Utilitarian	x Postmodern	x Contemporary Post-Christendom

Couples with Clout gravitate to clearly spiritual spaces. Sometimes these may be classic, ecclesiastical structures, but often these are environments and facilities that are more broadly "spiritual" or "meditative". The grounds are often beautifully landscaped, and worship settings bring nature indoors. The architecture is creative and inspiring ... a true work of art. Spiritual symbols may be more generic and connect with more than one religion. For example, one might see stained glass windows with illustrations of crystals, rays of light, or vines. Furnishings are contemporary and expensive; technologies are state-of-the-art.

Lifestyle Connectivity

The entire facility should be wireless and networked. Tasteful video screens in the worship center should link worshippers with the images, videos, music, and experts as needed. Technology involves all five senses (sights and sounds, but also taste, touch, and smell).

Financial Preferences

Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Giving Target	Giving Method
Unified Budgets & General Funds	x Informed Philanthropy & Pledging
x Designated Programs & Mission Projects	Lifestyle Coaching & Family Financial Planning

Couples with Clout are choosy about their giving, and research potential giving targets thoroughly. They give to micro-charities and special projects, but only if they are confident the money is managed well, and the managers are mission focused and trustworthy. They may give to church institutions as a second priority, usually in appreciation for sponsoring effective mission and encouraging profound spiritual insight. It may be the second priority, but they have the money to still give generously.

Positions on public policy often influence the financial support offered by people in this lifestyle segment. Money is a means of controlling the purposes and programs of the church institution, even though people in this lifestyle segment often like to appear as anonymous donors. *Couples with Clout* are less likely to participate in any traditional stewardship program that involves pledging. They may prefer to give single large contributions to a church or program, provided that the prospectus clearly defines anticipated outcomes and accountable leadership.

Lifestyle Connectivity

Many volunteers will choose to participate in administrative meetings online, and churches must have the best hardware and latest conferencing software. Provide detailed financial information online (password protected) and maintain highest security to protect confidential information.

Communication

Resource: *Mosaic E-Handbook* by Experian

Communication in Daily Living					Communication in Church Participation						
x	Broadcast/Streaming TV		Direct Mail		Radio	x	Live/Recorded Video		Print and Paper		Announcements or Visits
x	Mobile SMS	x	Email	x	Social Media	x	Text Message	x	Email	x	Social Media

Couples with Clout change jobs and residences frequently and may change email addresses and other accounts often. Therefore, the church database will require constant updating. Despite their mobility, they may still identify themselves with your church (if it is serious about global reach). They rely on the internet for research, reading, shopping, banking, and networking. They require fast computers and are using tablets and smart phones. They are more likely to use social media (blogging, chats, and forums), than traditional newspapers or printed magazines to hear the news or follow trends. They connect with traditional news networks, but in non-traditional ways. They may occasionally scan a church newsletter for updates about religious entertainment or mission, but not for institutional expectations or pastoral care needs. Churches need to maintain state-of-the-art interactive websites.

Lifestyle Connectivity

Avoid too many "clicks" to browse a site. Include video and podcasts for worship and study. All church advertising should be by email or text message, but be sure to identify yourself and your purpose, lest the message be deleted quickly as spam. Unless the first line in any communication grabs their attention, they are unlikely to read further.