

# SEGMENT C13: SILVER SOPHISTICATES

*Mission Impact...Focusing your heartburst for the people around you*

Mission Impact Guide V 2.0  
Group C, "Booming With Confidence"

## Mature, upscale couples and singles in suburban homes

Resource: Mosaic by Experian

### General Spiritual Insight:

**Silver Sophisticates** is part of the Lifestyle Group C (*Booming With Confidence*). Please refer to the description of Group C for the larger context of this segment's potential relationship with the church.

<b>Religious Perspective:</b>	"It's The Right Thing To Do"
<b>Key Behaviors:</b>	Quiet Good Taste, Morality With Minimum Sacrifice
<b>Strong Impressions:</b>	<p><b>Inclination &amp; Attitudes:</b> Global Perspective, Planned Lifestyles</p> <p><b>Mood &amp; Values:</b> High Commitment to Career, High Sense of Well Being</p>

## Comments:

*Sliver Sophisticates* are relatively liberal in their social views and tend to connect with moderate or more liberal churches. They see the church as an important part of the educational and social service networks in the United States. Spiritual life and lifelong education are closely related, along with donations to charities and philanthropic activities. They join churches that prioritize education and the arts, and which have the resources to provide high quality worship. Their church usually supports at least one, major, ongoing "signature" outreach ministry that has a citywide or regional reach.

People in this group are over 65 and many are widowed or divorced, but they tend to be long time residents in the stylish homes of their community neighborhood. They tend to be very loyal to their local church and to their denomination. The members are often old friends, although they may not socialize regularly during the week. They may make generous bequests to the church. The architecture, liturgy, and symbols of the church provide them a strong sense of belonging.

## Relevant Ministry Choices:

Leadership	Hospitality
<p><b>Enabler, CEO</b></p> <p>The senior pastor or priest is usually a veteran minister with years of experience. He or she is known and respected in the denomination, and has probably served on committees or staff in their regional diocese, conference, district, classis, etc. The pastor is an expert in designing and leading worship, and knowledgeable about theology. He or she usually has an advanced academic research degree (Ph.D. or Th.D. rather than D.Min.) The pastor may occasionally teach at a retreat center or seminary, but is primarily available in the local church.</p> <p>Approachable and friendly, the pastor facilitates committees, manages events, and provides sound and somewhat conservative administration for the church. He or she frequently oversees one or more program staff, and trains a solid volunteer core of leaders on an administrative board.</p>	<p><b>Healthy Choices</b></p> <p>People in this lifestyle segment make worship attendance a habit whenever they are not traveling. They arrive on time, but not early, and like to be greeted respectfully and by name. They usually have seating preferences, and ushers should be sensitive to special needs. They do not like to be the center of attention, but appreciate little acts of kindness. Occasionally they will have children and grandchildren visiting with them, and expect that they will be recognized.</p> <p>These people are careful about their health. They appreciate food without any added sugar; excellent coffee or herbal teas; fruit juices and water. If the core values of the church permit, they appreciate an excellent glass of wine after worship on special occasions. The hospitality environment is on the same floor as the worship center, and should be tastefully decorated. Christian symbols and memorials are often visible. Provide excellent lighting and air circulation, and minimize dust and ash.</p>

**Leadership**

**Compelling Issues:**

The pastor networks with health care, social service, and ecumenical leaders. She or he is not expected to be in the office, but will reply to any message within 24 hours.

**Hospitality**

**Compelling Issues:**

Staff should always mingle during refreshments, and the church secretary should make a point of taking notes to serve as reminders for the pastor during the week.

## Relevant Ministry Choices:

Small Group	Outreach
<p><b>Inspirational, Educational</b></p> <p>People in this lifestyle segment appreciate "traditional" worship that lifts the heart and challenges the mind. Inspirational worship does not necessarily mean loud or rhythmic. It may be dramatic or liturgical, with excellent musical performances, rich images, and eloquent speakers. Worship conveys a sense of history, and participants sense that they belong to a larger tradition.</p> <p>Preaching may be motivational, but its main intention is to educate. Preaching explains doctrinal or ethical points, or exposit scripture. However, people in this lifestyle segment dislike pedantic lectures or ideological rants. Reasonable argument and gentle persuasion are more effective. Worship and preaching often reference the Christian year, and the lectionary of worship may interface with the private devotions of participants.</p> <p>Eucharist can be very important for people in this lifestyle segment, and they may have strong views about how it is celebrated. Audio should be excellent. Make sure that all voices are amplified and acoustics are crisp. However, video may be a distraction.</p>	<p><b>For Themselves:</b> Interpersonal Relationships, Health  <b>For Others:</b> Human Potential, Quality of Life</p> <p>Many <i>Silver Sophisticates</i> are widowed or divorced, and many empty-nest couples may live at a distance from children and relatives. They are always interested in opportunities to build friendships. They regard church dinners, dances, concerts, and other fellowship events as a welcome mission to their needs. They are also very concerned with healthy living, and ministries related to physical and mental exercise are popular.</p> <p>People in this lifestyle segment are more outward focused than their <i>Golf Carts and Gourmets C12</i> counterparts in this lifestyle group. They have strong philanthropic interests, and will contribute generously to universities, arts, environmental groups, veterans groups, and social welfare non-profits. They may underwrite special church outreach projects, and occasionally volunteer to be on an advisory or governing board. They consider themselves citizens in a global village, and are interested in improving the quality of life for others. They often support enthusiastically denominational missions for famine relief, peace and reconciliation, disease control, and emergency intervention.</p>

**Worship**

**Compelling Issues:**  
 Controversy over the style of worship (music genre, choir robes and gowns, language of the liturgy, etc.) is common. Introduce worship changes with great diplomacy, making clear connections with both ancient and more recent church history.

**Education**

**Compelling Issues:**  
 Sunday school for participants in this lifestyle segment classes often stay together for a long time, and are a source of mutual support and care giving.

## Relevant Ministry Choices:

Small Group	Outreach
<p><b>Designated Leaders, Curriculum or Affinity</b></p> <p>The singles and couples over 65 that are included in this lifestyle segment have been in residence 10 or more years, and often welcome small groups into their homes. Some groups are organized around book studies, and may use DVD based curriculums related to world religions, philosophy, history, and the arts. Other groups may form around affinities for cardio and low impact exercise (e.g. yoga), or mission awareness for the environment or global emergencies. Groups tend to be seasonal (allowing time for participants to travel, relocate to summer or winter homes) but also tend to last longer (over 3 sessions).</p> <p>Many in this lifestyle segment are well educated and have expertise in a variety of topics. However, they usually prefer a designated leader that brings expertise to the conversation, or one who accepts the burden of hospitality planning and facilitates conversation. Small group leaders are often trained to be diplomatic, so that they can overcome personality conflicts and encourage shy people.</p>	<p><b>For Themselves:</b> Interpersonal Relationships, Health</p> <p><b>For Others:</b> Human Potential, Quality of Life</p> <p>Many <i>Silver Sophisticates</i> are widowed or divorced, and many empty-nest couples may live at a distance from children and relatives. They are always interested in opportunities to build friendships. They regard church dinners, dances, concerts, and other fellowship events as a welcome mission to their needs. They are also very concerned with healthy living, and ministries related to physical and mental exercise are popular.</p> <p>People in this lifestyle segment are more outward focused than their <i>Golf Carts and Gourmets C12</i> counterparts in this lifestyle group. They have strong philanthropic interests, and will contribute generously to universities, arts, environmental groups, veterans groups, and social welfare non-profits. They may underwrite special church outreach projects, and occasionally volunteer to be on an advisory or governing board. They consider themselves citizens in a global village, and are interested in improving the quality of life for others. They often support enthusiastically denominational missions for famine relief, peace and reconciliation, disease control, and emergency intervention.</p>

**Small Group**

**Compelling Issues:**

People in this lifestyle segment dislike advertising, and are annoyed by institutional sidetracks. Avoid making a lot of announcements in small group meetings, and do not ask small groups to contribute to financial campaigns or perform other church institutional tasks. Let them focus on topic and fellowship.

**Outreach**

**Compelling Issues:**

People in this lifestyle segment trust denominational leaders. They may not need to know every detail about the administration of outreach, but they do like to receive feedback in the form of statistical results or great mission stories.

## Relevant Institutional Strategies:

Property and Technology	Stewardship/Financial Management
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### Ecclesiastical, Christendom, Modern

*Silver Sophisticates* (like many of their counterparts in this group) regard property as an important way to maintain continuity with the past and their past in particular. However, they may be more open to contemporary innovations in architecture and interior decorating than some of their younger counterparts. Contemporary design must still be tasteful, proportional, clearly spiritual, and blend well with the shapes and colors of the traditional facility. Interior symbols will be classically Christian, but exterior symbols may more broadly recognize spiritualities of mainstream world religions.

Technologies will generally be in keeping with 19th and early 20th century norms. Organs (preferably pipe organs) will be the primary instrument of worship. However, people in this segment have a more open appreciation of music and instrumentations, and the facility may be adaptable for jazz, blues, and even classic rock (provided these are used in a decidedly Christian context like a contemporary Eucharist or celebration of the Christian year.) They welcome padded pews and possibly cathedral chairs if they are traditionally designed. The sanctuary must have an excellent sound system, but is usually devoid of LCD screens and projectors. Lighting is adjustable, and candles are often used to create an environment of quiet meditation.

### Unified Budgets, Informed Philanthropy

People in this lifestyle segment instinctively trust the church institution (although this may be weakening as denominations address controversial public policy issues). They prefer an uncluttered but detailed budget, and prefer to give to only two or three distinct funds (operations, memorials, and missions). However, they will underwrite special outreach projects, give to micro-charities, and strong support denominational missions.

They trust church staff and church boards to use the money wisely. This means that the nominations process is vital to them, and the Finance Committee in particular is a crucial power center of the church. They prefer traditional fall stewardship campaigns. These may be a bit later than usual (November) when they are more likely to be home.

Some people in this group have a history of tithing, and most are committed to percentage giving. They want a careful record of their charitable giving for their tax returns. They can make very generous one-time donations when they are convinced that a capital campaign is justified.

### Stewardship/Financial Mgmt.

#### Compelling Issues:

They appreciate a personal visit by one or two church leaders in their home. Their degree of generosity is often motivated by the credibility of the pastor and spiritual life of the board, rather than budgetary needs. Therefore, they are often critical of personnel costs (especially personnel vacations, continuing education funds, and book allowances). They also prefer to maintain large financial reserves.

## Relevant Institutional Strategies:

### Property and Technology

#### Compelling Issues:

Despite some openness to contemporary music and musical instruments, people in this lifestyle segment tend to maintain clear distinctions between "sacred" space and time and "secular" space and time. They are anxious about making worship "mere entertainment", and concerned that the core values and beliefs of renters or property users should be compatible with those of the church.

## Communication

### Print, Telephone, Gatherings

The internet is foreign to most of these people. They probably do not use email or participate in social networks. However, they may use the internet to track financial giving to the church, and may authorize direct payments to the church. If the church has a website, it is primarily another form of advertising.

People in this lifestyle segment share and receive information via printed newsletters (newspapers, magazines, and books), and through the telephone. Some will use mobile phones (although they will not use all the features for "Smart Phones"). Most rely on traditional telephones. They rely on "telephone trees" for prayer concerns, and appreciate reminders by phone about important meetings or coming events.

### Communication

#### Compelling Issues:

People in this segment prefer to talk with real people, not machines. The church secretary must be trained well in telephone communication to be friendly and non-bureaucratic as well as efficient; and to carefully guard against gossip and restate principles of confidentiality.

## Resources:

- Download MissionInsite's **Impressions Report** for your mission field through <http://www.MissionInsite.com> (Predefined Reports)
- **Really Relevant (and) Always Faithful: How Churches and Ministries Target Mission In An Explosion of Diversity** by Thomas G. Bandy (Available through Amazon)
- Download the [MOSAIC Guide](#) from Experian
- Explore the [Interactive MOSAIC Guide](#) from Experian