



ARCHDIOCESE
of **MILWAUKEE**

**Using MissionInsite to Build
Parish Membership & School Enrollment**



- Mark Kemmeter and Carol Rybak **Introductions**
- **15- Year Trends** in Mission/Membership Initiatives
- New Approaches for **Schools Marketing**
- New Approaches to **Build Relationships/Membership in Parishes**
- Q & A



Key Understandings

- Trend in church growth was for the **big-box, mainly suburban churches**
- Churches attracted people in **growth areas from larger geographical areas**
- Because of size, **attracted people from other churches**
- That trend has plateaued
- MissionInsite study of religious belief, practice and behavior has revealed:
 - **mistrust of church leaders**
 - **view that churches are not making a difference in people's lives**
- It's All About Relationships – Friend Raising



- **Alpha** began as an evangelization initiative
- In 2004, **Fresh Expressions** (freshexpressions.org) from the Church of England began “**dinner church**” (YouTube search by “dinner church”)
- Based on **going back to the origins** of the early church and “house churches”
- Reaching a community of 50-75 people
- **Examples** – Cowboy Church, Biker Church, Young Marrieds Church, even Beer Church
- There are critiques of this approach but it does reach people we are not reaching
- **How can we apply these initiatives to Catholic schools and parishes?**



Schools Marketing - Approaches

- Current approaches for student recruitment
 - Parish baptisms
 - Religious education
 - School open houses
 - School mailings
 - Parents contacting the school
- Take it to the next level with more relational approaches
 - Relationships are key
 - A purpose of the Church is about gathering together and building relationships



Schools Marketing - Engage

- Create ways for small groups to engage
 - Get people together to talk!
 - Peer to peer (parent to parent) connections
 - Parent ambassadors (not just principals)
- Ambassadors and word of mouth = most effective



- School recruitment events that engage prospective parents
 - Coffee meet and greets
 - Gather around a meal
 - Happy hour
- At event, current parents talk about
 - Benefits of school
 - Why it's a good choice for their child/family
 - Stories about how the school transformed or affected the students or parents' lives
 - Emphasize the school is a safe place to grow, learn lifelong values, form the whole child



- Host an event as a follow-up to Fundraiser/Open House/Information Night/Summer Festival
 - Few weeks/one month afterward
 - Use contact info gathered at event
 - Invite them back to experience culture firsthand
 - Meals/breaking bread is a universal way people connect
 - Opportunity to meet and engage with their (new) community
 - Babysitter onsite
 - Parents become friends, and children become friends



Schools Marketing – Final Thoughts

- Marketing – 7 touch points to take action
 - Repeated contacts/calls necessary for impact
- People want to connect
 - Besides in person, share transformational stories to emotionally connect through video, letter
- Catholic schools offer something for non-Catholics
 - Morals, lifelong values, emotional safety, a place to grow, a community of like-minded families and peers
 - Everyone is welcome



Schools Marketing – Final Thoughts

- One time does not make or break a program/idea. Learn something every event/every year that you can build on for next time
- Track data
- Have fun and get to know your community



How Do Parishes Typically Grow?

Two Typical Ways -

- If there is **population growth** in the area
- If the parish attracts parishioners from other parishes –
“magnet” or “destination” parish

What can we learn from fresh expressions and apply to growing our parishes?



Two Basic Paths for every parish -

- **Reach out to people like the ones you already serve**
– ComparativeInsite Report, People Mosaics, Maps, Ministry Impact Guide
- **Reach out to people whom you are not serving** –
ComparativeInsite Report, People Mosaics, Maps, Ministry Impact Guide

How can we do this?



- Shows who lives in your area – Gives you a view of not only who we serve, but who we are not serving.

Who Are We? Who is Our Neighbor?

Total People	256	Total No. of Mosaic Segments in Study Area	44
Total People Households	241	Total No. of Mosaic Segments with People	27
Total Population in Study Area	24,538	HH Present	2.3%
Total Households in Study Area	10,328	Estimated Household Penetration Rate	2.3%

	Mosaic Segments Study Area		People Mosaic Segments Weighted by Presence		
	%	No.	%	No.	Index
Head of HH Age					
Age 19-24 years	3.0%	310	1.6%	4	54
Age 25-30 years	6.5%	671	3.7%	9	56
Age 31-35 years	6.4%	665	5.3%	13	82
Age 36-45 years	11.8%	1,223	10.8%	26	91
Age 46-50 years	8.1%	839	8.7%	21	107
Age 51-65 years	34.5%	3,565	39.7%	96	115
Age 66-75 years	14.8%	1,525	15.1%	36	102
Age 76+ years	14.8%	1,532	15.1%	36	102
	100.0%	10,328	100.0%	241	
Average Age Head of Household		50		51	103
Married Households	59.1%	6,104	78.8%	190	133
Households by Type with Children					
Married with kids in household	17.0%	1,753	26.1%	63	154
Single Parent with kids	3.1%	319	0.4%	1	13
Unknown marital status with kids	2.3%	242	0.8%	2	35
	22.4%	2,314	27.4%	66	122
Household by Type without Children					
Married without kids in household	42.1%	4,351	52.7%	127	125
Single Parent without kids	8.0%	825	1.7%	4	21
Unknown marital status without kids	27.5%	2,836	18.3%	44	66
	77.6%	8,013	72.6%	175	94
Presence of a Child					
Presence of a child 0-3 years	7.6%	786	7.6%	18	99
Presence of a child 4-6 years	4.9%	510	6.3%	15	128
Presence of a child 7-9 years	4.9%	510	7.5%	18	151
Presence of a child 10-12 years	4.6%	475	7.1%	17	153
Presence of a child 13-18 years	7.8%	806	12.4%	30	159
	29.9%	3,087	40.8%	98	136



- 71 profiles
- Pre-identify people in area.
- Best way to approach them.

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Promising Families


Young couples with children in starter homes living child-centered lifestyles

Christopher & Jessica



🏠 3.49% | 📶 3.75% 👤



Who We Are

Head of household age  31-35 <small>44.6% 484</small>	Type of property  Single family <small>97.5% 123</small>
Estimated household income  \$75,000–\$99,999 <small>20.4% 161</small>	Household size  2 persons <small>29.8% 126</small>
Home ownership  Homeowner <small>81.8% 126</small>	Age of children  7-9 <small>23.6% 254</small>

Channel Preference

 <small>13</small>	 <small>199</small>	 <small>82</small>
 <small>94</small>	 <small>188</small>	 <small>206</small>


Key Features


- Child-rearing activities
- No worry spenders
- Status-conscious
- Credit aware
- Comfortable lifestyles
- Family-based activities

Technology Adoption



Journeymen



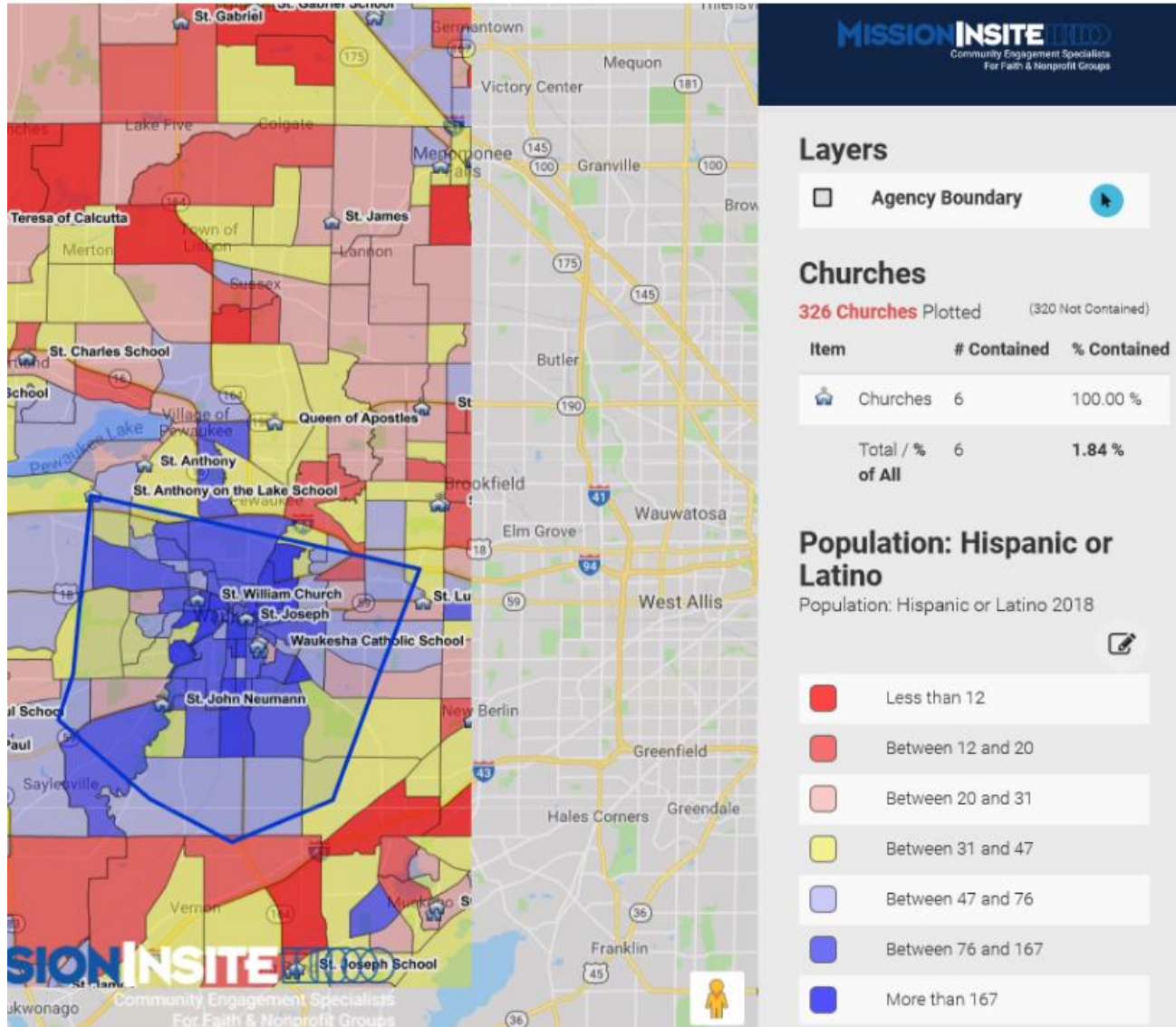





Mosaic USA
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Thematic Map Example





What Are the Components for Growth?

What you need -

- **Dedicated, Skilled Leaders** – core group from age or cultural group
- **Small Groups** to engage and retain members
 - “move from being spectators to having relationships with other members”
- **Understand parish is a community of communities**
 - St. John Paul II said, “Family of Families”
- **Build Community** among cultural groups and other age groups (USCCB – “Shared Parish”)
- **Welcome and Invite New People** who move into the area



Key Learnings from Dinner Church

Re-think the way the parish extends hospitality:

- Scripture speaks of banquet and meals
- We serve donuts and coffee
- Meals should be for friend-raising not fund-raising

Realize the “hungers” that exist in parishes:

- The poor who are hungry and looking for a safe place
- The people who want to build relationships, share experiences, make a difference
- The singles and the elderly who may experience loneliness

Every parish can grow!



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Questions and Answers

- Questions
- Suggestions
- Ideas