

## Comments from United Church Leaders Who Have Used the Report

- “We identified 50 new families attending our Christmas services following a focused flyer drop of Living the Welcome brochures.”
- “We saw marketing professionals and city planners in the congregation offering their skills for the first time.”
- “Finally, the kind of practical tool we really need! Hallelujah!”
- “We discovered that we are not a community church as we suspected. We are a regional/destination church that people attend because of specific programs we offer. This changes how we communicate ourselves to the community!”
- “The report led to a turning point in our long-term visioning process, bringing together congregational values of “quality worship” and “the need for change” through the strong social value trend of “legacy—the desire to pass something on to succeeding generations.” It helped us see tensions between quality worship and the need for change in a new light. They are not mutually exclusive or necessarily opposed to each other, but are both part of the value of legacy. We want to pass on our experience of quality worship to new generations through new forms.”
- “The different social values between congregation and community helped us see that our mission is not to be a “community church” but to be an “alternative community.”
- “We used the report at our fall board retreat to identify the felt but unnamed need for a seniors’ ministry strategy.”



### For More Information

To order a report or for further information contact:

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Knowing ourselves...  
knowing our neighbours

# The Environics Congregational Report

Inspiration and insight  
into your local context for mission

Explore the social values, ethical questions,  
and spiritual dilemmas important to your  
members  
and the broader community.

Discover where you can begin a conversation  
with the Emerging Spirit cohort in your  
community.

And more...

*Who do people say that I am?...  
Who do you say that I am?*  
Mark 8:27b, 29b

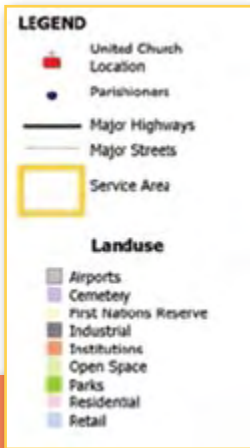
## Purpose of the Report

The Environics Congregational Report is a practical tool to help congregations develop and implement a focused mission strategy that is faithful and relevant to its context, especially in this time of change.

It does this by providing demographic and social value trend data to help you better understand your congregation and its broader community.

Congregations have used the report successfully to

- develop and implement programs that more directly address the spiritual needs and dilemmas of the congregation and the broader community
- develop and implement focused communication strategies and programs for the community, such as geographically targeted mail campaigns
- focus the social justice ministry of the congregation
- develop partnerships with other congregations and social justice community agencies and ministries
- provide input into Joint Needs Assessment processes, strategic planning, and stewardship campaigns



## Learn More about Your Community

“There are about 3 million United Church affiliates in Canada. We don’t even know who they are. But we now know where they live.”

Note: Geo-demographic data is reported in terms of population density only. *The report respects all Privacy Act considerations.*

Find out where United Church affiliates live in your community.



Find out where the Emerging Spirit cohort is present in your community.



## Who Should Purchase a Report

Any congregation in the following situations can benefit from a report:

- in or entering a Joint Needs Assessment process or a staff search
- wishing to follow up on the Emerging Spirit program
- considering an amalgamation or any partnership with other congregations
- needing to clarify or sharpen your mission strategy and plan to be relevant to the needs of the congregation and community
- wishing to develop or improve communication with the community
- seeking a stronger and more relevant social ministry in the community
- doing strategic or mission planning
- desiring to know yourself and your neighbours better

## Pricing Scale

The pricing of reports is scaled to make them more accessible to smaller congregations. If financial need is a barrier to receiving a report that your congregation would benefit from, please indicate this. All congregations that need and want a report will get one.

Congregational Total Budget Size	Cost per Report
< \$50,000	\$50
\$50–100,000	\$100
\$100–150,000	\$200
\$150–250,000	\$250
\$250–300,000	\$300
\$300–350,000	\$350
> \$350,000	\$400

Training and support provided