

In several conversations with user of Mission Insite, I have heard how difficult it is to use. With that in mind, I took a very careful look at the website, and have tried below to describe a beginner's method to understand and use this tool. I hope this is helpful.

## **Beginner's Guide to using Mission Insite**

We have been using Mission Insite for its demographic information. Its creators intended it to be more. The intent is to develop a map/ of where your people live (which they call Organizational Identity Who are we?, or Core View), a map of the people around your church (which they call Mission Field Diversity, Who is our Neighbor, or Community View), and putting these maps together, they try to provide connections, (which they call Ministry Solutions, Engaging Mission, or Fusion View.)

The “maps” created are descriptive, based upon where people live, i.e. based on geography. Mission Insite uses a marketing system design by Experian to describe the people who live in an area by income, age, family structure, etc. It is a very detailed system, which you can find fully described in a document titled **Mosaic® USA Group – Segment descriptions by Experian**, and even more fully in the document **Mosaic® USA E Handbook by Experian**. Those documents are found under the tab, Essential Documents, (or help) where there is a list of documents designed to assist the new user.

If the whole system were used, one would enter the congregants under core view, and then pick a geography around the church (which can be a community, a zip code or a specifically defined area) and then run the reports to compare the members of the congregation with the members of the defined area. This would tell the leadership 1) what is common between us and our community, 2) where we are different from our surrounding community, and 3) what are the needs, interests, and hopes of the folks around us so that we might minister to them. Thomas Bandy has provided, in the documents list, a **Mission Impact Mosaic Application Guide**, which suggests expectations and responses congregations may make to connect with people in each Mosaic segment in the areas of: Leadership, Hospitality, Worship, Education, Small Group, Outreach, Property and Technology, Stewardship/Financial Management and Communication.

We normally use MissionInsite for the community view, (Who is our Neighbor?) The “How To” menu, under either the Help menu (upper left side of screen) or the Essential Documents menu of the Welcome Screen, gives you some suggestions. I do not find them very helpful. I would suggest you take the following steps.

1. Look for the + and – symbols on the upper left hand of the screen. Plus (+) gives you more detail. Minus (-) gives you left. Get the screen to show you the level of detail you want to work with.
2. go to shapes menu an the right had of the screen. Click on it and get the menu below it.
3. I want to create a travel polygon. So I will pick that menu.
4. on the travel menu you can pick drive time, or miles, etc. Pick the one you want.
5. You will need to either choose an address, your current location (if it is in Detroit Presbytery) or chose a center point on the map, which allows you to click on pick a point, which will be the center of the polygon.
6. The website will draw a polygon.

Choosing a zip code is similar. You can also describe your own polygon. That process would be:

1. take steps 1 and 2 above.

2. click on polygon carve out
3. Move your cursor over the map, and you will see it change from an arrow to a +. Move the + to a beginning point, and left click. Move the cursor again and a line will run from the first point to the next place you click. Repeat this as often as desired, and when the cursor comes back to the first point, it will complete the polygon.
4. If the shape is not what you want, you can right click, and chose clear, then chose clear shapes. But, to continue you will need to go back to step 3.

Once you have chosen a shape, then you can choose a report. Each report has a different purpose, as is explained on the first page. The comparative report is only helpful if you have entered your member's addresses in the system. If you wish to do that, contact me, and I will give you permission. (This is so that only persons authorized by the congregation can do this.)

Play with it, and you will find more. I hope this introduction helps you get into the system.

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