



# Understanding People

By Scott Vaughan

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# Fact.

You will **never** sustain a relationship with an individual if you fail at communicating with that individual. How well you communicate will be determined by how well you know the individual and how passionate you are about the relationship.

Kill the communication, and kill the relationship.

# The Communication System: A Review

- Database Management & Audience Identification
- Management & Budgeting
- Creating a Climate
  - Digital Communication
  - Print Communication
  - Interpersonal Communication
- Hospitality Ministry
  - Daily reception; Ushers, Greeters & Hospitality Ministry
- Follow-Up with Guests

# The Audience

- You will **NEVER** understand communication or how to move people to action until you embrace the idea that the desired Audience drives every decision that you make.
- **BUILD** the database.
- **EXPAND** the database = SATURATION
- **UNDERSTANDING** the database = PENETRATION

# The Communication Formula

- The best **message** to
- The best **audience** by
- The best **method** at
- The best **time**.

*Most organizations . . .*

- Over-think the **methods** and under-think everything else.
- Never ask ‘With whom do you want to have a relationship?’ and ‘What are we willing to change to have that relationship?’

The image shows handwritten mathematical work. At the top, it says  $\frac{d}{dx} \ln(f(x)) = \frac{f'(x)}{f(x)}$ . Below that, it shows the derivative of the log-likelihood function for a normal distribution:  $\frac{d}{dx} \ln(L(\mu, \sigma^2)) = \frac{d}{dx} \left( \ln \left( \frac{1}{\sigma \sqrt{2\pi}} \right)^n - \frac{1}{2\sigma^2} \sum (x_i - \mu)^2 \right) = 0$ . This leads to the equation  $\frac{1}{\sigma} - \frac{1}{\sigma^3} \sum (x_i - \mu)^2 = 0$ . The next line shows the solution for  $\sigma^2$ :  $\sigma^2 = \frac{\sum (x_i - \mu)^2}{n}$ . Finally, it shows the derivative of the log-likelihood function with respect to  $\mu$ :  $\frac{d}{d\mu} \ln(L(\mu, \sigma^2)) = \frac{d}{d\mu} \left( \ln \left( \frac{1}{\sigma \sqrt{2\pi}} \right)^n - \frac{1}{2\sigma^2} \sum (x_i - \mu)^2 \right) = \frac{1}{\sigma^2} \sum (x_i - \mu) = 0$ , which leads to the solution  $\mu = \frac{\sum x_i}{n}$ .

# People are pretty darn complicated.

You must look at the whole person to understand him (her).

- Demographic
  - Racial / Ethnic
  - **Age**
  - Gender
  - Education / Economic
- Geographic
  - The affect of where a person lives geographically
    - Not just where but how (urban or suburban or rural or agricultural)
- Psychographic
  - White or Blue Collar
  - Hobbies and Activities
  - World View
    - How large or small is a person's world?
  - Birth order – Family composition



# One more variable

- What is a person's faith history?
  - Were they raised in a church?
  - Are they unchurched or dechurched?
  - Did they come from another faith?

These variables – and others – will affect a person's approach and assimilation into a faith community.

# Research is important to understanding

- Discussion Groups
- Surveys
- Community Studies
- Debriefing ministry events and activities
- Massaging the database

# What should be asking in our research?

- Start with a database update – an annual census.
  - Think of this in terms of individuals.
- How does your family best receive communication?
- If we were creating a congregational, demographic profile what would that look like? What kind of neighborhood are we?
- What does our community look like? Does it mirror our church community?
- How well do people understand faith, the gospel, and church?

# Understanding People

- The wider the lens . . . The fewer variables needed to generalize about a people group.
  - Senior Adult Ministry
- The more narrow the lens . . . The more variables needed to understand an individual or a smaller group of people.
  - A senior, single adult who has watched many of her friends pass or move away or become infirmed.

# Understanding People Today

- 01. The attention span is much shorter.
  - This puts pressure on the message-writing that we do. Must be simple / easy.
  - We live in a post card culture but are still trying to produce catalogs.
- 02. Senior adults are using computers.\*
  - 74 percent of those over 65-69 are using the internet.
  - 68 percent of those age 70-74 are using the internet.
- 03. People expect good and professional service
  - They expect to be in the loop.
  - They won't tolerate "sloppy" very long.



Source: Pew Research



# Understanding People Today

- 08. Adults are using social media, primarily Facebook.
  - 79 percent of internet users (68 percent of U.S. Adults) use Facebook.\*
  - 76 percent of Facebook users . . . check it daily.
- 09. Rising generations want to be “hands and feet” in service.
- 10. People are going to wait until the last minute.

Source: Pew Research.



# Understanding People Today

- 11. People are a digital culture and that includes video.
  - 78.1 of U.S. population connected to the internet.
    - (15.1 percent of population below poverty line).
  - E-Mail connects about 85 percent of the world.
  - 78 million Americans use Facebook mobile.
  - More than 77 percent of Americans have a smart telephone, accessing all digital communication.

## Sources:

Internet World Stats, Miniwatts Marketing Group, ([www.internetworldstats.com](http://www.internetworldstats.com))

Ipsos Global Public Affairs

Pew Research Center's Internet and American Life Project

Facebook

# Understanding People Today

- 12. Less than 20 percent of today's population regularly attends church services.
  - People claim to attend 1 of 3 Sundays.
  - Denominations often claim people attend 1 of 2 Sundays.
  - In actuality, people attend 1 of 6 Sundays.
  - 21.5 million children, age 6-17, participate in youth-targeted sports, and many of those now play or practice / travel on Sundays. (1.5 million 6 year olds).\*

Sources:

Pew Research Center's Internet and American Life Project

US Census.Gov

# Understanding people today

- There is more pressure today on churches to be ready to **understand** and **receive** new people than ever before.

Churches are transient environments, and people are driven by experience, options, personal comfort, and instant gratification.





# The Changing Winds of Communication

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2018



The System was  
NEVER BROKEN  
IT WAS BUILT  
this WAY

# How communication has changed

- 1990 – We lived in a print-first culture.
- 1993 – What’s this? A chat room?
- 1999 – Fear over Y2K signaled *something*
- 2000 – 51 percent of households owned a computer
- 2001 – Email was normalized
- 2004 – A \$16 billion drop in direct mail began, ending in 2013.
- 2008 – Text-messaging began an impact on American culture
- 2009 – Facebook installs the ‘Like’ button
- 2010 – Internet use doubled since 2007
- 2017 – Email saturation / Facebook pay-to-play signaling *something*

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# The church brand

- Consistency in logo, color, typeface presentation.
- Scalable.
- Understandable.



# The digital mix is king

- Websites
- Social Media
  - Facebook, specifically.
- E-Mail
- Video . . . WE are the Television Generation.
- Signage
- Anything that's not print and not interpersonal.

# Today's website

- Gets you into the marketplace.
- Is guest focused with a handful of crossover pages.
- Minimal pages.
- Designed with the responsiveness to smart telephones and tablets.
- Scrolling is okay – more and more on the Home Page.
- Multiple sites are okay.
- As with print, limited type and big beautiful artwork.
- Make sure you have control over the content management system.



# Scott's 'must have' website information

- Ministries Page
  - “The Outside” Doors
- Missions Page – Acts 1:8
- Calendar – But be careful not to junk it up with insider information.
- Staff
- Prayer
- Sunday Morning
- Use lots of photographs and colorful design

# Social Media

- Facebook is King.
  - It's the largest country in the world.
    - 2.12 billion logged in within past 30 days.
- Social Media In the United States
  - About 90 percent of those 18-29 use social media.
  - About 35 percent of those over 65 use social media (tripled since 2010).
  - More than 50 percent in lowest income households use social media. (56)
  - In 2013, more than half of those with high school diploma or less were using social media.
  - Race and Ethnicity do not affect social media usage.
  - Even in rural areas, more than 50 percent of people use social media.



# Social Media

- Social Media (July 2018, Statista)

Platform	Users
Facebook	2.2 billion
YouTube	1.9 billion
Facebook Messenger	1.3 billion
Instagram	1 billion
Twitter	336 million
LinkedIn	294 million
Snapchat	255 million
Pinterest	200 million

# E-Mail

- Get a handle on all that e-mail leaving the church.
- Most diagnostics indicate 20-25 percent of e-mail is opened.
- Yet, it's possible to reach 98 percent of those under 65 with e-mail.
- But, more than 4-6 per month quickly burns a database.



# Video

- The Television Generation is Alive and Well . . . And Expectant.
  - Our relevancy to culture will be measured, fairly or unfairly, by how we engage popular forms of communication. Sorry.
- Facebook Live!
- Video promotion is best when it's not a talking head and moves people to emotional response.
- Keep it short. A little bit of video goes a long, long way.

# Get smarter about the print

- Packets are out.
  - Tri-fold brochures are generally out.
  - Post cards are on the rise. The return of Direct Mail.
  - Flyers and bulletins are in transition.
  - Worship bulletins . . .
- 
- So much money goes into print – it's time to evaluate it, but not completely eliminate it.



# Worship promotion angst



# There's too much type. (type-heavy)

- With no empowerment to edit and limited funds to expand products, communication managers are forced to have too much type and type-heavy products are not read. It's the ultimate conundrum.



# A Simple Message

- Families at this year's Fall Festival, Saturday, Nov. 2, **will enjoy** music, a bonfire, hot dogs and chicken strips, and a puppet show. There is no charge for attending the festival. If your children want to wear a Halloween costume, please let them. We'll have a parade of costumes to the cheers of those attending. The fun begins at 5 p.m. and **we'll finish by 7:30 p.m.** in the church parking lot. Our church website ([www.fallfest.info](http://www.fallfest.info)) has a **downloadable invitation you can use to invite your friends and family**. In case of **inclement weather**, we will move to the gym . . . except for the bonfire. 😊 (107 words . . . Can you write it in 50?)





# Hospitality Ministry

“Every Member Is A Greeter”

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# Hospitality Ministry

- “When God’s people are in need, be ready to help them. Always be eager to practice **hospitality.**” – Romans 12:13
- Of church leaders, “(The leader) must **enjoy having guests** in his home . . .”

– 1 Timothy 3:2

- On living for God, “(Christians) **cheerfully share** your home **with those who need** a meal or place to stay.” – 1 Peter 4:9

# Hospitality Ministry

*The Believers Form a Community*

**“They worshipped together . . . shared their meals with great joy and generosity – all the while praising God and enjoying the goodwill of all the people. And each day the Lord added to their fellowship those who were being saved.”**

– Acts 2:46-47.

# Hospitality Ministry

## **Defined.**

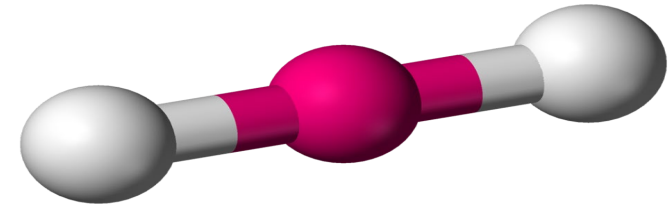
Hospitality (N):

- Cordial and generous reception of or disposition toward guests.
- An instance of cordial and generous treatment of guests.

- [www.thefreedictionary.com](http://www.thefreedictionary.com)

# The Hospitality System

- **Communication** creates interest / climate.
- Guest parking
- Doorway greeters engage guests
  - Invite guests to Reception Center
- Inside ushers / greeters engage guests
  - Invite guests to Reception Center
- Reception Center
  - Promotes small groups
- Sunday School / Small Groups reception
- Exit greeters



# What People Expect

- People who go beyond cheerful . . . Volunteers with a sense of purpose.
- Ease in getting in and ease in getting out.
- Efficient.
- A lot of laughter.
- Maintaining control. Anonymity.
- Pride in the property and the programming.
- Seamless teamwork among staff and volunteers.

# Guest Parking & Doorways

- Greeters work at the doorways with an eye on guest parking. Don't approach unless needed.
- Greeters greet everyone; guests self-identify.
- Greeters: Be prepared to invite guests to visit the Reception Center, but also be prepared to capture database information with a connection card.

# Interior Ushers & Greeters

- Great touch if doorway greeters can introduce guests to someone in the interior.
- Interior ushers and greeters intersect guests, answer questions, invite guests to visit the Reception Center, collect database information, and / or assist guests as needed.

# Reception Centers

- Clutter free
- Volunteers in front of counter tops.
- Capture database information, answer questions, invite people to visit Sunday School classes or small groups.
- Don't "push" a specific class, but know the classes most likely to well-receive guests.
- Hours of operation? All the time.

# Hallway Greeters

- Human guideposts – serve others by providing directions, greeting and assistance as needed.



# Small Group Greeters

- Outside the classroom – able to make introductions to others
- Answer questions – encourage attendance at an orientation class or information meeting.
- Gather database information
- Walk with guests to where they want to go, or ensure they know how to get where they are going.

# Exit Greeters

- Available to answer questions.
- Thank everyone for attending.
- Collect database information.
- Assist those who need assisting.



# Characteristics Of A Greeter

- Jesus follower
- Joyful; Kind; 'Others-Focused'
- Willing to sacrifice personal small group and / or worship service participation
- Willing to go through an educational process to learn about the church, its organization, its theology, and its property.

# Nuances

- Greeters should wear name tags / vests – first names recognizable – easy to know “this person is a greeter and is willing to help.”
- Greeters should consistently work the same areas.
- Greeting children is okay with some careful considerations.

# When You Follow Up

- Ask them about their experience.
- Ask them about their family.
- Ask them if they have questions; need info.
- Invite them to a Q&A information meeting.
- Remind them to call you or access the website with prayer needs – regardless of church affiliation.
- Ask for permission to call again in two weeks.
- *Don't get pushy on the home visit . . .*



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