

IOWA EAST & WEST
LCEF



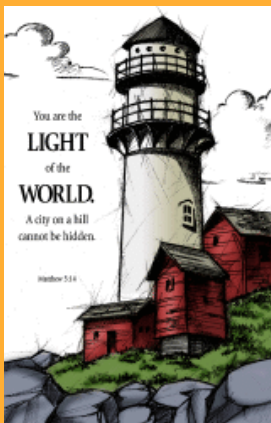
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Lutheran Church Extension Fund



LCEF IOWA NEWS

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LCEF Provides New Demographic Resources

MissionInsite is the new provider of demographic resources for congregations, schools and other ministries of Iowa District West. And with this new provider comes new capabilities: you can access the information yourself! That's right – after you contact Carole White, your LCEF District Vice President, for log-in instructions and our District number, you are free to roam the website at your convenience, discovering information about your community that will help you in your ministry planning.

For those of you who have never studied the demographic data about your community, you will be affirmed in your assumptions and make new discoveries. Would it make a difference in your ministry plans if you knew more about the population in your community? Is it growing or declining? How fast? Are there ethnic groups that have specific needs where you could help? Is there a significant number living below the poverty level? Could you help with a food pantry or other necessities? Would you advertise or broadcast your services on the alternative rock radio station if most people in your area listen to country music? Would you work harder to develop your website and keep it current (maybe even interactive) if a significant portion of your community relies on internet, email, texting and twittering for everyday business and personal communication? Would you add another worship service or Bible Study midweek if you discovered there were many individuals and families in the community who work a Sunday morning shift (hospitals, nursing homes, plants and factories, etc) or travel on the weekends? How would the Bible studies be tailored if 60% of your community had a Bachelors Degree or higher? What would you do if you knew that 25% of your community's religious preference was "None" or more than 1 in 2 did not have a church home?

MISSIONINSITE 
The Next Generation in Mission Context Analysis

In Iowa District West, demographic information has been helpful for contemplating location, timing, and types of new mission starts such as in Sheldon. Gloria Dei in Urbandale used demographic information in their relocation deliberations. Members of Concordia, Sioux City, affirmed their knowledge of significant numbers of Hispanic families with children and decided to try outreach ministries such as a movie night, Bible stories, and a meal for children (and their parents) or an Easter egg hunt on the church lawn and they 'advertised' with hand-delivered fliers throughout the neighborhood. Members of Faith, Adel, gained insight into the church and community by learning which population segments were prevalent in their church and which were missing and how they might like to hear of the ministry opportunities at Faith. 'The 72 – Partners on the Road' (a ministry which helps your congregation canvas your community; go to www.LCMS.org and click on outreach/evangelism to learn more) were equipped with demographic information before canvassing the community around St Paul, Garner. And the members of Immanuel, Clarinda and Trinity, Shenandoah planned many outreach events to bring people to their churches but also to acquaint nonmembers with them.

As always, your local LCEF vice president is available to help you access the information and will also summarize, highlight, and share ideas with your congregation or school so that you might gain new insights into needed ministries, more effectively inform nonmembers or discover new outreach ideas. For additional information or to access your demographic data, contact Carole White (carole.white@lcef.org or call 877.439.5233).