



NORTH AMERICAN
LUTHERAN
CHURCH

FRESH EYES FOR MISSION SUMMITS

WHY THE FRESH EYES FOR MISSION SUMMITS?

Congregational realities:

Decline in attendance and income

Transitioning neighborhood and context

Lack of coherent and appropriate vision for mission

Resistance to change, lack of commitment and little positive result

Hindered by lack of focus, unclear vision, ineffective communication cooperation and commitment

Blinded to the reality of our situation, unable to see clearly God's will for new direction and transformation.

WHO MIGHT BENEFIT FROM A SUMMIT?

- HEALTHY, STRONG CONGREGATIONS SEEKING RENEWED VISION AND DIRECTION
- CONGREGATIONS WHO HAVE PLATEAUED OR ARE JUST MAINTAINING
- CONGREGATIONS WHO ARE IN DECLINE
- CONGREGATIONS WHO ARE VACANT
- MISSION CONGREGATIONS
- ANY CONGREGATION SEEKING RENEWED ENERGY, ENTHUSIASM AND EXCITEMENT

FRESH EYES SUMMITS:

- Advent, North Charleston, SC Oct. 9-11, 2020
- St. Stephen's, Portland, TX June 11-13, 2021
- Redeemer, Owosso, MI Sept. 17-19, 2021
- St. Luke's, Monroe, NC Nov. 12-14, 2021
- Holy Trinity, Little Mountain, SC Jan. 7-9, 2022
- Trinity, Titusville, FL Jan. 14-16, 2022
- Grace/Our Savior, Menno, SD Jan. 28-30, 2022
- St. Michael's, Hamburg, PA Feb. 11-13, 2022
- St John, Statesville, NC Feb. 25-27, 2022
- Grace, Westerville, OH Apr. 29-May 1, 2022
- Holy Trinity, Troutman, NC June 24-26, 2022
- Emmanuel, State College, PA July 8-10, 2022
- Zion, Groveport, OH July 22-24, 2022
- St. Mark, Fort Wayne, IN July 29-31, 2022
- Prince of Peace, Fayetteville, GA Aug. 12-14, 2022
- Miller's, Hickory, NC Aug. 19-21, 2022
- First, West Palm Beach, FL Aug. 26-28, 2022
- Bethel, Lincolnton, NC Sept. 9-11, 2022

FRESH EYES SUMMITS:

- Salem, Salisbury, NC Sept. 23-25, 2022
- Holy Trinity, Gastonia, NC Sept.30-Oct. 2, 2022
- Christ the King, Yankton, SD Oct. 7-9, 2022
- Bethel, Santa Maria, CA Oct. 14-16, 2022
- Christ, St. Petersburg, FL Feb. 10-12, 2022
- Trinity, Warrenton, VA Feb. 17-19, 2023
- Saint Jacob's, Chapin, SC Mar. 10-12, 2023
- Saint Peter, Winnipeg, MB, CAN Apr. 14-16, 2023
- Saint Peter, Chapin, SC May 19-21, 2023
- Union, Salisbury, SC June 9-11, 2023
- Grace, Jackson Center, OH June 24-26, 2023
- New Covenant, Morganton, NC Aug. 25-27, 2023
- First, Leipsic, OH Sept. 29-Oct. 1, 2023
- Living Faith, Farwell, MI Nov. 3-5, 2023
- St. John's, Barrhead, AB, CAN Nov. 17-19, 2023
- Peace, St. Joseph, MI Oct. 6-8, 2023
- Our Savior, Salem, OR Oct 13-15, 2023

WHY IS IT CALLED “FRESH EYES?”

And Jesus stopped and called (the two blind men), saying, ‘What do you want me to do for you?’ They said to him, ‘Lord, let our eyes be opened.’ And Jesus in pity touched their eyes and immediately they received their sight and followed him. Matthew 20:32-34

FIRST, WE PRAY:

**“LORD, LET OUR EYES
BE OPENED!”**

THE GOAL OF THE SUMMIT:

The goal of the summit:

- + Involve an appropriate facilitator from the NALC
- + With congregational leaders, formal and informal
- + Praying first, “Lord, let our eyes be opened!”
- + Trusting the Lord will give participants fresh eyes to receive new insight and understanding, all aimed at new or renewed direction for mission and ministry as the congregation seeks to follow Jesus firmly and faithfully!

*The Holy Spirit is now renewing the NALC and the Church of Jesus Christ—
one congregation at a time, with one-on-one, life-to-life facilitation!*

STEPS IN THE FRESH EYES SUMMIT PROCESS:

1. SCHEDULE A ZOOM CONVERSATION WITH CHURCH COUNCIL
2. COUNCIL ACTION TO MOVE FORWARD
3. PRE-WORK BEGINS BY CONGREGATION
4. NALC PROVIDES MAPDASH FOR FAITH COMMUNITIES DEMOGRAPHIC PROFILE
5. ZOOM CONVERSATION TO INTRODUCE MAPDASH PROFILE AND INFORMATION
6. ON-SITE FRESH EYES FOR MISSION SUMMIT: FRIDAY THROUGH SUNDAY WORSHIP
7. SIX-EIGHT MONTH ZOOM FOLLOW-UP CONVERSATION

FRESH EYES SUMMIT SCHEDULE:

- THURSDAY: PASTOR WENDEL ARRIVES
- FRIDAY: 10-12 AM DRIVE AROUND SURVEY OF MINISTRY CONTEXT WITH SEVERAL LEADERS
- FRIDAY: 6:30-8:30 PM CONVERSATION TO ASSESS CURRENT REALITY IN CONGREGATION AND COMMUNITY
- SATURDAY: 8:30 AM-3 PM:
 1. MISSIONAL CAPACITY ASSESSMENT
 2. HIGHLIGHTING STRENGTHS/ASSETS AND CHALLENGES/HINDRANCES
 3. RENEWED VISION: WHAT IS GOD CALLING YOU TO BE AND TO DO?
 4. WHAT ACTION STEPS ARE NEEDED TO MOVE INTO GOD'S FUTURE?
 5. APPOINT "TRAIL BOSSES" TO KEEP THE MOMENTUM!

SUMMIT CONCLUDES WITH SUNDAY WORSHIP

WHAT IS THE MAPDASH DEMOGRAPHIC PROFILE?

USING THE ONLINE TOOL, "TAPESTRY," DEVELOPED BY ESRI, *FAITHX FOR FAITH COMMUNITIES* HAS INTERPRETED THE DEMOGRAPHIC INFORMATION FOR USE BY DENOMINATIONAL JUDICATORIES AS WELL AS CONGREGATIONS—ESPECIALLY HELPFUL FOR CONGREGATIONAL RENEWAL AS WELL AS DETERMINING BEST LOCATIONS FOR CHURCH PLANTING!

What kind of info is provided in the MapDash profile?

- Current population 5 and 15 minute drive time from the church location
- Population growth rate
- Median Household Income
- Population by generation
- Population by school age range
- Ethnicity Index
- Dominant Lifestyle Segments
- Lifestyle Segment overview
- Theo-political orientation of segments
- Worship preferences of segments
- Households in poverty
- Unemployment rate
- Home value
- Crime Index
- Cash contributions to religious or other organizations
- Percent volunteering for charity

Who May Request a MapDash Demo Profile?

ANY NALC CONGREGATION
MAY REQUEST A MAPDASH
PROFILE—AT NO COST TO
THE CONGREGATION!
INCLUDES A ZOOM
CONSULTATION TO
INTERPRET AND UNDERSTAND
THE EXTENSIVE DATA

Map Dash Demographic Summary

MapDash Summary			
Grace Evangelical Lutheran Church, 100 E. Schrock Rd. Westerville, Oh. 43081			
16-Mar-22			
	5 Minute Drive Time	15 Minute Drive Time	National Average
Population	16,637	459,588	
Population Growth Rate	0.6%	1.1%	0.7%
Median Household Income	\$ 77,969	\$ 68,487	\$ 64,730
Population by Generation			
Future 0-34 years old	44%	47%	
Current 35-64	37%	38%	
Wisdom 65+	19%	15%	
Median Age	40	37	39
Ethnicity Index (projected 2020-2025)	39->43	60->63	65->68
Dominant Lifestyle			
<i>Parks and Rec</i>	25%		
<i>Comfortable Empty Nesters</i>	18%		
<i>In Style</i>	9%	6%	
<i>Bright Young Professionals</i>		10%	
<i>Young and Restless</i>		6%	
% Dominant Lifestyles	52%	22%	
Households in Poverty	11%	12%	13%
Unemployment	3%	4%	6%
Home Value	203,306	230,891	264,021
Crime Index	127	119	100
Cash Contributions to Rel or other Org	1004	984	975
Volunteer for charity last 12 months	19%	17%	17%

MAPDASH PROFILE 5 MINUTE DRIVE TIME 1

Faith - Neighborhood Profile V1.4

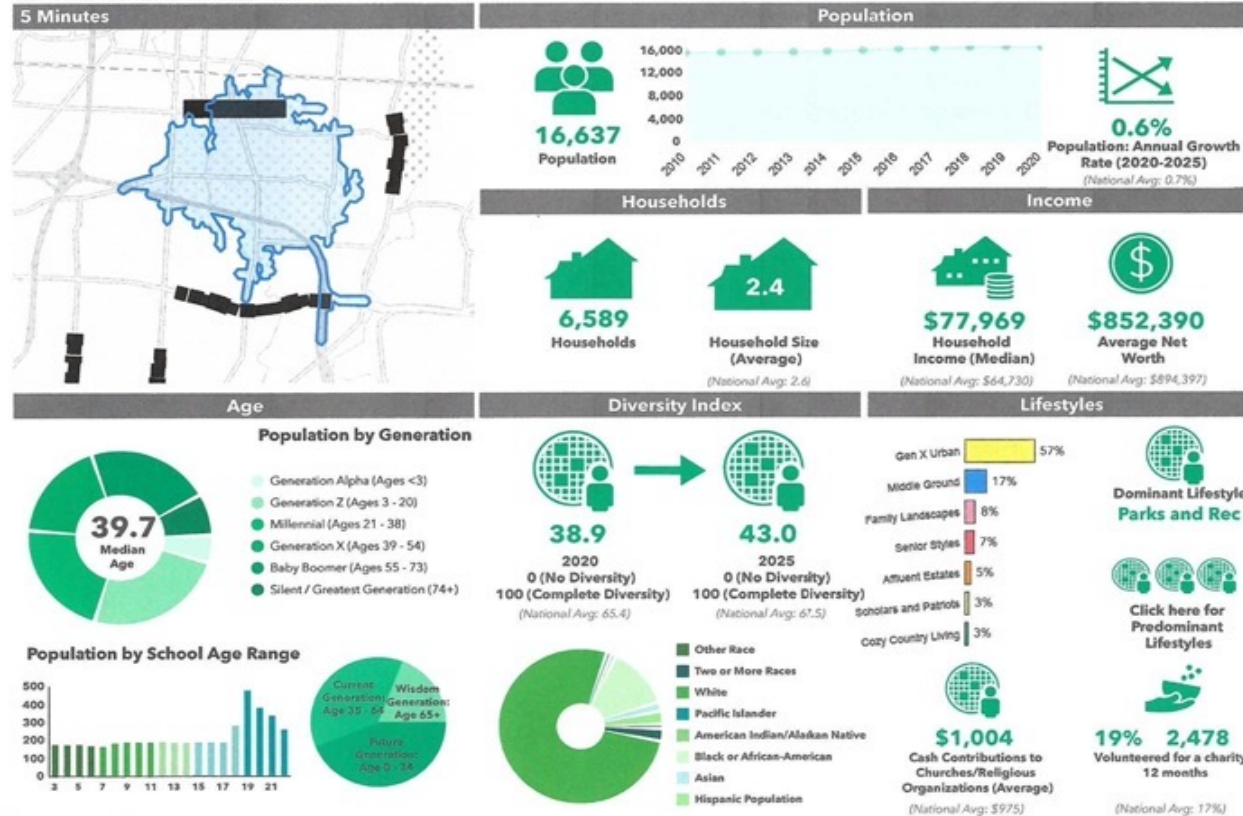
5 Minutes
100 E Schrock Rd, Westerville, Ohio, 43081
Generated by MapDash

100 E Schrock Rd, Westerville, OH, 43081

Neighborhood Missional Intelligence Report

100 E Schrock Rd, Westerville, Ohio, 43081

Population Characteristics



MAPDASH PROFILE 5 MINUTE DRIVE TIME 2

Faith - Neighborhood Profile V1.4

5 Minutes
100 E Schrock Rd, Westerville, Ohio, 43081
Generated by MapDash

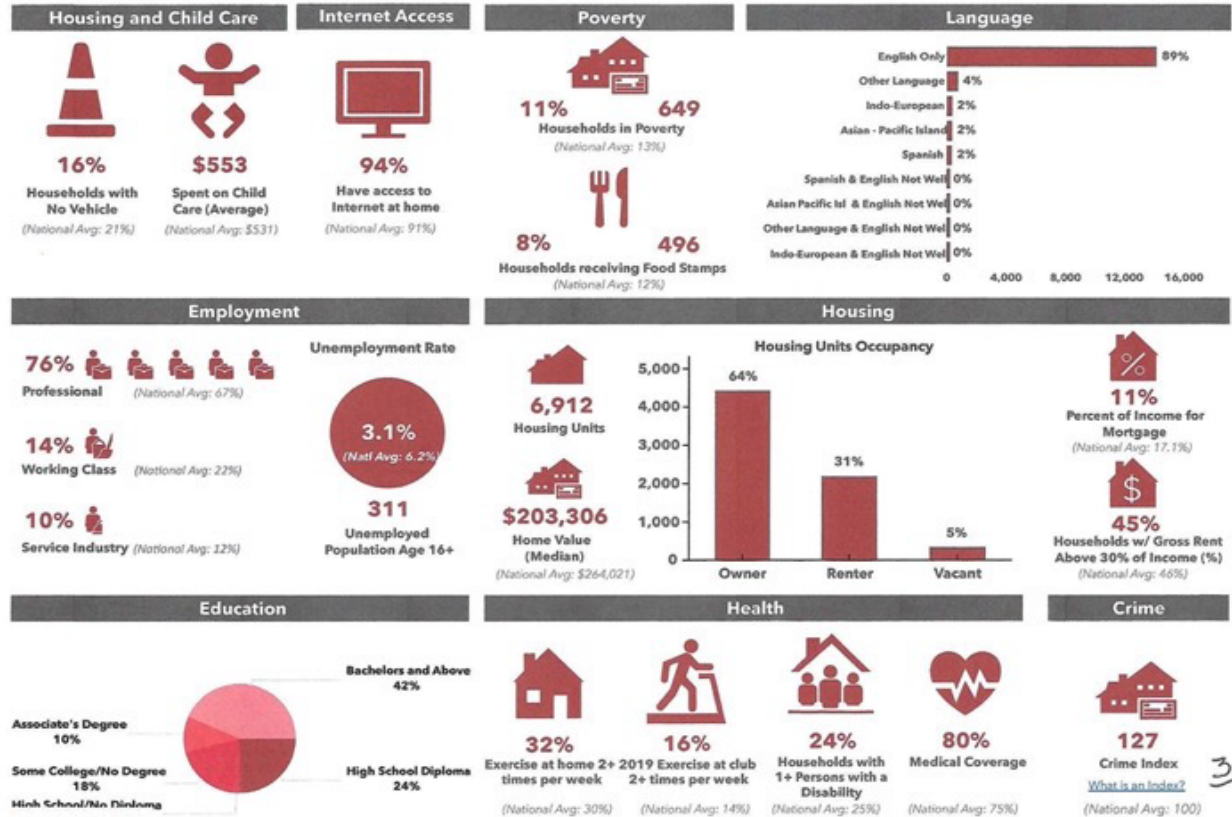
100 E. Schrock Rd. Westerville, OH. 43081

Neighborhood Missional Intelligence Report

100 E Schrock Rd, Westerville, Ohio, 43081

Community Characteristics

5 Minutes



MAPDASH DOMINANT LIFESTYLE SEGMENTS

Faith - Neighborhood Profile V1.4

5 Minutes

100 E Schrock Rd, Westerville, Ohio, 43081

Generated by MapDash

100 E. Schrock Rd. Westerville, OH 43081

Lifestyle Segment	Households	Community Overview
Comfortable Empty Nesters (5A) (Learn More>>>)	17.68%	Diversity: Low (predom white). Tech Pref: Connected, not comfortable. Media Pref: Radio (news), TV (news, sports). Educ: 36% are college graduates; nearly 68% have some college education. Hospitality Pref: Social. Skills: Mgmt, People. Midweek Avail: High. Outreach Pref: Not community involved. Giving Capacity: Limited but high willingness. Theopolitical Pref:
In Style (5B) (Learn More>>>)	8.53%	Diversity: Low (predom white). Tech Pref: Connected, Savvy, love devices. Media Pref: Internet (news, music, games, job-hunting), daily newspapers. Educ: 48% are college grads. Hospitality Pref: Social. Skills: Mgmt, Tech, People. Midweek Avail: High (but social commitments). Outreach Pref: Somewhat community involved. Giving Capacity: Limited but high willingness.
Parks and Rec (5C) (Learn More>>>)	25.28%	Diversity: Low (predom white). Tech Pref: Connected. Media Pref: Television (news), Internet (news, gambling), daily newspapers. Educ: Over half are college grads. Hospitality Pref: Social. Skills: People (Hands-on, not leaders). Midweek Avail: Above average (tempered by long commutes). Outreach Pref: Heavily involved in Parks & Recreation activities. Giving Capacity: About average. Theopolitical Pref: Unclear. Worship

LIFESTYLE SEGMENT PREFERENCES

PROVIDES PREFERENCES FOR:
COMMUNICATIONS AND TECHNOLOGY
EDUCATION/FORMATION
HOSPITALITY/FELLOWSHIP
LEADERSHIP/DOERSHIP SKILLS
MIDWEEK INVOLVEMENT
NEIGHBORHOOD ISSUES
OUTREACH OPPORTUNITIES
STEWARDSHIP/FINANCE
THEOLOGICAL/POLITICAL ORIENTATION
WORSHIP

Communications and Technology

Preferred External Channels: Television (news), internet (news and gambling), daily newspapers. Consider ads and other strategies to drive website traffic.

Preferred Internal Channels: Mail, perhaps email.

Technology: Internet connected.

Education/Formation

Educational Level: Over half are college educated. Plan adult formation programs accordingly.

Household Description: Median Age: 40.9. Average Household Size: 2.51. Two-income married couples approaching retirement, mostly without children.

Children by Grade Range: Slightly below the national average in the number of children in all grade ranges. Plan children's formation programs accordingly.

Hospitality/Fellowship

Orientation: Tend to expect socially-oriented fellowship.

Leadership/Doership Skills Set

Occupational Skills: Occupations predominantly office/admin; people skills. More likely to be doers than leaders.

Opportunities: Consider recruiting for people-related or hands-on ministries.

Midweek Involvement

Higher Availability: Fewer children means greater availability, although long work hours may decrease it.

Neighborhood Issues

Diversity: Predominantly White and notably less diverse than the national average: White 78.7%; Hispanic 12.3%; Black 9.1%; Other 4.5%; Asian/Pacific 3.7%; Multiple 3.4%; Native American <1.0%.

Housing: More established, mixture of single-family, duplex, and townhomes. Almost one-third of households rent, which means more housing instability and possible homelessness.

Economic: Median income just above the national median.

Outreach

Affordable Housing: Provide, support, or advocate for affordable housing.

Homeless Services: Provide, support, or advocate for homelessness services.

Related Interests: Highly involved with parks and recreational facilities.

Opportunities: Coordinate/collaborate with parks and recreation facilities in providing outreach programs.

Stewardship/Finance

Median Household Income: \$60,000 (107% of national median).

Median Net Worth: \$125,500 (135% of national median).

Capacity for Giving: About average.

Theological/Political Orientation

Unclear: As a whole, this population tends to exhibit no clear theological preferences.

Worship

Technology: Probably less comfortable with tech in worship.

[Click here for more detailed information on this population segment](#)

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Sources: ESRI Tapestry and updated demographics, Census and updates, FaithX Research, and other data.



WHAT ARE THE STRENGTHS AND BENEFITS OF THE FRESH EYES SUMMITS?

- HIGHLIGHTS AND ADDRESSES CURRENT REALITY, NOT ASSUMPTIONS OR NARRATIVES
- PROVIDES ACTUAL DEMOGRAPHIC DATA REGARDING POPULATION AND GENERATION
- INCLUDES CONGREGATIONAL DATA RE WORSHIP ATTENDANCE, FINANCES, MEMBERSHIP
- IS TRULY CONGREGATIONALLY FOCUSED—NOT A ONE-SIZE FITS ALL APPROACH
- INVOLVES FORMAL AND INFORMAL LEADERSHIP OF THE CONGREGATION
- INVITES AND ENCOURAGES MISSION AND DISCIPLESHIP, WITH EXCITEMENT AND ENERGY
- CONGREGATIONAL LEADERS DEVELOP VISION, PLAN AND ACTION STEPS, INCREASING “OWNERSHIP” AND COMMITMENT LOCALLY
- MODELS VISIONING AND GOAL-SETTING FOR CONGREGATIONAL LEADERS
- INCLUDES SIX-MONTH FOLLOW-UP
- CONNECTION AND SUPPORT FROM THE NALC AND EXECUTIVE STAFF—AT NO COST TO THE CONGREGATION!

WHAT ARE WE LEARNING?

- CONGREGATIONAL LEADERS REALIZING NEED FOR COMMUNICATION
- CONGREGATIONS HOLD ONTO FALSE ASSUMPTIONS AND NARRATIVES
- CONGREGATIONS ARE STRONGER WHEN THEY ACKNOWLEDGE REALITY
- FORWARD MOVEMENT HAPPENS WHEN BASED ON REALISTIC VIEW OF PRESENT
- CONGREGATIONS ARE REFUSING TO ACCEPT DECLINE AND/OR STAGNATION-PLATEAU
- CONGREGATIONS ARE DEVELOPING CLEAR, SPECIFIC VISION FOR MISSION
- CONGREGATIONS ARE ASSESSING REALITY AND DEVELOPING PRACTICAL, DO-ABLE, MEANINGFUL STEPS
- INWARD-FOCUS BEING EXPANDED TO INCLUDE OUTWARD FOCUS
- RENEWED VISION FOR MISSION CREATES RENEWED ENERGY AND ENTHUSIASM

Participant Bonnie says:

“The Fresh Eyes Summit certainly helped to energize the congregation and the church council. I think Lainey said it best during lunch when she told me we’ve been spinning our wheels and this process gave us a real sense of direction. We now have a plan!”

Participant Robert says:

“The demographic information probably has given me the greatest encouragement, because there were some things I didn’t realize were going on, and we’ve learned in the next five years, there’s going to be considerable growth in our community, so the community is changing and we have a great opportunity to minister to a new group of people and we don’t have to be concerned about the historical memory of us—

we can create a new church!”

Participant Burt says:

“This is an outstanding process and certainly helped us to understand our potential and the needs. I would highly recommend this program to all churches in the NALC. Believe it or not our attendance is up more than 25% since having the Fresh Eyes Summit.”

NALC FRESH EYES FOR MISSION SUMMITS!

*THANKS BE TO GOD,
THE FATHER, THE SON + AND THE HOLY SPIRIT,
FOR RENEWING, ENERGIZING AND INSPIRING
PASTORS, CONGREGATIONS AND THE
NORTH AMERICAN LUTHERAN CHURCH!*