



Discovering your church's ministry opportunities has never been easier. **MissionInsite** provides instant access to community information for your church via The PeopleView System. You'll get desktop, web-based access to demographic data for a variety of geographic levels.

The PeopleView System provides you with a new way to access demographic information. It moves beyond the static reports you order to a powerful "discovery tool" for exploration and "out of the box" thinking for church ministry, church planting, church growth and outreach.

The system also provides the ability for local churches to locate their church members and others affiliated with their church on your map. This is referred to as PeoplePlot. So, while there are a few things you need to learn, the system is designed to be user friendly and provides you with additional services not available from other systems. Have fun exploring your mission context and remember there is no possibility of accidentally harming the system or data.

REGISTRATION INFORMATION

As part of **---Insert your agency name here---** you have free, unlimited access to **MissionInsite**.

To register as a first time user of **MissionInsite**: Go to:

<https://maps.missioninsite.com/Registration.aspx>

- Enter the Agency Account Number: **enter your agency acct # here** and click SUBMIT
- Select your city and then select your church from the drop-down menus
- Follow the directions to register and create your own username and password

*It is recommended that you DO NOT check the box stating that you do not want to receive email correspondence from **MissionInsite**. The confirmation email that you need to complete your registration will not come to you if you do!*

After you register you will receive an email to confirm your email and your user account. Make sure you check in your spam or junk mail folders and authorize **MissionInsite** as a trusted source.

Follow the steps outlined in the activation email. You will be prompted to click on a link. Upon confirmation you will be ready to log in and begin using the MI System!

LOGGING IN FOR THE FIRST TIME

- Before logging in the first time review the [Starting Point](http://missioninsite.com/PDF_Files/StartingPoint.pdf) .pdf document.
- To log in to the MissionInsite System go to the MissionInsite Home Page.
<http://www.missioninsite.com/>
- Hover your mouse over "Client Center" in the upper right and click **Login**.
- Enter your newly created Username and Password and click the "login" button. That's all there is to it!

Explore the "Welcome Screen"

- Once logged in, the next step is to explore the "Welcome Screen" that appears.
- Explore each of the documents in order.
- Also explore "Help" menu choices. Hover your mouse over "HELP" in the upper left and choose – *Support Videos, Documents and How To*.

Should you need any assistance, please email misupport@missioninsite.com or call 877-230-3212 ext. 1011.



How to Register



Community Engagement Specialists
For Faith & Nonprofit Groups

1. Open Your Browser

Navigate to: MissionInsite.com. Mouse over the Client Center button on the home page. Select Registration. On the new Registration Information page click **REGISTER**.

Enter Your Unique AGENCY ACCOUNT ID #:

Contact Maine Conference to obtain Account ID#

2. Begin the Registration Process

- Select your city and your church.
- Complete boxes creating your unique User Name and Password
- Review terms, check the Accept Terms box and click Register. You will receive an email entitled "Confirm Your Email" asking to confirm your email address which contains a link to activate your account. This link will be valid for 24 hours. Following your account activation, a new window will open to enter your User Name and Password to login to the PeopleView™ System. Check your Spam/Junk box if the email does not appear in your Inbox.
- For future logins, hover over Client Center button on the MissionInsite Home Page and select "login" from the drop down menu.
- Do not make multiple attempts at registration. If a problem occurs, please contact us for support. 877-230-3212 Ext. 1011 or misupport@missioninsite.com
- Only one User Name and Password per user. For users with multiple agency relationships (i.e. a local church AND agency user), please contact your agency administrator to add additional study area options to your login.

3. Welcome Screen



The Welcome Screen provides a basic introduction to essential tools to gain full value of PeopleView™ System functions and resources for your congregation. Resources are organized in CoreView, CommunityView and FusionView. Click each button to view these key resources.

4. Introducing CoreView, CommunityView and FusionView.

CoreView

Who are We?

CoreView begins with People Plot. People Plot provides insight, **organizational identity** and reach of your congregation — **these are your core assets**.

CommunityView

Who is our Neighbor?

CommunityView informs you about your **mission field diversity**.

FusionView

How do we Engage Our Community?

FusionView employs discoveries and learnings from CoreView and CommunityView to assist in development of **strategic solutions** for mission and ministry.

5. Essential Support Resources

(Mouse Over the Help Tab on the Upper Left of the Map Screen)

Contains Videos, Documents and How To Information Including Live Chat. Review each tab to discover the wealth of material available to assist you in your use of the PeopleView System. Resources Include: **The Mosaic Household Portraits**

- o **Mosaic USA Group Segment Descriptions by Experian** (*71 Individual Segments & 19 Groups*)
- o **Mission Impact Mosaic Application Guide by Bandy** (*Practical ministry application suggestions for each Mosaic segment: Leadership, Hospitality, Worship, Education, Small Groups, Outreach, Property and Technology, Stewardship/Financial Management and Communication*)

6. Quick CommunityView Reports - Select Report Wizard

Mouse Over the Tools Tab (Top Left of Web Page)

The Report Wizard will assist users in rapid and easy creation & customization, for all geographies, of QuickInsite™, ExecutiveInsite™, FullInsite™, Impressions™ or Quad™ Reports.

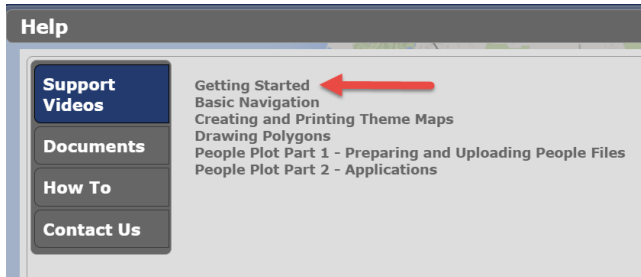
7. Explore the Map Tools

All PeopleView™ System functions are selected from Map Tools. All reports are based upon geographic shapes. Shapes are created by selecting options in the Shapes tab. Create your first shape and access information with one of the Predefined Reports or Build Report. Build A Report is ideal for accessing data to answer specific questions such as "How many people live within a 20 minute walk of our location?"

Note: All Map Tools functions are described in the Basic Site Orientation on the Welcome Screen.

Support Tools

The support tools are available at the top left and right side of the study map. Mouse over each tab to access resources in the tab.



A **Getting Started** video is found in the **Support Videos** selection on the **Help Tab**

Basic Navigation is found in the **Support Videos** selection on the **Help Tab**. **Step by step Map Navigation** is located in **Map Navigation** in the **How To** selection on the **Help Tab**.



Admin

Appears when user is designated an Agency Administrator and contains Administrator functions.

Tools Tab

Contains the link to the quick report generator, **Report Wizard**. Here you can generate multiple predefined reports at one time. Also located here is the PeoplePlot upload link for Church Administrators.

People Plot instruction videos are found in the **Support Videos** selection on the **Help Tab**.

Reports Tab

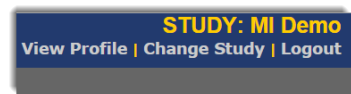
Saves all predefined reports viewed for 30 days for quick retrieval.

Help Tab

Provides support videos, description documents, how to instructions and contact information.

Welcome Screen Tab

Location where Welcome Screen is stored and can be retrieved at any time.



View Profile

Here you can edit your profile information including your username and password.

Change Study

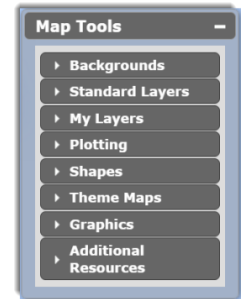
(Will only appear on your screen if you have access to multiple study logins)
If you have been granted access to multiple study logins you can access them here.

Logout

Logout of your study

Map Tools

The operating system for the PeopleView System is built on the Google Map platform and includes the following **Functional Tabs** and **Right Click PC Mouse Shortcuts**.



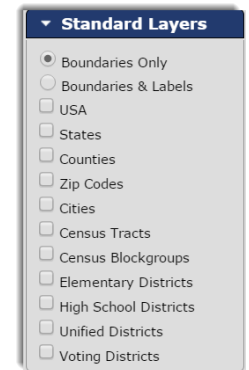
Backgrounds Tab

Contains five (5) map backgrounds. Street, Satellite, with the ability to add streets and highways to the satellite view (Hybrid), Terrain and Basic for a clean mapping background.



Standard Layers Tab

The following standard mapping boundary shapes are available to display on your map. These include: States, Counties, Zip Codes, Cities, Census Tracts, Census Blockgroups, Elementary Districts, High School Districts, Unified School Districts and Voting Districts. **These boundaries are for display only. To access information for these areas you need to active the geography in the Shapes Tab.**

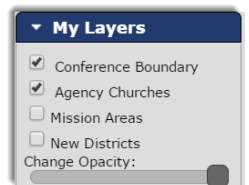


Note: Elementary District, High School District and Voting Districts boundaries are NOT AVAILABLE in all states. If not available in your state they will not appear in the Standard Layer List of your study.

My Layers Tab

My Layers contains the information added to the map from your agency. This includes your agency boundary and church locations. It also includes boundary shapes created for your agency. These are boundaries such as associations, deaneries, districts, parishes or vicariates.

Custom data views can also be added to your map. See your MI account manager for details.



Plotting Tab

This tab displays the PeoplePlot for congregations that have uploaded their church/parish PeoplePlot file. Plotting views include All Plots, Distance to Church, Member By Means and Member Status.



Local Church/Parish Registered users are ONLY able to view their Single Church plots. Regional Agency users can view the additional selections above.

Multiple Churches selection – Can select a maximum of 30 church plots to display for a multiple church/parish plot.

All Plots selection – Provides agency users ability to view all plots.

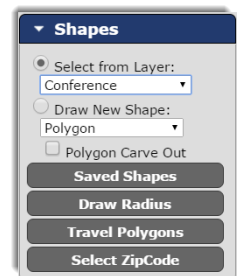
Custom data plots can also be added to your map. See your MI account manager for details.

Shapes Tab

Here is where you select the geography you want to use to run a Predefined report (to run the ComparativeInsite report you must have PeoplePlot displayed within the area), Build a Report, or use Opportunity Scan. Shape choices include standard and custom polygon geography.

Shapes in the How To selection on the Help Tab contains written instructions on creating the various shapes.

Drawing Polygons is found in the Support Videos selection on the Help Tab.



Info Box

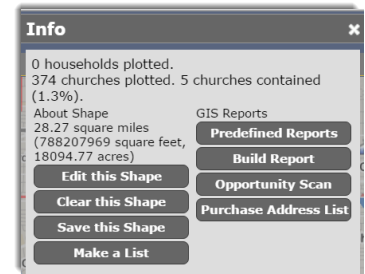
When you select a shape, the shape appears with a blue border along with the **Info Box**. Custom shapes can be saved and edited.

Build a Report allows you to select individual variables from the data base. Ideal to answer questions during meetings as well as to create a quick pdf report of the selected variables.

An **Opportunity Scan** User Guide is available in the Documents section of the Help Tab.

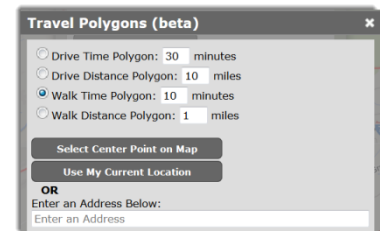
Make a List provides ability to view churches in the selected area. Church Administrators can also retrieve the names of their PeoplePlot persons in a selected geography.

Purchase Address List allows you to purchase your address list in the study. Instructions, pricing and review of list are part of purchase process.



Travel Polygons (Beta)

This function allows you to create a geography by drive time or distance as well as walk time or distance from a point you select on the map. You then can use all of the selections available to you in the Info Box.

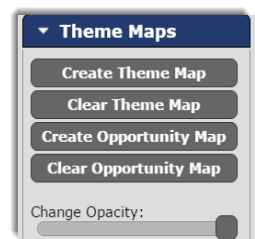


Theme Maps Tab

Here you can display the available variables on a theme or opportunity map by one of the standard geographies. The selections are available in a new window when you click on create a theme or opportunity map.

Creating and Printing Theme Maps is found in the Support Videos selection on the Help Tab.

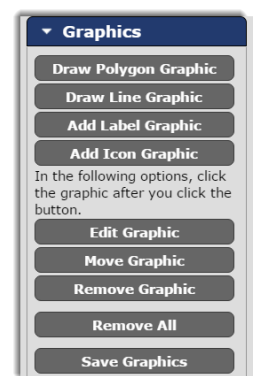
Theme Maps in the How To selection on the Help Tab contains written instructions.



Graphics Tab

This tab provides you with a number of graphic selections that include adding labels and icons.

See Graphics in the How To selection on the Help Tab for detailed instructions on the various functions.



Additional Resources Tab

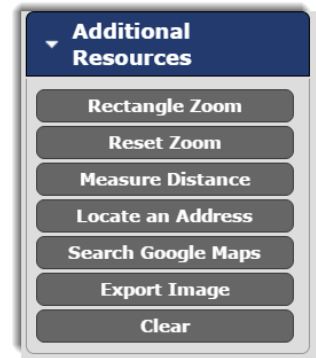
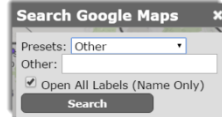
Rectangle Zoom allows user to zoom into an area by creating a zoom box. See Basic Navigation in Support Video selection on the Help Tab.

Reset Zoom returns map view to view at login.

Measure Distance between two points.

Locate an Address provides ability to enter an address and find it on the map.

Search Google Maps



Export Image allows user to save the map image to their computer.

Clear removes all images added by the user on the map.

Right Click PC Mouse Functions

When using a PC and you right click your mouse, the window on the right opens with the listed functions. The Clear functions open when you click on Clear. **To activate the function click on your selection.**

Rectangle Zoom allows user to zoom into an area by creating a zoom box.

For rectangle zoom instruction, see Basic Navigation in Support Video selection on the Help Tab.

Reset Zoom returns map view to view at login.

Draw New Shape allows the user to draw a new polygon shape without checking the Draw New Shape box in Shapes on Map Tools.

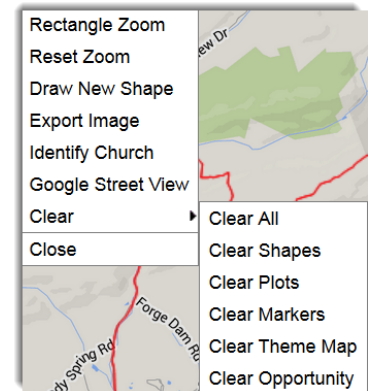
Export Image allows user to save the map image to their computer.

Identify Church allows you to right click on a church which places a marker on the map. You then left click on the map to display the information in the record of that church.

Google Street View provides the current Google street view if available.

Clear opens window with available clear functions.

Close closes the window



Right Click Functions on a Mac

The standard method of right-clicking in Mac OS X, which works on any MacBook, is the control-click: hold down the control key near the far left of the bottom row of the keyboard when clicking the trackpad button. An alternative method is to hold two fingers on the trackpad while clicking the button, but this does not work on the original MacBook models. MacBooks released in 2010 and later allow you to specify a portion of the trackpad that acts as a right-click.

You can also use a USB two-button mouse, which provides a standard left button as well as a right-click button. Apple has a Bluetooth Magic Mouse 2 which is included with every iMac but is also available for separate purchase for around \$79.

<http://www.apple.com/magicmouse/>



To begin to discover the scope of the ministry resources available for your congregation we point you to the Advancing Mission Series on the Welcome Screen.

Welcome to the MissionInsite PeopleView System

MissionInsite SupportNet Guide

• Where Do I Find Resources Referenced In The SupportNet Guide?

- All of the resources referenced in this guide are found when you mouse over “Help” located on the upper left of the map screen.
- All support videos are found by clicking on the “Support Videos” menu choice. Documents are found by clicking on the “Documents” menu choice.
- The “How To” menu choice provides additional assistance with system function.



• What Can I Do On The MI System?

- Create a Predefined Report Using the Report Wizard or Map Tools
- Create Custom Reports With Individual Selected Variables
- Create, Save and Print Thematic Maps
- Plot Your Congregants (Members, Visitors, New Movers etc.) to Analyze Current and Future Ministries
- Use Opportunity Scan to Locate New Mission Potential
- View All Churches In Your Study Area Using Google Maps
- Use “Right Click” On Your Mouse For Enhanced System Options
- Use “Travel Polygons” to Determine Drive Time/Walk Time From an Address or Map Point

• Register as a User on the MI System

- Resources
 - Your “**How to Register**” instructional document available from your regional agency.
 - “**Client User Registration Process**” .pdf document located on the local church registration page on the MissionInsite website. (Select “More Info” on Step Two for the document)

• Logging In

- Resources
 - **Welcome Screen** on Your Study Area Map Page
 - **Starting Point.pdf** (A Step by Step Local Church User Guide to “Mission Discovery”)
 - **Support Videos** Support videos are located on the “Help” menu located on the navigation bar on the upper left of your study area map screen. Suggested Videos are: (1) Getting Started (2) Basic Navigation

• Creating A Predefined Report For Any Geography

(QuickInsite, ExecutiveInsite, FullInsite or Impressions)

- Resources
 - **Report Wizard** (For Fast Generation of Information) The Report Wizard is available as a menu choice on the Welcome Screen or on the “Tools” menu located on the navigation bar on the upper left of your study area map screen.
 - **Map Tools** Predefined Reports may be created using the “Shapes” menu choice from Map Tools. Create any geography and select “Predefined Reports” from the resulting “Info” box on your map screen. Look under GIS Reports to select “Predefined Reports.”

• Creating A Custom Report For Any Geography

- Resources
 - “**Info**” Box – “**Build Report**” After selecting or creating any geography from the “Shapes” menu of Map Tools an “Info” box appears on the map screen. Selecting “Build Report” under GIS Reports allows for more than 76 individual demographic selections such as, preschool children, single parent families, racial ethnic groups and MOSAIC and ViewPoint behavioral variables.

• Locating Mission Opportunity – Opportunity Scan

- Resources
 - **How To Use Opportunity Scan** (For regional and local church ministry opportunity analysis) If Opportunity Scan does not appear in the “Info” Box when you select a geography, contact your Agency Administrator to add this feature.

• Creating A Theme Map

- Resources
 - **Support Videos** Support videos are located on the “Help” menu located on the navigation bar on the upper left of your study area map screen. Suggested Videos are:
 - Creating and Printing Theme Maps
 - **“How To” Menu** the “How To” menu is available on the “Help” menu location on the navigation bar on the upper left of your study area map screen. Select the “Theme Maps” category for assistance.

• Plotting Your Congregants – Client Info

- Resources
 - **Support Videos** Support videos are located on the “Help” menu located on the navigation bar on the upper left of your study area map screen. Suggested Videos are:
 - Congregant Plot Part 1 – Preparing and Uploading Congregant Files
 - Congregant Plot Part 2 – Applications
 - **Maximizing The Use Of Congregant Plot.pdf** (Congregant Plot Instructions and Suggested Regional and Local Church Applications)
 - **Client Info** – Located on the “Build Report” menu (Create lists for congregant MOSAIC profile, distance to church, member status and member by means)

• Understanding Your MI Reports

- Resources
 - **MI Demographic Reference Guide.pdf**
 - **MOSAIC USA Group – Segment Descriptions by Experian** (MOSAIC Household Lifestyle Segment and Group Descriptions)

• Local Church Workshop/Discovery Tools

- Resources
 - **ExecutiveInsite Worksheet.pdf** (Use with ExecutiveInsite to Locate Ministry Opportunities in Your Study Area)
 - **Starting Point.pdf** (A Step by Step Local Church User Guide to “Mission Discovery”)

• Application of MI System Tools and Reports

- Resources
 - **Mission Impact Guide V2.0.pdf** (Use with MOSAIC Segments for Ministry Suggestions For Worship, Small Groups, Education, Leadership, Hospitality and Outreach, Property and Technology, Stewardship/Financial Management and Communication)
 - **Maximizing the Use Of Congregant Plot.pdf** (Regional and Local Church Applications for Congregant Plot)

• View All Churches In Your Community – Google Maps

- Resources
 - **Google Maps** – Click on “Google Maps” logo located on the lower left of your study area map screen. A new “Google Maps” window will open. Type the word “church” in the search box. Community churches will appear on the map.



• Optional Services

- Resources (Available in Local Church section of MI Home Page)
 - **Church Life Survey – FREE ANALYSIS** of your current church life and mission growth objectives
 - **ARDA – FREE** Religious Affiliation Preferences located on the Local Church Resource page
 - **FastStone Capture – FREE** PC screen capture tool. Screen capture tools are already present on MAC systems and in Windows 7
 - **Accelerate Your Church** – For purchase and download. 6 Week Church Mission Planning Tool
 - **Mailing Lists** – For Purchase and download. **New movers** and **targeted direct mail lists**.

10 Key PeopleView System Applications



- 1) **Determine Best Ministry Opportunities** – Discovery of Ministry Opportunities using MissionInsite's **PeopleView System™** tools built on Google Maps.
- 2) **Answer Strategic Ministry Questions by Neighborhood** – Where are the Families in Our Ministry Area? What Neighborhoods Are Growing? What is The Stewardship Potential in Your Ministry Area?
- 3) **Understand Population Trends BEFORE They Happen With Always Current Demographic Information from STI Pop Stats** – Accepted as a Premier Demographic Forecaster by Companies like Kroger and Walgreens. Information Is Updated Twice Each Year Including the 2010 Census, Current Year Estimates, 5 Year Projections and 10 Year Forecasts.
- 4) **Make Informed Ministry Decisions Based Upon LOCAL Religious Preferences, Practices and Beliefs** – MissionInsite's Quadrennium Project: An National Survey of American Religious Preferences, Practices and Beliefs. The Only Current Religious Information at Community Level Available to Local Churches.
- 5) **Identify and Reach Households in Your Ministry Area With MOSAIC USA Lifestyle Segmentation by Experian** – A Global Segmentation Network Classifying More than 1 Billion People Worldwide in More than 30 Countries, Updated Annually. The 71 Distinct MOSAIC Household Types Provide the Richest Lifestyle Information Available Today. Tom Bandy's **Mission Impact Guide** Suggests Ministry Applications for each MOSAIC Household Type.
- 6) **Target Specific Demographic Groups With Opportunity Scan** – The Leading Tool <http://missioninsite.com/about-us/client-list/for-Regional-Mission-Opportunity-Analysis> – Down to the Block Group Level (Approx. 1500 Persons). Create Maps and Data Tables With "Top Ten" Ministry Target Areas.
- 7) **Small Group Development, Mission Locations and Satellite Ministry Opportunities With Congregant Plot** – A Secure System for Local Churches to View and Identify Church Members and Visitors on a Map. Employ Analysis Tools For Small Group Ministry Development, Mission Location and Satellite Ministries Opportunities.
- 8) **Create Neighborhood Thematic Maps** – Create and Print Custom Neighborhood Maps from More Than 76 Demographic Variables To Graphically Display Mission Reality.
- 9) **Create Customizable Reports** – Choose Only What You Want: Ultimate Flexibility in Selecting Strategic Report Variables for Specific Ministry Applications.
- 10) **Generate Demographic Information In Seconds With Report Wizard** – Easy Access to Current Information for Any Geographic Area in seconds. Choose from **QuickInsite**, **Executivelnsite**, **FullInsite** or **Impressions** Reports.

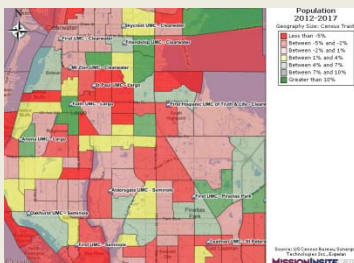
PeopleView System Interface: Demographic Trends

	2000	2010	2012	2017
Population	41,233	43,254	42,099	41,595
Population Change		2,021	-1,155	-504
Percent Change		4.90%	-2.67%	-1.20%
Households	18,654	19,783	19,210	18,934
Households Change		1,129	-573	-276
Percent Change		6.05%	-2.90%	-1.44%
Population / Households	2.21	2.19	2.19	2.20
Population / Households Change		-0.02	0	0.01
Percent Change		-0.90%	0.00%	0.46%
Family Households	10,827	10,808	10,529	10,376
Family Households Change		-19	-279	-153
Percent Change		-0.18%	-2.58%	-1.45%
Non-Family Households	1,412	1,686	1,627	1,622
Non-Family Households Change		274	-59	-5
Percent Change		19.41%	-3.50%	-0.31%
Average Age	44.82	43.72	44.54	44.85
Average Age Change		-1.10	0.82	0.31
Percent Change		-2.45%	1.88%	0.70%

quadrennium StoryView

Significant Indicators of Religious Beliefs, Preferences & Practices

1. Details about Faith: How religious or non-religious are people about faith? (Yes/No/Unsure)
2. Details about Jesus: How religious or non-religious are people about Jesus? (Yes/No/Unsure)
3. Details about Social and Moral Issues: How religious or non-religious are people about social and moral issues? (Yes/No/Unsure)
4. Presence of "Worship": Compared to the national average, where is the level of the religious preference "Worship"? (Yes/No/Unsure)
5. Change in Christian Religious Preference: In what direction has the Christian Religious Preference moved since the year 2000? (Yes/No/Unsure)
6. Christian to Non-Christian Preference: How much has the Christian Religious Preference in this study area changed since the year 2000? (Yes/No/Unsure)
7. Significance of Faith to Life: How much does the religious preference have significance to life in the study area? (Yes/No/Unsure)
8. Change in Significance of Faith to Life: How much change in the religious preference has occurred in the significance of faith to life in the study area? (Yes/No/Unsure)
9. Life Concerns: How much does the religious preference have significance to life in the study area? (Yes/No/Unsure)
10. Media Preference: Does media preference have significance to life in the study area? (Yes/No/Unsure)



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Enjoy exploring your ministry area and discovering new mission opportunities!