


The MissionInsite User Assistant

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The MissionInsite User Assistant displays essential mapping and community discovery building tools. To display the assistant at any time, in the Control Center, click .

- **People Plot**
- **Generate Demographics Report**
- **Create Thematic Map**
- **Create Opportunity Scan**
- **Create/Export a Map**
- **Neighbor Center**
- **Purchase Address List**

People Plot

Plot [congregant data on the map](#) or [upload people data](#) into MissionInsite. This lets you see where congregants are to make effective ministry decisions.

Generate Demographics Report

Generate a custom or [predefined report](#). Start by selecting or drawing geographic boundaries, then choose a predefined report or create a custom report.

Create Thematic Map

Display mission realities and opportunities on a map down to the neighborhood level. You can choose from more than 76 demographic variables and customize the map's geography size and color palette.

Create Opportunity Scan

[View potential ministry opportunities](#) based on current population estimates and projections based upon census data. Opportunity scans let you target specific demographic variables, analyze and identify regional, community, and neighborhood ministry potential, and determine top ministry target areas. Start by selecting or drawing geographic boundaries, then choose variables and customize your map.

Create/Export a Map

[Export a map](#) of a selected geographic area. You can choose map overlays and plot data.

Neighbor Center

Enter an address to [find and plot neighbors](#) based on attributes such as gender, marital status, age, children in household, and more.

Purchase Address List

If you want to create a mailing campaign to reach local and surrounding communities based on data points, [purchase an address list](#). Addresses are updated regularly, and you can view pricing. You will receive a .csv file from MissionInsite. We do not create mailers, and you are responsible for sending the mailing and all postage costs.

People Plot

Before you explore the community around your congregation, it's important to see the reach of your church and where your ministry areas are.

People Plot displays your congregants, small group participants, youth group, or visitors by the distance they travel to church. Understanding the distance people travel to church is a powerful tool for mission focus and small group ministry development.

People Plot is located in the MissionInsite [User Assistant](#). Here, you can [plot congregant data](#) on the map or [upload people data](#) into MissionInsite. This lets you see where members are located, understand sub-regional ministry areas for activities like small groups, and make effective ministry decisions based on geography.



Tip: To activate PeoplePlot for your church, contact your Regional Agency Office or MissionInsite Support. At least one local church user must be designated as a church administrator in MissionInsite.

Plot People

After [uploading people](#), you can plot them on a map. Plotting people helps you define ministry areas and see the depth and reach of your ministry.

You can display all or some congregants in your plot, and you can color code your plot's legend by member status, church, or distance from the church. You can also create a custom plot to display congregants according to their first attendance date, membership date, birthday, or baptism date.

We recommend plotting active people, such as contributors, as this shows the current state of your congregation more than membership lists.



Note: To activate PeoplePlot for your church, contact your Regional Agency Office or MissionInsite Support. At least one local church user must be designated as a church administrator in MissionInsite.

1. If your organization has multiple studies, under **Which Study Would You Like to Work With?**, select your study's name.
2. In the User Assistant, under **What Would You Like to Do?**, click **People Plot**.
3. Click **Plot People**, then **Next**.
4. Select the type of people you want to plot, then click **Next**.
5. To plot all congregants, select **All**. To plot congregants based on filters within MissionInsite, select **Some**. Then, select the operators, values, and member statuses to plot.
6. Click **Next**.
7. In the **Legend By...** drop-down list, select the field to color-code plots. To display this field in the legend, select **Show Labels**.
8. Click **Next**.
9. To display your plot, click **Finish**.

Generate Predefined Reports Based on Geographic Boundaries

You can generate [predefined](#) demographics reports based on geographic boundaries like cities, counties, or ZIP codes.

Both your user rights and your agency's rights determine which geographic boundaries you can access.

If you want to customize your report for multiple geographic areas or a more rural area, you may want to generate your report based on a polygon or radius.

1. In the User Assistant, under **What Would You Like to Do?**, click **Generate Demographics Reports**.
2. Under **Demographics Geographic Area Setup**, select **Predefined Boundaries**.
3. Select the **Agency Boundaries**, **Standard Layers**, or **Landmarks** to use for your report. As you select geographic boundaries, layers, and landmarks, you can define them. You can also select multiple boundaries and layers.
4. Click **Next**.
5. Select **Predefined**, then select the report to run. You can generate multiple predefined reports at once.

6. Click **Next**.
7. Under **Review and Summary**, review your **Study, Report Selection**, and **Geography Options**. To make changes, click **Previous**. Otherwise, click **Finish**.

By default, MissionInsite saves your report in your Downloads folder. If you selected multiple reports, this may take several minutes.

Generate Predefined Reports Based on a Radius or Polygon

You can generate [predefined](#) demographics reports based on a geographic radius or a polygon you draw with your cursor.

Generating reports based on a shape is helpful for large geographic areas that contain several cities and small towns. You can define the report's boundaries to include smaller towns that may not display in the list of cities.

If you want to generate a report based on a specific city, county, or ZIP code, you may want generate your report based on predefined geographic boundaries.

1. In the User Assistant, under **What Would You Like to Do?**, click **Generate Demographics Reports**.
2. Under **Demographics Geographic Area Setup**, select **Radius or Polygon I Draw**.
3. Enter an address close to the general area where you want to draw, then click **Next**.
4. Under **Report Area Drawing**, select to create a **Radius** or **Polygon**.
5. Enter your radius information or [draw your polygon boundaries](#). When they are correct, click **Next**.
6. Select **Predefined**, then select the report you want to run. You can generate multiple predefined reports at once.
7. Click **Next**.
8. Under **Review and Summary**, review your **Study, Report Selection**, and **Geography Options**. To make changes, click **Previous**. Otherwise, click **Finish**.

By default, MissionInsite saves your report in your Downloads folder. If you selected multiple reports, this may take several minutes.

Generate Custom Reports based on Geographic Boundaries

You can generate custom reports based on geographic boundaries like cities, counties, or ZIP codes. Custom report options include both demographic trends and quadrennium (religious, social, media, and life concern) trends.

Both your user rights and your agency's rights determine which geographic boundaries you can access.

If you want to customize your report for multiple geographic areas or a more rural area, you may want to generate your custom report based on a radius or polygon.

1. In the User Assistant, under **What Would You Like to Do?**, click **Generate Demographics Reports**.
2. Under **Demographics Geographic Area Setup**, select **Predefined Boundaries**.
3. Select the **Agency Boundaries**, **Standard Layers**, or **Landmarks** to use for your report. As you select geographic boundaries, layers, and landmarks, you can define them. You can also select multiple boundaries and layers.
4. Click **Next**.
5. Select your **Demographics** or **Quadrennium** report options, then click **Next**.
6. Under **Review and Summary**, review your **Study**, **Report Selection**, and **Geography Options**. To make changes, click **Previous**. Otherwise, click **Finish**.

When your custom report displays, you can download it to Excel, generate a chart, or open your report in a new window.

Generate Custom Reports based on a Radius or Polygon

You can generate custom demographics reports based on a geographic radius or a polygon you draw with your cursor. Custom report options include both demographic trends and quadrennium (religious, social, media, and life concern) trends.

Generating reports based on a radius or polygon is helpful for large geographic areas that contain several cities and small towns. You can define the report's boundaries to include smaller towns that may not display in the list of cities.

If you want to generate a report based on a specific city, county, or ZIP code, you may want to use predefined boundaries instead.

1. In the User Assistant, under **What Would You Like to Do?**, click **Generate Demographics Reports**.
2. Under **Demographics Geographic Area Setup**, select **Radius or Polygon I Draw**.
3. Enter an address close to the general area where you want to draw, then click **Next**.
4. Under **Report Area Drawing**, select to create a **Radius** or **Polygon**.
5. Enter your radius information or [draw your polygon boundaries](#). When they are correct, click **Next**.
6. Select **Demographics** or **Quadrennium**, then select any report options.
7. Click **Next**.
8. Under **Review and Summary**, review your **Study**, **Report Selection**, and **Geography Options**. To make changes, click **Previous**. Otherwise, click **Finish**.

When your custom report displays, you can download it to Excel, generate a chart, or open your report in a new window.

Create a Thematic Map

A thematic map helps you visualize an area's projected growth, racial and ethnic groups, employment demographics, or Mosaic household types. You can see demographic trends where your congregants live.

1. Under **What Would You Like to Do?**, click **Create Thematic Map**.
2. Select the variable you want to map, then click **Next**.
3. Make any changes to how the thematic map displays. For example, you can choose the data's time period, geography size, or a color palette. When you finish, click **Next**.
4. Review your thematic map's attributes and options. To make any changes, click **Previous**.
5. To display your map, click **Finish**.

When your thematic map displays, you can use the Navigation Bar to search, display layers, draw shapes, plot congregants or neighbors, or generate custom or predefined reports.

Opportunity Scans

Opportunity scans help you target mission opportunities. For example, you can use opportunity scans to determine which areas within a ZIP code have the highest number of residents in poverty, which helps you find the most effective locations for your church's pop-up food giveaways. Or, if you want to start a Spanish language ministry, you can identify geographic areas with a high Hispanic population.

You can create an opportunity scan based on predefined boundaries such as zip codes, cities, or counties, or based on a radius or polygon you draw. Many different demographic variables are available, and you can scan by percentages, indexes, or raw numbers.

Once you select your boundaries and variables, a map displays and the Opportunity Scan Report opens in a new window. The table and map are interactive. You can place markers on the map, or click in the selected geography to zoom in. You can also view data and trends based on blockgroups, and you can sort the report by any of the table fields.

Scan for Opportunities Based on a Large Geographic Area

Scanning for opportunities in a large geographic area, such as your denominational agency boundary, multiple counties, or a state, helps you understand where ministry needs are present.

For example, suppose you want to start a Spanish language ministry and plant several churches in South Carolina. You can select Hispanic/Latino as your target people group and use the state of South Carolina as your mission area.

You could also run an opportunity scan to target household incomes, age groups, or a Mosaic household type. Your imagination is your only limit.

1. In the User Assistant, under **What Would You Like to Do?**, click **Create Opportunity Scan**.
2. Select **Radius or Polygon I Draw**. Typically, this is a radius around your building. You can also scan based on **Predefined Boundaries (e.g. Zip Codes, Cities, Counties, etc.)**.
3. Enter an address close to the general area where you want to draw, then click **Next**.
4. Under **Report Area Drawing**, select to create a **Radius** or draw a **Polygon**.
5. Enter your radius information or draw your polygon boundaries. When they are correct, click **Next**.
6. Select the variables you want to scan for. For example, you could select **Overview, Racial/ Ethnic Trends**, and **Hispanic or Latino**.
7. Click **Next**.
8. In the **Scan By** drop-down list, select to scan by **Census Blockgroups, Census Tracts, Zipcodes, Counties, States, Elementary School SABS, Middle School SABS, or High School SABS**.
9. Select the **Year** to view, then click **Next**.
10. Under **Review and Summary**, review your **Study** and **Geography Options**. To make changes, click **Previous**. Otherwise, click **Finish**.

By default, MissionInsite generates and saves an Opportunity Scan Report in your **Downloads** folder. After scanning for opportunities in a large area, you can analyze smaller areas with a [neighborhood level scan](#).

Review the Opportunity Scan Report

After scanning for opportunities in a geographic area, your results open in a new window. A table displays your scan results, ranked by the variables you selected.



Note: Be certain your browser is set to allow popups. If popups are disabled, the scan result table does not display.

If your agency has churches within the scan area, these display as well.

Scan Results Table with Church Presence Analysis

Number of Churches

This column displays the number of your agency's churches found in each geographical region.

Pop Per Church

This column displays the number of people per church. This is calculated by dividing the total current year estimated population by the number of churches in that geography.

Pop Per Church Index

This column compares the actual population per church for each geography to the average population per church for all geographies in the report.


- An index of 100 means the population per church for the geography is the same as the average.
- An index above 100 means the population per church is less than the average, and therefore the church's presence is above average.
- An index below 100 means the population per church is greater than the average, so the church's presence relative to the average is lower.

Church Presence

This column interprets the **Pop Per Church Index**.

Column Label	Index	Interpretation
No Church	0	Your agency does not have a church within this geographical region.
Low	Less than 80	Church presence is low in this geography.
Average	81-105	Church presence is close to the average population per church in this geography.
High	106-120	Church presence is high in this geography.
Very High	Greater than 120	Church presence is very high in this geography.

Download the scan results

To download your scan results as an Excel file, click . By default, MissionInsite saves your report in your Downloads folder.




Scan for Opportunities Based on a Neighborhood Mission Area

After scanning for opportunities in a large geographic area, such as a city or state, you can analyze smaller areas with a neighborhood level scan.

Neighborhood scans target blockgroups, and you can see each area's relationships to your existing ministries there. This helps you decide to make a commitment to furthering an existing ministry or starting a new one.

When selecting blockgroups, we recommend selecting the top 5-10 scan results areas from the table. If markers are clustered together, this suggests a potentially stronger target area.



For example, you scanned for opportunities using the state of South Carolina as your mission area and Hispanic/Latino as your target people group. Your opportunity scan results display the Hispanic/Latino population of each blockgroup, as well as any churches you have in that area. You can filter those scan results to find where a Spanish language ministry will be most effective.

1. On the [Opportunity Scan Report](#) table, under **Scan Results**, click on a variable to sort the table.
2. When the top scan results display, select the **ID #** beside them. As you select blockgroups, markers display on the map. To clear a target from the map, clear the **ID #** beside the blockgroup. To clear all targets, on the toolbar, click  then .
3. Draw a shape around markers that are clustered together. On the Toolbar, click . You can also draw a shape by clicking **Shapes** on the Navigation Bar.
4. Clear any additional shapes, including the one from your original opportunity scan, from your map.
5. On the Navigation Bar, click **Demographics**.
6. On the Control Panel, expand **Opportunity Scan**.
7. In the **Scan By** drop-down list, select **Census Blockgroups**, the **Year** you want to generate results for, and a color palette.
8. Click **Scan**.

A new [opportunity scan report](#) displays the target area scan results based on your selected blockgroups. You can review these results and run predefined or custom reports on individual or clusters of blockgroups.

Generate Custom Neighborhood Blockgroup Reports

After scanning for opportunities based on a neighborhood mission area, you can focus on one or more blockgroups. You can generate a demographics report or a quadrennium report based on the shape or polygon you drew.

1. Under **Selection Information**, expand **Selections and Drawings**.
2. Locate the larger active shape boundary, then click . Do not remove the polygon you drew when [scanning for opportunities based on a neighborhood](#).
3. On the Navigation Bar, click **Layers**.
4. In the Control Panel, expand **Standard Layers**, then select **Census Blockgroups**. The blockgroup shapes display on the map.
5. To select one blockgroup, on the Toolbar, click , then click on each blockgroup you want to display. To select multiple blockgroups, hold the Shift key, then select each blockgroup. The selected census blockgroups display under **Selections and Drawings**.
6. On the Navigation Bar, click **Demographics**.
7. Under **Custom Reports**, click **Build Demographics Report** or **Build Quadrennium Report**.
8. Select the options you want to display, then click **Generate Report**.

Your report displays in the Report Output window. You can then download the report, generate a chart, open the report in a new window, or change the font.

Review the Target Area Scan Results

After scanning for opportunities based on a neighborhood mission area, a new opportunity scan report displays. These results include a smaller geographic area and display higher neighborhood level detail.

For example, if you scanned for opportunities using Hispanic/Latino as your target people group, you may find 4-5 population areas clustered together to represent a significant Hispanic/Latino population. You can run custom or predefined reports for for each blockgroup or a report for the cluster.

Before generating any reports, clear the larger active shape boundary you drew or set when creating your large-scale opportunity scan. To clear the larger active shape, under **Selection**

Information, expand **Selections and Drawings**, then click .

Create or Export a Map

When you export or create a map, you can choose map overlays, plot data, and include a legend.

1. In the **User Assistant**, under **What Would You Like to Do?**, click **Create/Export Map**.
2. Under **Basic Map Setup**, select the **Agency Boundaries** or **Agency Locations** to focus on, then click **Next**.
3. Under **Select Overlays**, select the **Agency Locations**, **Standard Layers** and **Landmarks** to display on your map, then click **Next**.
4. To add plots to your map, select **Yes, Add Plots**. You can plot some or all congregants. If you don't want to add plots, select **No Thanks**.
5. Click **Next**.
6. In the drop-down lists, select your map's size, orientation, image type, and resolution. You can also include a legend. Click **Next**.
7. Under **Review and Summary**, review your map's focused boundary, any additional boundaries, plotting options, and export details. To make any changes, click **Previous**.
8. To download your map, click **Finish**.

By default, MissionInsite saves your export in your Downloads folder.

Neighbor Center

You must have access to Neighbor Center. You can request it from your regional agency administrator.

Neighbor Center and People Plot can help you understand the unique characteristics of your existing ministry households as well as all households within a community or area.

With Neighbor Center, you can plot your neighbors by household and at the street level. Combining People Plot and Neighbor Center helps you engage your community, build relationships with households based on their unique characteristics, and find new mission

opportunities. For example, you use the neighbor center to identify neighborhoods with large populations of seniors to start a senior ministry.

Neighbor Center plots all neighbors in a study area. The number of neighbors that display changes as you zoom in and out of the map. If you [draw a shape](#) after plotting neighbors, the neighbor count updates to reflect the number of neighbors inside the shape.

About Neighbor Center Data

Neighbor Center Household Demographic Data is public domain consumer information. By default, a licensed ministry partner or agency administrator must grant access to Neighbor Center.

Since this data, especially estimated household income, can be seen as sensitive, churches and agencies should exercise caution as they grant access to that data.

In addition, no names or genders of children in a household are provided, and children's ages are provided by age range.

Filter and View Neighbors

1. In the [User Assistant](#), under **What Would You Like to Do?**, click **Neighbor Center**.
2. Enter the **Address** for your neighbor search, then click **Next**.
3. Select the attributes for your search, then click **Next**. To view more attributes, click **Show All**.
4. To color code your legend by attribute, select the attribute in the **Legend By** drop-down list, then click **Next**.
5. Your study, geography options, and neighbor attribute selections display. To view your map with neighbors, click **Finish**.

When your map displays, you can zoom in and out or click on a household to view more details.

Plot Neighbors

You must have access to Neighbor Center. You can request it from your regional agency administrator.

In [Neighbor Center](#), you can plot neighbors, or those without ties to your organization, on a map.

Plotting neighbors is about building relationships with people and discovering new ministry opportunities with households who aren't currently involved. For example, you may have a senior ministry, and plotting congregants and neighbors lets you see seniors who live next door to current members. With Neighbor Center, you can connect people with similar mission interests together.

1. On the Navigation Bar, click **Plotting**.
2. In the Control Center, expand **Neighbor Center**, then click **Start Neighbor Center**.
3. In the drop-down list, select the options for the neighbors you want to plot.

4. In the **Legend By** drop-down list, select an attribute to use for your legend. Some options include Head of Household Age, Children in Household, and Income.
5. When finished, click **Plot**.

The neighbors display on your map. To clear your map, click **Stop Neighbor Center**.

Purchase an Address List

If you want to create a mailing campaign to reach local and surrounding communities based on data points, purchase an address list. Addresses are updated regularly, and you can view pricing. You are responsible for sending the mailing and all postage costs.

To purchase an address list

1. In the **User Assistant**, under **What Would You Like to Do?**, click **Purchase Address List**.
2. Review the terms of service, then select **I have read, understand and accept the information, terms and deliverables described above**. Click **Next**.
3. To choose the type of geography for your list, select **Predefined Boundaries (e.g. Zip Codes, Cities, Counties, etc.)** or **Radius or Polygon I Draw**. Zip codes and shapes are commonly selected.
4. Select your address list's geographic areas, such as **Agency Boundaries, Standard Layers, and Landmarks**. As you choose, these areas display under **Areas to Report On**. When you finish, click **Next**.
5. If applicable, select the **Primary Gender, Marital Status, Head of HH Age, and Children in Household** for the households your mailing targets. Click **Next**.
6. Under **Estimate and Record Requirements**, the number of available records displays. Enter the number of **Desired Records** you want for your list, then click **Next**.
7. Review your address list's **Cart, Geography Options, Filter Selections**, then click **Next**.

When **Checkout Order Complete** displays, your order is complete.