

Search and Call Tools for Congregations

Advancing the Spirit's guidance into God's future

INTRODUCING THE NEW LOCAL CHURCH PROFILE



The new Local Church Profile is not just for congregations in search of a pastor. *All* congregations are encouraged to engage in its process of discovery every 3-5 years. The UCC Local Church Profile reflects valuable data, assesses ministry, clarifies change, and helps advance the calling of the congregation. Not just to be completed by a search committee – the more participation, the better!

MINISTERIAL EXCELLENCE,
SUPPORT & AUTHORIZATION

**UNITED CHURCH
OF CHRIST**



UNITED CHURCH OF CHRIST

LOCAL CHURCH PROFILE

Peace United Church of Christ
Elkader, Iowa

Pastor

United Church Conference of Iowa, Nebraska and South Dakota

August 25, 2022

LOCAL CHURCH PROFILE CONTENTS

- Position Posting
- Who Is God Calling Us To Become?
- Who Are We Now?
- Who Is Our Neighbor?
- References
- Consent and Validation

*“God is able to provide you with every blessing, so that
having all sufficiency in all things at all times,
you may abound in every good work.”
(2 Corinthians 9:8)*

INSTRUCTIONS

The new Local Church Profile supports the calling and discernment of United Church of Christ congregations with their current or future pastoral leadership.

For many congregations, the interim time between ministers is an intentional season that is guided in part by the preparation of a Local Church Profile. Using the Profile, the church can discover its data and express its story for the reliable discernment of a search committee and the beginning of a new pastorate. Searching ministers will want to see this document in its entirety.

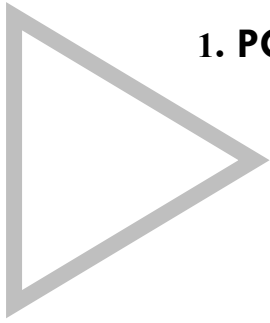
The interim season is not the only time in a church's life when it's valuable to give attention to explore a congregation's vocation. Three sections of the Local Church Profile – **WHO ARE WE NOW**, **WHO IS OUR NEIGHBOR**, and **WHO IS GOD CALLING US TO BECOME** – are meant to be updated every 3-5 years. Known together as the "Discovery Document," these three sections can be completed by a visioning group, a governing body, a transition team, or other group – not just the search committee – in order to draw forward the gifts and imaginative possibilities of a congregation. The church's engagement with the "Discovery Document" might not have the same sequence as the completed Local Church Profile that is read by candidates.

Some questions are easy to answer. Some are not so easy. Prompts are provided to stimulate narrative response if needed; these italicized prompts are merely examples from which to choose or to inspire your own. Efforts to answer the questions will prompt conversations and explorations and story-tellings and many prayers. As the Spirit moves throughout the process, congregations will shape a collective articulation of Christ's leading (**WHO IS GOD CALLING US TO BECOME**). This last question to be answered becomes the first section to be read by searching ministers in the Local Church Profile, and it is boldest and most actionable piece for faithful leadership into the future.

Your conference can provide materials referenced in the Local Church Profile, such as the 11-Year Report containing data as reported by your congregation annually to the UCC Data Hub, and MissionInsite reports containing demographic information on your community. More information on types of pastorate in the United Church of Christ can be found in the Call Agreement Workbook. Be sure to use the Call Agreement Workbook's Scope of Work to describe in this Local Church Profile the position being sought.

When it is time for ministerial search, the conference can counsel you on posting the Local Church Profile together with your public listing at UCC Ministry Opportunities (<http://oppsearch.ucc.org>).

The last page of the Local Church Profile contains a statement that parallels the consent statement signed by ministers in the UCC Ministerial Profile. In keeping with the covenantal relationship between a church and those it seeks to call, this statement encourages an open, honest exchange of information. On behalf of the United Church of Christ, and on the basis of the best knowledge available to them, your conference staff will validate your completed Local Church Profile when it is ready to be shared in relationship with prospective new leaders.



1. POSITION POSTING

- a. LISTING INFORMATION
- b. SCOPE OF WORK
- c. COMPENSATION & SUPPORT
- d. WHO IS GOD CALLING TO MINISTER WITH US?

1a. LISTING INFORMATION

Church name: PEACE UNITED CHURCH OF CHRIST

Street address: 301 N. MAIN STREET, ELKADER IA 52043

563-245-2126

Supplemental web links:

<https://www.peacechurchelkader.org/>

Facebook.com/peacechurchelkader

YouTube Channel: Peace Church—Elkader

Pinterest: [pinterest.com/peaceucc0618](https://www.pinterest.com/peaceucc0618)

Email: peaceucc@alpinecom.net

Additional ecumenical affiliations (*e.g. denominations, communions, fellowships*):
Ecumenical Vacation Bible School

Conference: IOWA CONFERENCE OF THE UNITED CHURCH OF CHRIST

Association: Iowa – Northeast Association

UCC Conference or Association Staff Contact Person

Jane Estrada

Search and Call Administrative Specialist

605-338-8738 (O)

515-809-7777 (M)

jane@ucctcm.org

Summary Ministry Description:

In a short paragraph, reflect on where your church is going and what it might look like when you get there. What do you need to get there? Who are you seeking to join you on this part of your church's faith journey?

Peace United Church of Christ is located in Elkader, Iowa, in the heart of an area commonly referred to as Little Switzerland. It is a beautiful town where the Turkey River flows past our church, school and beautiful town. The town is currently fully occupied with a hospital, pharmacy, golf course, swimming pool, Opera House, cinema, as well as a variety of shops, restaurants, hair salons, and a brewery. Elkader has been awarded a national Main Street designation.

Peace Church is a small but mighty congregation that helps each other and the community. We have strong member leadership, and feel with the support of an energetic pastor adding leadership, we can grow bigger and stronger each year. We are seeking a pastor with good spiritual leadership skills who is looking for a congregation to partner with in growing within a wonderful community.

Photographs:

Insert 1 – 3 images of your church, its people, its parsonage or building or gathering space, etc.



What we value about living in our area (2 – 3 sentences):

Elkader is a beautiful small town located 20 minutes from the Mississippi River. We are also within 2 hours of several large cities (Dubuque, Waterloo, Cedar Rapids). We have an active community complete with professional and industrial businesses that offer a wide range of employment and entertainment opportunities. Our community leaders support and host fun events such as Sweet Corn Days, Art in the Park, Rhythm on the River, and Osborne Heritage Days. www.elkader-iowa.com

Current size of membership: 366

Languages used in ministry (*other than English*): English only at this time

Position Title: Full Time Pastor

Position Duration:

Settled – a called position intended for longer-term ministry in which the minister moves church membership to the congregation and moves standing to related association

Compensation Level (*choose one, delete the other options listed*):

Full Time

Does the total support package meet conference compensation guidelines?

Yes

1b. SCOPE OF WORK

(add here the Scope of Work developed by your church using the Call Agreement Workbook)

Full time Pastoral Position (40-50 hours weekly)

- preparation and leadership of Sunday worship including scripture study, crafting of liturgy and bulletin, sermon preparation, guiding and sometimes finding lay liturgists, planning of music in coordination with musical staff or volunteers, preaching, offering of prayers, etc.
- pastoral care in collaboration with lay people
- counseling, listening and referral
- faith formation and vitality through prayer, Bible study, service, identifying helpful resources and opportunities and helping lay persons take advantage of them
- leadership development by working with people in the church to create ministry and programs
- community engagement and leading the way for the church to be an ambassador of God's love
- weddings and funerals for participants in the worshipping community
- strategic planning for current and new directions in ministry
- attend meetings and give leadership as needed to church programs, in collaboration with lay leadership
- faithful financial development and stewardship
- responsibility for supervision of staff
- availability to wider community for funerals, weddings, special worship programs, and as a representative of the church to local organizations
- study and prayer to increase faith and to improve skills so as to lead, teach, preach better
- energizing and deepening spiritual connections and faith understandings of others in all they do
- participate in wider church activities such as conference and association meetings

Core Competencies:

(List three core competencies that you imagine could be foundational in your next minister's relationship with the church. For example, a church seeking a pastoral care minister might hope to call someone who is caring, sensitive and sociable, while a church seeking an executive minister might want an organized, detail-oriented and time-conscious person.)

- *Energetic presence who will be willing to participate in our faith community and help it grow*
- *Compassionate person willing to reach out to those in care centers, hospitals and at home*
- *Intelligent person who can communicate our faith community to members of all ages and types*

1c. COMPENSATION AND SUPPORT

Salary Basis (*from the Call Agreement Workbook, equal to Cash Salary plus Value of Parsonage/Housing Allowance*): \$41,000 + housing allowance or parsonage

Benefits (*choose one*):

Salary plus Benefits (*Health, disability, life, dental, & vision insurance; pension*)

What is the expected living situation for your next minister (*e.g. parsonage, living nearby with a housing allowance, living elsewhere to commute as needed*)?

Our church has a parsonage located next to the church and school, which is also within walking distance of downtown Elkader. This parsonage can be made available to our new pastor, if desired.

Our last pastor chose to purchase his own home, so after vacancy the parsonage was rented out.

Comment on the residential/commuting expectations for your next minister.

Our next pastor would have the choice of living in the parsonage or purchasing or renting their own residence.

State any incentives: (*e.g. school debt reduction or retention bonus after a certain number of years in position*):

Sabbatical leave after reaching a designated term.

Describe peer and professional supports available for ministers in your association/conference:

Elkader Ministerial Group

Iowa UCC Communities of Practice

1d. WHO IS GOD CALLING TO MINISTER WITH US?

Describe the ministry goals you envision your next minister co-collaborating with the congregation to achieve.

- Unite our church to move forward to grow our membership
- Attract younger members and families
- Provide for our disabled, sick and elderly in their homes, senior living centers and nursing homes

Describe how your vision of the minister you are now seeking will assist the congregation in making an impact beyond its walls.

Peace Church has a wonderful history of reaching out beyond our walls. We have a member-led Grace Café every month that provides a free dinner meal to anyone who wishes to come and enjoy food and fellowship. We even offer food delivery. Prior to COVID, we hosted a Christmas Day dinner for anyone in the community to come if they wanted fellowship on that day. We hosted community-supported food services to flood workers when the Turkey River threatened the downtown stores and homes. We have hosted blood drives in our fellowship hall. Our Stephens' Ministers Outreach Program reaches beyond our membership. We envision a minister who will be willing to pitch in shoulder-to-shoulder in these events, giving the community an opportunity to meet them and see the Christian spirit of community that is present in our members.

Specify language requirements or culturally-specific capacities preferred in a next ministerial leader, and why those matter to the congregation's sense of calling.

Our membership is 100% English speaking at this time. We have little cultural diversity at this time, however seek a pastor who is open and affirming to all cultures who may wish to join our Church.

Based on what you have learned about who your church is, who your church's neighbor is, and who God is calling the church to become, describe four areas of excellence from *The Marks of Faithful & Effective Authorized Ministry* that your next minister will display to further equip the congregation's ministry in these areas.

CARING FOR ALL CREATION

- o Nurturing care and compassion for God's creation.*
- o Maintaining a basic understanding of mental health and wellness.*
- o Practicing self-care and life balance.*
- o Providing hope and healing to a hurting world.*
- o Attending to one's own spiritual and pastoral care, including engagement in supervision as appropriate.*
- o Stewarding the resources of the Church.*

BUILDING TRANSFORMATIONAL LEADERSHIP SKILLS

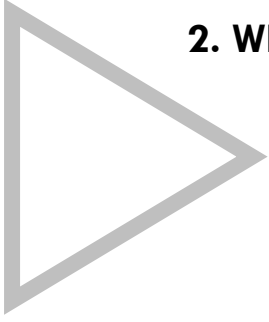
- o Empowering the Church to be faithful to God's call, reflective of Christ's mission, and open to the surprises of the Holy Spirit.*
- o Strategically creating the future of God's Church.*
- o Witnessing in the public square to God's redeeming power.*
- o Performing necessary and appropriate administrative tasks.*
- o Working collaboratively with intercultural awareness and sensitivity.*
- o Encouraging leadership development of self and others through continuing education and lifelong learning.*

STRENGTHENING INTER- AND INTRA- PERSONAL ASSETS

- o Developing and maintaining a healthy sense of self as shaped by God, community, and life experiences.*
- o Living in relationships of covenantal accountability with God and the Church.*
- o Exhibiting strong moral character and personal integrity.*
- o Respecting the dignity of all God's people.*
- o Understanding and ministering to stages of human development across the life span.*
- o Demonstrating excellent communication skills.*

WORKING TOGETHER FOR JUSTICE AND MERCY

- o Drawing on the ministry of Jesus Christ to confront injustice and oppression.*
- o Practicing the radical hospitality of God.*
- o Identifying and working to overcome explicit and implicit bias in the life of the Church.*
- o Understanding community context and navigating change with a community.*
- o Engaging in mission and outreach.*
- o Building relationships of mutual trust and interdependence.*



2. WHO IS GOD CALLING US TO BECOME?

“You shall love the Lord your God with all your heart, and with all your soul, and with all your mind.” (Matthew 22:37 NRSV)

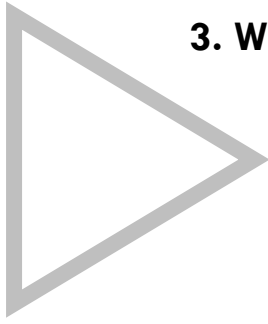
Who is God calling you to become as a congregation?

God is calling us to become a welcoming and nurturing member of our community as well as the world beyond. He wishes us to care and reach out to members of all ages, all beliefs, including those not like ourselves.

Describe how God is calling you to reach out to address the emerging challenges and opportunities of your community and congregation.

For example, describe two experiments your congregation has initiated or engaged in the past year, what were the results and where do you see your next steps? Has your church had a multi-year strategic plan or vision statement; if so, where do you see that plan/vision taking you?

Our congregation lives in a community that includes rural and lower income members, including members who have mental and physical challenges. We also have an aging population that needs our assistance and continued care and communication. We have hosted meals to reach out to those in need, food drives to our local food bank, and have an endowment fund that requires distributions to mission projects, local outreach and education scholarships. We have a mission group that has provided help locally and in other states. We see our next steps as moving to broaden our reach to those in need, both in our local community and beyond.



3. WHO ARE WE NOW?

“You shall love your neighbor as yourself.” (Matthew 22:39 NRSV)

- a. CONGREGATIONAL REFLECTIONS
- b. 11-YEAR REPORT
- c. CONGREGATIONAL DEMOGRAPHICS
- d. PARTICIPATION AND STAFFING
- e. CHURCH FINANCES
- f. HISTORICAL INFORMATION

3a. CONGREGATIONAL REFLECTIONS

Describe your congregation’s life of faith.

For example, what beliefs and commitments are stated in your congregation’s purpose statement or membership vows? How is God most often described in worship liturgy? In what ways would you describe the Holy Spirit in your midst?

Peace United Church of Christ is a multigenerational community of faith. We welcome people of all ages, races, and life situations to join us in our calling to serve as the hands and feet of Christ. (this statement is posted on the home page of our website).

Peace United Church of Christ is more than just a church. We are a faith community as well. We are connected with each other, offering a helping hand to one another. When someone celebrates, we celebrate too. When someone is struggling, we offer a listening ear and words of encouragement. That is what a community does.

Describe several strengths or positive qualities of your congregation.

From our recent member survey:

Strong bonds with active members

Faithful members who share their time and talent

Musical contributions via organ, piano, bell and chancel choir, as well as individual members

Welcoming, open and affirming

Grace Café, Christmas dinner, Spring & Fall Festivals

Loving, Friendly, Caring

Family atmosphere

Children’s programs, confirmation classes and leadership

Engaging and friendly fellowship after service with coffee and treats

Describe what worship is like when your congregation gathers.

For example, where does worship take place, and what is it based around? What was a recent baptism like? What are some words used to describe good preaching?

Our worship services are friendly, conversational events. They usually take place within the walls of our church (however, recently we did attempt an outdoor worship down at our local park, but unfortunately weather didn't cooperate). The passing of the Peace can get extended by greetings of extended family in town for the weekend. On Easter we have traditionally held a Sunrise Service outdoors with a brunch to follow, served by our Youth Mission group. During each service the pastor asks for joys and concerns of those present, which can be announcements of births, weddings, anniversaries and birthdays, travel mercies, as well as concerns for those suffering illnesses and medical treatments. Our church has both a chancel choir and bell choir, who perform regularly. In addition, talented members share their musical abilities on a regular basis.

After service, the congregation exits the church to greet the pastor and discuss the sermon of the day. Fellowship follows with more discussion, washed down with coffee and cookies. Baptisms are usually large family events, with fellowship afterwards including cake to honor the newly baptized.

Describe the educational program/faith formation vision of your church.

For example, how are young people in leadership? How do people continue to form their faith over a lifetime? Name a topic studied or curriculum used recently; what was the impact of this study on those who attended?

Through Sunday School, Bible Study and Confirmation classes students learn basics stories of the old and new testament. The stories become a means of discussion of how Christians learn to think and act. Students at Peace demonstrate their learning in shared art projects, participating in worship through special programs (Christmas), acolyting, performing in musical groups, and reading scripture during worship. They also volunteer to help at Grace Cafe, a monthly free meal sponsored by the Missions Committee.

The Confirmation Class has used the curriculum Affirming Faith to explore and discuss the faith we have and are building. One session, Witness & Service, was very powerful as we viewed video showing how artists portrayed the deaths of the disciples. This led to a discussion of the sacrifice of being a witness. Following the video each student shared a story from their family or friends about witnessing, what it looked like. We had stories of working at the Grace Cafe, teaching Sunday School, and a grandparent that marched with Martin Luther King. There was love and pride in the student's voices as they shared the witnessing. One of the last units of study was Peace and Justice. The discussion centered on how in the junior highs of the students, racial slurs were a big concern. The reactions of the students varied but all felt that they or the intended targets of the comments (students of color) were not being supported and protected, with varying degrees of frustration and anger expressed. Our hope is that our church family can come together to find ways to take action and support our students and others in the local schools.

Describe how your congregation is organized for ministry and mission.

For example, how are decisions communicated in your church? How are teams or committees organized? Where does your church struggle for vision?

Our church has committees organized for both mission and vision. They are organized by our council with one council member as liaison. Decisions are communicated by committee leaders in person at the beginning of services and in our monthly Tidings Newsletter. We struggle for vision in how to attract more families to join and attend services.

When it comes to decision-making, how many hours are spent in meetings per month?

2-3 hours monthly

- Think of a time when action had to be taken quickly, for example when a crisis or disaster occurred. How was that accomplished?

The council calls meetings quickly, and action is put into place rapidly by electronic communication (congregational emails; phone trees, etc.) to provide a solution (building issues such as rain damage, feeding flood workers, etc.)

- Can you provide the next minister with a copy of an organization structure, bylaws and/or annual report to further explain the patterns of the church’s activity and governance? *Yes*

3b. 11-YEAR REPORT

(add here the 11-Year Report developed with the help of your conference staff, UCC Data Hub, and MissionInsite)

See addendum.

3c. CONGREGATIONAL DEMOGRAPHICS

Describe those who participate in your church.

		<i>Is this number an estimate? (check if yes)</i>
Number of active members:	125	yes
Number of active non-members:	10	yes
Total of church participants (sum of the numbers above):	135	yes

Percentage of total participants who have been in the church:

		<i>Is this number an estimate? (check if yes)</i>
More than 10 years:	85	Yes
Less than 10, more than 5 years:	30	Yes
Less than 5 years:	20	yes

Number of total participants by age:

0-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	<i>Are these numbers an estimate? (check if yes)</i>
4	5	3	5	7	20	31	40	20	yes

Percentage of adults in various household types:

		<i>Is this number an estimate? (check if yes)</i>
Single adults under 35:	3%	Yes
Households with minors:	15%	Yes
Single adults age 35-65:	5%	Yes
Joint households with no minors:	60%	Yes
Single adults over 65:	17%	yes

Education level of adult participants by percentage:

		<i>Is this number an estimate? (check if yes)</i>
High school:	50%	Yes
College:	25%	Yes
Graduate School:	20%	Yes
Specialty Training:	5%	Yes
Other (please specify):		

Percentage of adults in various employment types:

		<i>Is this number an estimate? (check if yes)</i>
Adults who are employed:	40%	
Adults who are retired:	50%	
Adults who are not fully employed:	10%	

Describe the range of occupations of working adults in the congregation:

Teachers, nurses, lawyers, accountants, professors, farmers, business owners, store managers, store clerks, pharmacists, optometrists, real estate agents, insurance agents.

Describe the mix of ethnic heritages in your congregation, and the overall racial make-up. Most UCC congregations tend to describe themselves as “diverse.” Yet, the vast majority of UCC congregations are mono-cultural. What does diversity mean in your context?

The majority of our congregation is of Caucasian heritage, with the local heritage being dominated by persons of German and Norwegian descent. We have a small percent of members of some African American decent. We consider ourselves a diverse church who welcomes members of all races.

Has your congregation recently had a conversation about welcoming diversity, or do you plan to hold one on the near future (perhaps using, for example, the Welcoming Diversity Inventory)? Please note the date. Comment after the exercise:

We have not had specific conversations regarding diversity, nor have we participated in any diversity training at this time.

3d. PARTICIPATION AND STAFFING

Complete the following chart. Please leave blank any fields that are not applicable to your congregation.

Ways of Gathering	Estimated number of people involved in attendance	Who plans each of the listed gatherings? <i>(list any and all worship planners, such as various lay leaders, pastors, musicians, other staff)</i>
Adult Groups or Classes	12 8	Stephens' Ministers, Seekers
Baptisms <i>(number last year)</i>	2	Pastor
Children's Groups or Classes	5	Youth Bible Study
Christmas Eve and Easter Worship	100	Pastor, Worship Committee
Church-wide Meals	30-50	Fellowship after each Sunday service
Choirs and Music Groups	35	Choir / bell choir lay leaders, director
Church-based Bible Study	6	Members
Communion <i>(served how often?)</i>		First Sunday of each month
Community Meals	30-60	Grace Café monthly
Confirmation <i>(number confirmed last year)</i>	3	Confirmation leaders
Drama or Dance Program	n/a	
Funerals <i>(number last year)</i>	12	Pastor and family
Intergenerational Groups	n/a	
Outdoor Worship	2	Easter Sunrise Service; Summer Park
Prayer or Meditation Groups		
Public Advocacy Work		
Retreats		
Theology or Bible Programs in the Community		

Weddings (<i>number last year</i>)	3	Pastor and family
Worship (time slot: 9:00 am)	80	Pastor and worship committee
Worship (time slot: _____)	n/a	
Young Adult Groups or Classes		
Youth Groups or Classes	4	K-4 Sunday School
Other Peacemakers		Quilts for graduates and baptisms

Additional comments:

Annually an ecumenical Vacation Bible School is held at one of our local churches or at the Ewalu Bible Camp and Retreat Center located outside of Elkader.

List all members or regular participants in your congregation who are ordained, licensed, or commissioned ministers. Indicate those with current United Church of Christ Three-Way Covenants (i.e. serving in a congregation) or Four-Way Covenants (i.e. serving in a ministry beyond a congregation).

Name	Three- or Four-Way Covenant? (3 or 4 or No)	Ministry Setting	Type of Ministry Role	Retired? (Y or N)
Rev. Donna Buckman	No	Served local UCC parishes	Local church Pastor	Y
Rev. Ken Seney	No	United Methodist pastor. Served Castalia UM Church while also working elsewhere for 8 years.	Served in social service agencies and filled in as preacher when requested.	Y

If one or more previous pastors or retired ministers currently hold membership in the church, describe their role(s) in the life of the congregation:

These members/non-members assist in pulpit supply when needed, and participate in many other ways such as church meals (Seder Supper), Bible Study, Sunday greeting, ushering, fellowship

List all current staff, including ministers. Exclude the position you are seeking to fill. Indicate which staffperson serves as head of staff.

Staff Position	Head of Staff?	Compensation (full time, part time, volunteer)	Supervised by	Length of Tenure for current person in this position
Secretary Bookkeeper Choir/Bell Dir Organists	No	Part time Part time Part time Part time	Pastor/President Pastor/President Pastor/President Pastor/President	1 yr 3 yrs 1 yr 20 yrs
Custodian	No	Part time	President	1 yr
Maintenance Mgr	No	Part Time	President	20 yrs

REFLECTION

Reflection: After reviewing the congregational demographics and activities above, what does this information reflect about your congregation's overall ministry?

Our church is small, but we feel positive about our growth prospects. We recently have hired a new secretary who is infusing a wonderful new energy into our church office. Our bookkeeper works with our church counsel finance liaison to improve our financial reporting. We have several members who have worked very hard to improve the video/audio capabilities of our church to make possible live stream services for homebound members and non-members to participate in services. When needed, our church members come together to complete the jobs at hand!

3e. CHURCH FINANCES

Current annual income (dollars used during most recent fiscal year) *2022 Budget: \$158,600*

Source	Amount
Annual Offerings and Pledged Giving	\$140,000
Endowment Proceeds (<i>as permitted within spending policy, such as a cap of typically 4.5%-5% on total return</i>)	\$ 6,033
Endowment Draw (<i>beyond what is permitted by spending policy, "drawing down the principal"</i>)	\$ 0
Fundraising Events	\$ 7,500
Gifts Designated for a Specific Purpose (\$100,000 (3 estate donations)
Grants	\$ 0
Rentals of Church Building	\$ 100
Rentals of Church Parsonage	\$10,800
Support from Related Organizations (<i>e.g. Women's Group</i>)	\$200
Transfers from Special Accounts	\$
Other (specify):	\$
Other (specify):	\$
TOTAL	\$264,633

Current annual expenses (dollars budgeted for most recent fiscal year): *2022 Budget: \$170,031*
Attach most recent church budget, spending plan, operating statement, or annual treasurer's report as shared publicly with the congregation, or – if your church does not pass an annual budget – list current budgeted expenses here.

Personnel: \$115,833
Buildings and Grounds \$ 39,638
Christian Education \$ 600
Finance / Memorial \$ 800
Mission \$ 2,300
Worship \$ 1,155
Office Expense \$ 5,850
UCC Support \$ 4,125

Considering total budgeted expenses for the year, compare total ministerial support. What is the percentage?

Pastor Salary, SS/Medicare, worker's comp, Health, disability, life, Dental, Vision Insurance, pension = 40% of current annual expenses

Has the church ever failed to pay its financial obligations to a minister of the church?

No.

Is your church 5-for-5, i.e. does it include each of the following contributions during the church year? (*indicate those included during the most recent fiscal year*)

- Our Church's Wider Mission (OCWM – Basic Support)
- One Great Hour of Sharing
- Strengthen the Church
- Neighbors in Need
- Christmas Fund

Our council's intent is to be a 5-for-5 donor; however, it may not have happened in recent years. In addition to direct donations from the budget, the congregation also takes up collections for each of these funds.

In what way is OCWM (Basic Support) gathered? If calculated as a percentage of operating budget, what is that percentage? (*recommended 10%*)

This is calculated by the Church Council as part of our annual budget. Additional funds are gathered from members and submitted to the Conference.

What is the church's current indebtedness?

Total amount of loan debt: *None*

Reason for debt:

Are capital and other payments current?

If a building program is projected or underway, describe it, including the projected start/end date of the building project and the total project budget.

If the church has had capital campaigns in the last ten years, describe:

Year(s)	Purpose	Goal	Result	Impact
2018	Organ Renovation	\$80,000	\$91,450	Repaired and Restored Organ
2017	Handbell servicing	\$ 2,220	\$ 4,000	On sight servicing for 5 yrs
2014	Capital Campaign	\$70,000	\$72,500	Church repairs

If a capital campaign is underway or anticipated, describe:

Year(s)	Purpose	Goal	Result	Impact
	<i>None at this time</i>	\$	\$	
		\$	\$	

Describe the prominent mission component(s) involved in the most recent (or current) capital campaign.

There was no mission component of our last two campaigns, as they were focused on building and organ repairs. Our mission work is funded through our budget and donations from our members.

Does your church have an endowment? *Yes*

What is the market value of the assets? *\$127,000*

Are funds drawn as needed, regularly, or under certain circumstances?

Annual distribution per by-laws.

What is the percentage rate of draw (last year, compared to 5 years ago)?

4% of the average of the last 3 years' calendar year-end balances, per by-laws for past 10 years.

Describe draw on endowment, if any, to meet operating budget expenses for the most recent year and the past five years:

The endowment requires that 10% of the annual draw be given to the following areas, some of which help support the operating budget:

Scholarships and grants, Mission Projects, Local Community Outreach, Building and Grounds

At the current rate of draw, how long might the endowment last? *Forever*

Please comment on the above calculations or estimates: *The fund is invested in a managed portfolio of stocks and bonds that have generated a return in excess of the 4% annual draw. Therefore, the fund should last in perpetuity, as the annual draw is lower than the average annual return.*

Other Assets

Reserves (savings): *\$12,500*

Capital campaign balances and memorial funds: \$133,000

Investments (other than endowment): *\$0*

Does your church have a parsonage? *Yes*

Fair market rental value of the parsonage: *\$135,000*

How is the parsonage used? *Rented out if not used by Pastor*

Street / City / State / Zip: *303 N. Main St., Elkader, IA 52043*

Finished square footage: *1,924 sf first & second floor, 900 sf basement*

Number of Bedrooms, Number of Bathrooms: *4 bedrooms, 1 ½ baths*

Assessed real estate value: *\$105,132*

Available for minister residence: *Yes*

Expected minister residence: *No*

Condition of structure, systems and appliances *Good*

Entity in the church responsible for review and needed repairs *Yes*

Describe all buildings owned by the church:

Church, attached education wing. Parsonage next door to church.

Describe non-owned buildings or space used or rented by the church: *None.*

Which spaces are accessible to wheelchairs? (*worship space, pulpit, fellowship space, facilities, etc.*) *Our church has an elevator available in the Narthex (street level entrance), Sanctuary (second level) and Herbster Hall (lower level/fellowship). In addition, we have modified our sanctuary pews by adding arm chairs and to allow room for wheelchairs.*

Reflection: After reviewing the church's finances and assets described above, what does this information reflect about your congregation's mission and ministry?

For example, when was a time the church made a major budget change? How is the budgeting process done? What new ministry initiative has your church financed?

Our Church Council goes through a thoughtful budgeting process each year, gathering input from the Finance Committee who gathers information from members who are involved in the various areas of the church (building and grounds, Christian Education, Festivals, Mission work, worship, Office support and personnel). The budget is presented at our annual meeting and approved. The budget evolves as new initiatives and needs arise to meet the needs of the church members and our wider mission.

3f. HISTORICAL INFORMATION

Name one to three significant happenings in the history of your church that have shaped the identity of your congregation. Add the most important event in the life of your church in the past 10 years.

- *COVID*
- *Change in Pastors*
- *Aging congregation*

Describe a specific change your church has managed in the recent past.

Our church went through significant changes in managing our response to the COVID pandemic, and losing our Pastor. We upgraded our video and audio equipment to make services available to members, and reopened our church as soon as possible (with special adjustments to protect members).

We modified several pews to ensure a comfortable place for those using wheelchairs or walkers to be comfortable at service. We added an elevator to also make our worship and fellowship more handicap accessible.

We have given our former Sunday school area a recent make-over including TVs, plank flooring, paint and furniture to create an inviting place for our youth (and local Scout and 4-H groups) to gather.

Every church has conflict, some minor, some larger. "Where two or three are gathered, there will be disagreement...." Describe your congregation's values and practices when it comes to conflict.

For example, what is an example of a recent conflict and something your congregation learned from it? Describe an occasion when your church experienced conflict without being able to resolve it well. Does your church have policies, protocols or structures for dealing with conflict?)

Our church has had conflict over the behavior of our last Pastor, who resigned after being given a 30 day leave to gain control of his health issues. Our congregation members tend to be outspoken when disappointed, but also open-minded. We also tend to be optimistic when change begins to be implemented, and look forward to new leadership to help us grow.

Ministerial History (include all previous ministerial staff for the past 30 years)

Staff member's name	Years of service	UCC Standing (Y/N)
Jon Haack	2017 - 2022	Y
Clark Kilgard (Interim)	2016	Y
Andrea Mericle	2007 – 2015	Y
Shane Estes	2002 – 2006	Y
Keith Selberg	2000	Y
Lance Bentley	1992 – 1998	Y

Comment on what your church has learned about itself and its relationship with persons who provided ministerial leadership:

Has any past leader left under pressure or by involuntary termination?

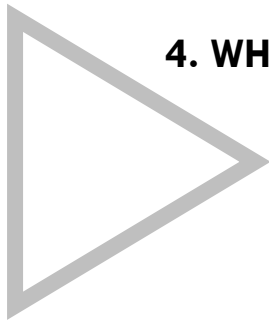
Yes, Ask us

Has your church been involved in a Situational Support Consultation?

No.

Has a past pastor been the subject of a Fitness Review while at your church?

Yes, Ask us



4. WHO IS OUR NEIGHBOR?

“You shall love your neighbor as yourself.” (Matthew 22:39 NRSV)

- a. COMMUNITY VISION
- b. MISSION InSite

4a. COMMUNITY VISION

How do the relationships and activities of your congregation extend outward in service and advocacy?

For example, which service activities has your church participated in this past year? Where has the church participated in global connections of care and justice? What is currently transformational in your church’s engagement with neighbors near or far? Our congregation provides a free monthly dinner called Grace Café to anyone in the area who would like to join for a meal and fellowship. In addition, we have monthly food collection for our local food Shelf (we recently held a friendly competition between the men and women of the congregation to see who could donate more food and money; the men won!) A group sold pies at a local festival, donating all proceeds to the food shelf. When our town is in need, Peace Church is there to help!

Describe your congregation’s participation in meetings, relationships and activities connecting the wider United Church of Christ (association / conference / national setting).

Our Pastor participates in association and conference meetings on a regular basis. Often council members join in the annual conference meeting.

Many local churches love to tell the story of what they are doing in the community to transform lives. Some have identified certain aspects of their witness into the wider community using language shared with other UCC congregations. (Find more information as desired at ucc.org.)

Check any statements below that apply to your UCC faith community.

- | | |
|--|--|
| <input type="checkbox"/> Accessible to All (A2A) | <input type="checkbox"/> Just Peace |
| <input type="checkbox"/> Creation Justice | <input type="checkbox"/> Global Mission Church |
| <input type="checkbox"/> Economic Justice | <input checked="" type="checkbox"/> Open and Affirming (ONA) |
| <input type="checkbox"/> Faithful and Welcoming | <input type="checkbox"/> WISE Congregation for Mental Health |
| <input type="checkbox"/> God Is Still Speaking (GISS) | <input type="checkbox"/> Other UCC designations: |
| <input type="checkbox"/> Border and Immigrant Justice | <input type="checkbox"/> Designations from other denominations |
| <input type="checkbox"/> Inter-cultural/Multi-racial (I’M) | <input type="checkbox"/> None |

Reflect on what the above statement(s) mean(s) to your community. Is your congregation interested in working toward any of the above statements of witness in the near future?

Yes

Describe your congregation's participation in ecumenical and interfaith activities (with other denominations and religious groups, local and regional).

Annually our community holds an ecumenical Thanksgiving service.

A Good Friday Stations of the Cross event is held each year.

A World Day of Prayer is held annually, with locations rotating to different churches.

An Ecumenical Vacation Bible School is held each summer.

Our members regularly support other local churches' fund-raising activities.

If your congregation has a mission statement, how does that mission statement compare to the actual time spent engaging in different activities? Think of the range of activities from time spent gathering, to governance, to time spent going out.

Peace United Church of Christ is a multigenerational community of faith. We welcome people of all ages, races, and life situations to join us in our calling to serve as the hands and feet of Christ.

Peace United Church of Christ is more than just a church. We are a faith community as well. We are connected with each other, offering a helping hand to one another. When someone celebrates, we celebrate too. When someone is struggling, we offer a listening ear and words of encouragement. That is what a community does. So, we invite you to become part of this faith community. Visit and consider joining us at Peace UCC.

We feel this statement very accurately reflects in how Peace Church interacts with our members and friends.

Reflect on the scope of work assigned to your pastor(s). How is their community ministry and their ministry in and on behalf of the wider church accounted for in the congregation's expectations on their time?

While our congregation expects our pastor to be involved in our church and community activities, we also are cognizant of the need for personal space and time. Our members are supportive and helpful in sharing the work load, so all stay well-rounded and have a good and healthy work/life balance.

4b. MISSION InSite

Comment on your congregation's MissionInSite report with data for your neighborhood(s) or area. What trends and opportunities are shown?

Our 10-mile radius report reflects the rural nature of our location and congregation. Currently concerns are focused on the ongoing impact of COVID, which may also impact other responses.

From the study, our priorities lie in

- *Warm and friendly encounters*
- *Quality sermons*
- *Traditional worship experiences*

How do your congregation's internal demographics compare or contrast to a) the neighborhoods adjacent to your church, and b) other neighborhoods with which your church connects?

They are very similar

How are the demographics of the community currently shaping ministry, or not?

Elkader is a growing community, with successful retail, industrial and healthcare and educational employment opportunities. We are being successful in bringing in younger families; some returning to raise their families here. This should encourage a youthful-minded pastor to be able to reach out to help us grow our faith community.

What do you hear when you talk to community leaders and ask them what your church is known for?

Our church is known for being helpful and generous when our community is in need.

What do new people in the church say when asked what got them involved?

Descriptives from our recent survey:

Friendly, welcoming, accepting, local and worldwide outreach

Caring, diverse, musical, enthusiastic, family



5. REFERENCES

Name up to three people who have agreed to serve as phone and written references. Advise the three references: “The contact information you provide may be shared publicly. Please use contact information that you feel comfortable giving to candidates so they can reach you with their questions.”

Make sure they are not members of your church but are persons who know your church well enough to be helpful to candidates seeking more information. Request a letter from each reference in answer to the four prompts below. Attach the letters (up to three) as desired.

REFERENCE 1

Rev. Mark Yackel-Juleen

Director for Small Town and Rural Ministries; Wartburg Seminary

(563-329-1367 / myackel-juleen@wartburgseminary.edu / pulpit supply, consultant)

REFERENCE 2

Pam Reinig,

Pastor, Illyria Community Church, Elgin, Iowa

(563-294-3296 / preinig@gmail.com / pulpit supply, past member & intern)

REFERENCE 3

Joan Strauss, retired music educator

(563-580-5837 / tstrauss@alpinecom.net / prior bell choir director)

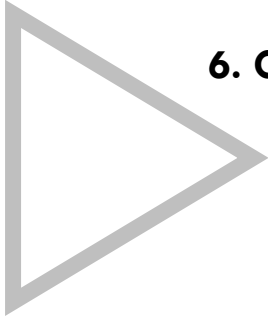
PROMPTS FOR REFERENCES

Describe some areas of strength in this church’s ministry.

Describe some areas for improvement in this church’s ministry.

Describe a significant experience you have had of this church’s ministry.

Anything else you wish to share.



6. CLOSING THOUGHTS

- a. CLOSING PRAYER
- b. STATEMENT OF CONSENT
- c. CONFERENCE/ASSOCIATION VALIDATION

6a. CLOSING PRAYER

Include here any prayer or dream for the minister you imagine journeying toward you... a poem, for example, or a Scripture passage or a piece of music that is meaningful to your Search Committee:

The members of Peace Church of Elkader pray for a Pastor to be called to us who will feel the family warmth we wish to share with them; the energy we have to growth with them, and the spirit of Christ that will flow through us as we reach out to those in need.

6b. STATEMENT OF CONSENT

The covenantal relationship between a church and those called by that church to serve as pastors and teachers and in other ministerial positions is strengthened when vital information is openly shared by covenantal partners. To that end, we attest that, to the best of our abilities, we have provided information in this profile that accurately represents our church. We have not knowingly withheld any information that would be helpful to candidates.

As the committee charged with the responsibility for identifying and recommending suitable new minister for our church, we have been authorized to share the information herein with potential candidates. We understand that a candidate may wish to secure further knowledge, information, and opinions about our church. We encourage a candidate to do so, recognizing that an open exchange of relevant information builds the foundation for continuing and healthy relationships between calling bodies and persons seeking a ministry position.

1. Which individuals and groups in the church contributed to the contents of this Local Church Profile? *(for example, church council or consistory, transition team, etc.)*
The Search Committee and Church Council
2. Additional material for interpreting the profile (attached):
 - a. 11 year church profile based on data reported in UCC yearbooks
 - b. MinistryInsite Report 2021; 10 mile radius

Signed:



Ann S. McCorkindale, Search Committee Chair
August 17, 2022

6c. VALIDATION BY CONFERENCE/ASSOCIATION

The congregation is currently in good standing with the association / conference named.

Staff Comment:

Yes

To the best of my knowledge, ministerial history information is complete.

Staff Comment:

Yes

To the best of my knowledge, available church financial information is presented thoroughly.

Staff Comment:

Yes

My signature below attests to the above three items.

Signature:



Name / Title: Rev. Sarah Rentzel Jones, Associate Conference Minister
Email: sarah@ucctcm.org
Phone: (808) 631-2444
Date: August 25, 2022

**UNITED CHURCH
OF CHRIST**



This document is created through support to Our Church's Wider Mission (OCWM) and is only possible through the covenantal relationships of all settings of the United Church of Christ.

“Jesus answered them, ‘Have faith in God!’” – Mark 11:22

UNITED CHURCH OF CHRIST
ELEVEN YEAR CHURCH PROFILE BASED ON DATA REPORTED IN UCC YEARBOOKS



Church#: 220800

Assoc: 268 **Schedule:** 0 Peace United Church of Christ Elkader IA 52043

YEAR	MEMBERS	AVG WEEKLY ATTENDANCE	CHR ED/ FAITH FORM	CONFIRMATION	CONFESSION	TRANSFER OR REAFFIRM	DEATHS OR TRANS OUT	OTHER LOSSES	NET MEMBS ADDS-REMOVED
2011	393	110	58	7	0	18	9	0	9
2012	386	110	58	7	0	5	11	0	-14
2013	390	100	46	11	0	7	7	0	0
2014	383	90	34	11	0	12	8	0	4
2015	385	80	29	6	0	11	9	0	2
2016	375	88	29	6	0	5	15	0	-10
2017	385	82	32	6	0	1	9	0	0
2018	374	85	13	5	0	0	18	0	-18
2019	376	79	10	0	0	0	16	0	-16
2020	375	24	5	0	0	0	10	0	0
2021	366	40	4	8	0	2	12	0	0

YEAR	CURRENT EXPENSES	CAPITAL PAYMENTS	BASIC SUPPORT	TOT OTHER UCC GIVING	TOTAL OCWM	OTHER GIFTS	WIDER MISSION	BASIC SUPP% CURR LOCAL	TOTAL EXPEND	PLEDGES AND OFFERINGS
2011	\$137,129	\$17,832	\$5,000	\$1,216	\$6,216	\$0	\$5,935	3.65	\$143,345	\$107,741
2012	\$129,786	\$12,659	\$5,140	\$2,245	\$7,385	\$0	\$3,330	3.96	\$137,171	\$116,591
2013	\$138,788	\$9,834	\$5,921	\$1,224	\$7,145	\$4,308	\$4,308	4.27	\$150,241	\$111,557
2014	\$139,096	\$1,494	\$5,015	\$5,983	\$10,998	\$5,015	\$4,388	3.61	\$155,109	\$112,387
2015	\$127,900	\$681	\$5,000	\$6,143	\$11,143	\$0	\$150	3.91	\$139,043	\$115,795
2016	\$131,212	\$171	\$7,530	\$8,220	\$15,750	\$0	\$0	5.74	\$146,962	\$125,553
2017	\$131,212	\$511	\$3,305	\$569	\$3,874	\$0	\$3,608	2.52	\$135,086	\$134,802
2018	\$149,734	\$14,878	\$3,482	\$1,194	\$900	\$0	\$1,712	2.65	\$169,288	\$124,736
2019	\$160,546	\$62,862	\$4,235	\$1,053	\$1,235	\$0	\$5,178	3.23	\$228,586	\$136,163
2020	\$141,725	\$945	\$5,000	\$0	\$750	\$0	\$1,510	0.00	\$146,725	\$124,221
2021	\$174,979	\$26,717	\$8,850	\$170	\$1,200	\$0	\$3,024	6.74	\$206,346	\$137,002

% CHANGE	MEMBERS	AVG WEEKLY ATTENDANCE	CHR ED/ FAITH FORM	TOTAL ADDITIONS	TOTAL REMOVALS	CURR LOCAL EXPENSES	TOTAL OCWM	TOTAL EXPENDITURE
2016-2021	-9.07	-10.23	-23.08	-100.00	-100.00	0.00	-42.73	-4.58
2011-2021	-13.23	-24.04	-57.14	-100.00	-100.00	-4.31	45.11	-2.17

Please note: Zero values ("0" or "\$0") may reflect missing information in some years. Christian Education/Faith Formation refers to Church School Enrollment for all figures before 2007.

THE
AMERICAN BELIEFS
STUDY
RELIGIOUS PREFERENCES & PRACTICES

The MinistryInsite Report 2021

Prepared for: Iowa Conference, UCC, Tri-Conference Ministries
Study area: 10 mi Around 301 North Main Street, Elkader, Iowa 52043, United States

Date of Report: 7/27/22
American Beliefs Study Version: 2021

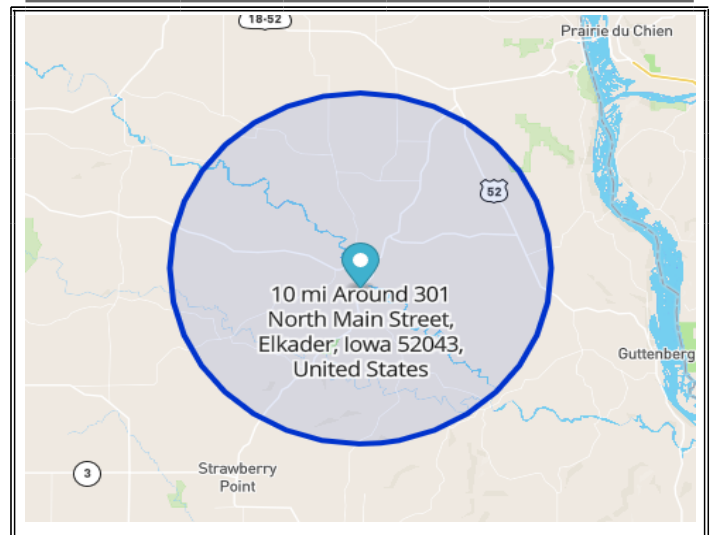
About the American Beliefs Study Reports

The American Beliefs Study provides a projection of likely religious beliefs, preferences, and practices for a defined study area. This report is based on the American Beliefs Study national survey, which MissionInsite conducts every five (5) years. While general religious data is available through various organizations, only MissionInsite can provide current local geography projections. This report is based upon the 2021 American Beliefs Study Survey.

The 2021 American Beliefs Study Survey series contains two reports. **ReligiousInsite** provides insights into community beliefs and religious preferences. **MinistryInsite** focuses on practical applications of the 2021 survey. It includes life concerns, reasons for non-participation (or considered nonparticipation) in a religious congregation or community, and a list of preferred ministries or programs. These are based on the specific study area. Customized priority lists address the study area's concerns, program and ministry preferences and more.

The **ReligiousInsite Priorities** Report and **MinistryInsite Priorities** Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

The Study Area



Contents of the MinistryInsite Report

The **MinistryInsite** Report has five sections that provide multiple views about a single topic.

Topics	Page
Life Concerns	2
Reasons for Non-Participation—Those Outside of a Religious Congregation or Community	12
Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community	17
Program or Ministry Preferences	22
Information Sources and Social Media Preferences	26

How to Read the Different Report Types

Four windows provide insight into the respondent's answers.

- Window #1:** Reveals the detailed responses across all options.
- Window #2:** Compares the study area responses to national average responses. For more details, see the last page.
- Window #3:** Compares data between this survey and previous surveys to reveal trends.
- Window #4:** Provides prioritized lists of the topic. This window is only available on certain topics and after applying analytics.

MinistryInsite Report 2021

Prepared for: Iowa Conference, UCC, Tri-Conference Ministries Date of Report: 7/27/2022
 Study Area: 10 mi Around 301 North Main Street, Elkader, Iowa 52043, United States Version: 2021
 American Beliefs Study Region: Midwest

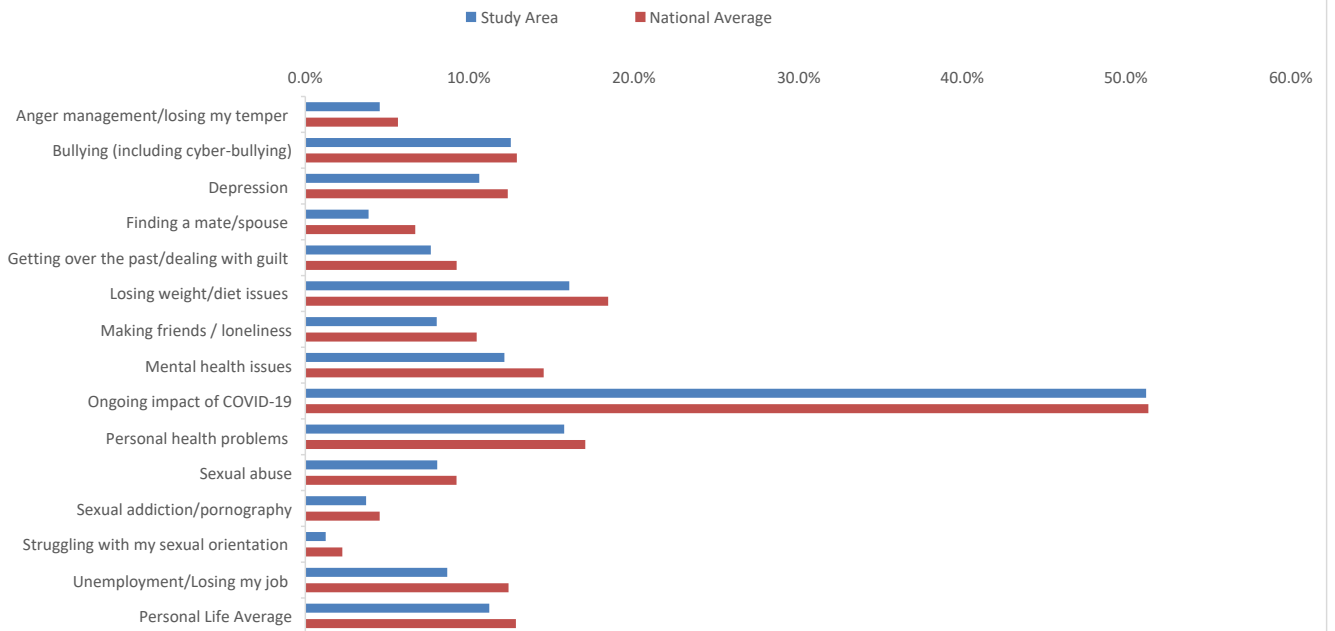
Life Concerns

These tables present your study area's projected life concerns. Life concerns are broken into categories around a thematic correspondence, and each category shows the concerns that are more likely to dominate the study area. You can compare these to the national average to gain insight into your study area's trends.

At the end of this section, the top 15 concerns for your study area display, ranked by the strength of concern.

Concerns About Personal Health & Life						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Alcohol/drug abuse	12.7%	4.1%	15.1%	5.5%	84	76
Anger management/losing my temper	27.7%	4.5%	30.0%	5.6%	92	80
Bullying (including cyber-bullying)	26.3%	12.5%	26.0%	12.9%	101	97
Depression	34.0%	10.6%	35.8%	12.3%	95	86
Finding a mate/spouse	10.6%	3.9%	13.6%	6.7%	77	58
Getting over the past/dealing with guilt	35.5%	7.6%	37.4%	9.2%	95	83
Losing weight/diet issues	48.2%	16.1%	46.4%	18.4%	104	87
Making friends / loneliness	34.9%	8.0%	38.2%	10.4%	91	77
Mental health issues	29.2%	12.1%	33.7%	14.5%	87	84
Ongoing impact of COVID-19	39.2%	51.2%	38.3%	51.3%	102	100
Personal health problems	55.3%	15.8%	54.6%	17.0%	101	92
Sexual abuse	13.5%	8.0%	13.8%	9.2%	97	87
Sexual addiction/pornography	9.2%	3.7%	11.2%	4.5%	82	82
Struggling with my sexual orientation	3.8%	1.2%	5.3%	2.3%	72	55
Unemployment/Losing my job	19.5%	8.6%	23.9%	12.4%	82	70
Personal Life Average	26.6%	11.2%	28.2%	12.8%	94	87

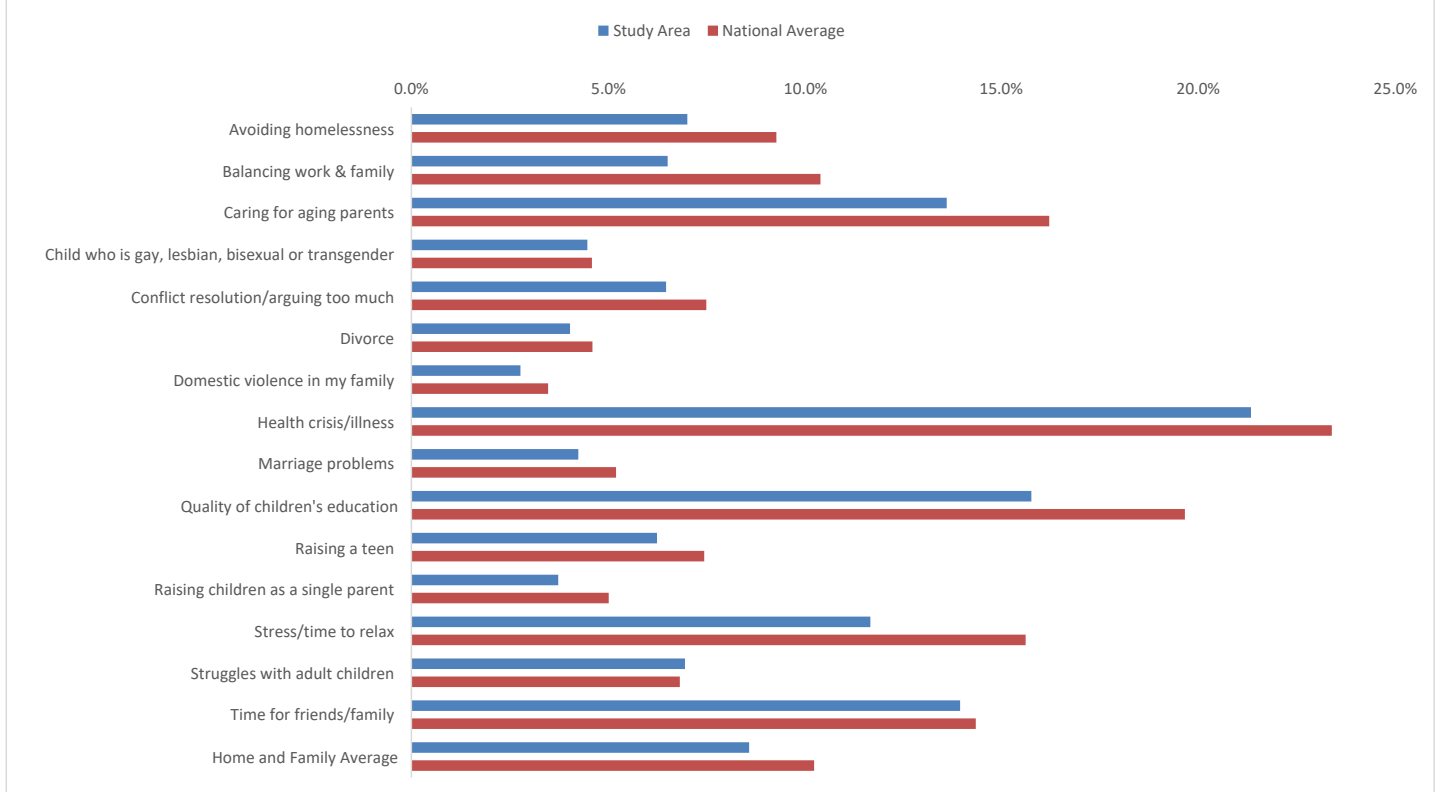
Significant Personal Health & Life Concerns Study Area Compared to National Average



Concerns About Home and Family

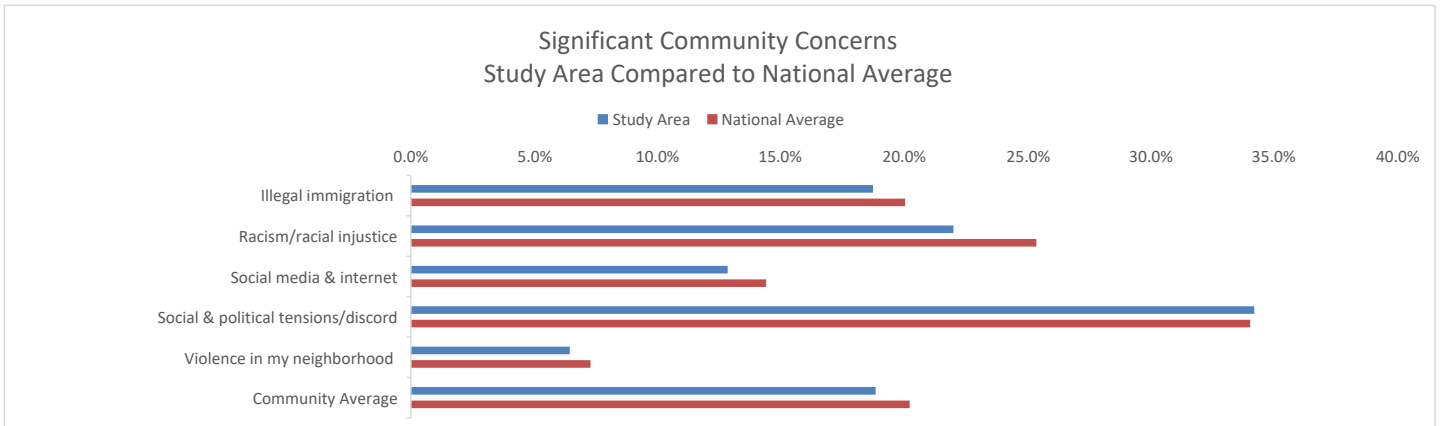
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Avoiding homelessness	16.6%	7.0%	19.1%	9.3%	87	76
Balancing work & family	25.1%	6.5%	30.5%	10.4%	82	63
Caring for aging parents	23.9%	13.6%	25.4%	16.2%	94	84
Child who is gay, lesbian, bisexual or transgender	8.3%	4.5%	9.7%	4.6%	86	97
Conflict resolution/arguing too much	27.7%	6.5%	31.2%	7.5%	89	86
Divorce	9.7%	4.0%	11.8%	4.6%	82	88
Domestic violence in my family	5.9%	2.8%	7.8%	3.5%	76	80
Health crisis/illness	49.1%	21.3%	48.9%	23.4%	100	91
Marriage problems	18.6%	4.2%	19.9%	5.2%	94	82
Quality of children's education	23.4%	15.8%	24.0%	19.7%	97	80
Raising a teen	11.2%	6.2%	14.1%	7.4%	80	84
Raising children as a single parent	8.1%	3.7%	9.9%	5.0%	82	74
Stress/time to relax	43.7%	11.7%	46.1%	15.6%	95	75
Struggles with adult children	25.4%	7.0%	24.5%	6.8%	104	102
Time for friends/family	44.2%	13.9%	47.6%	14.3%	93	97
Home and Family Average	22.7%	8.6%	24.7%	10.2%	92	84

Significant Home and Family Concerns
Study Area Compared to National Average



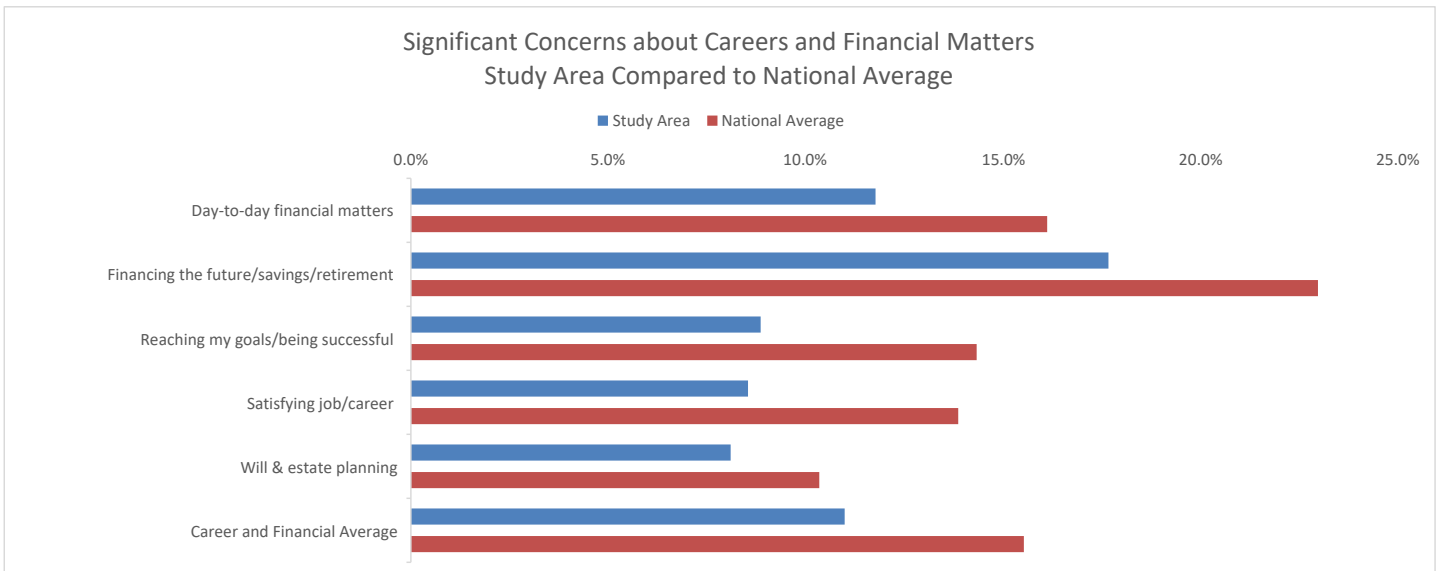
Concerns About Community

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	27.9%	18.7%	29.2%	20.0%	95	94
Racism/racial injustice	36.7%	22.0%	36.4%	25.3%	101	87
Social media & internet	36.5%	12.8%	38.4%	14.4%	95	89
Social & political tensions/discord	40.2%	34.2%	41.2%	34.0%	98	100
Violence in my neighborhood	27.7%	6.4%	30.7%	7.3%	90	88
Community Average	33.8%	18.8%	35.2%	20.2%	96	93



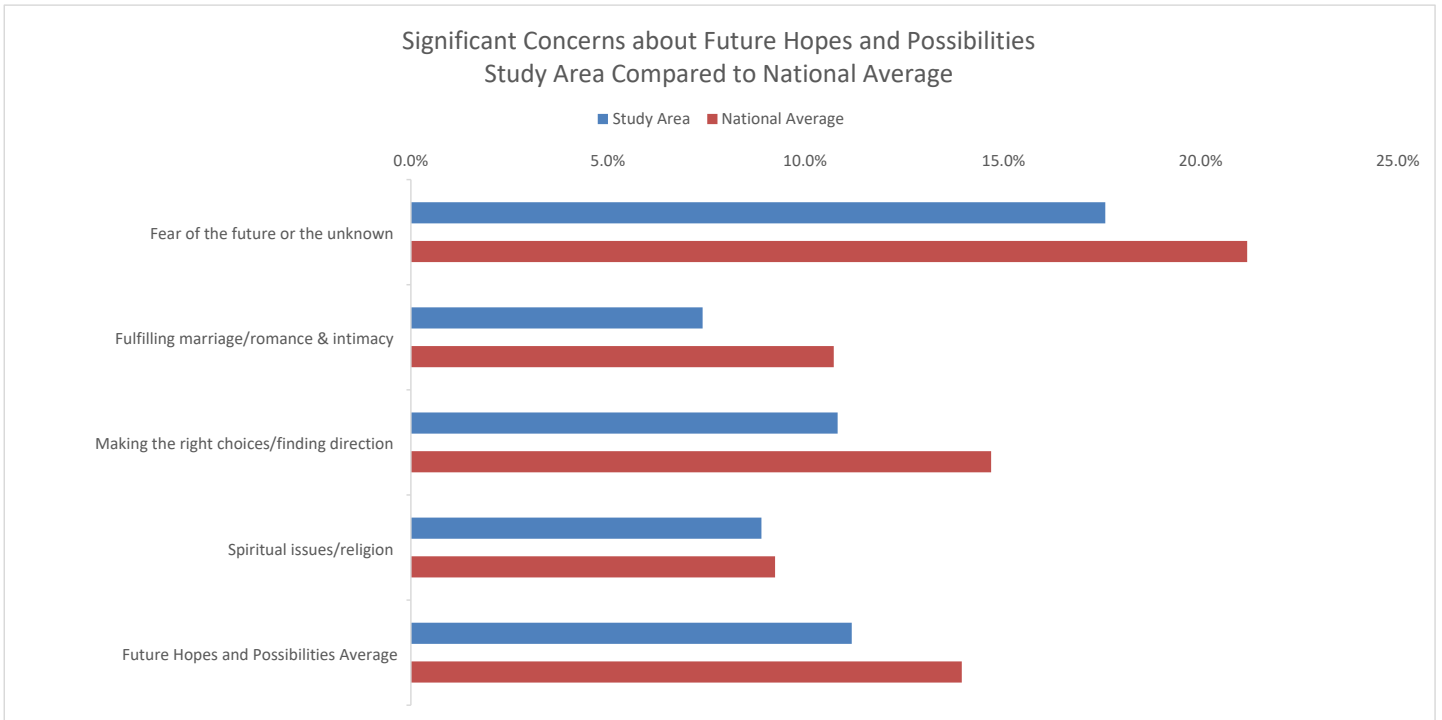
Concerns about Careers and Financial Matters

Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	41.3%	11.8%	42.9%	16.1%	96	73
Financing the future/savings/retirement	46.5%	17.7%	46.8%	23.0%	99	77
Reaching my goals/being successful	37.2%	8.9%	40.3%	14.3%	92	62
Satisfying job/career	23.9%	8.5%	29.1%	13.9%	82	62
Will & estate planning	39.9%	8.1%	40.6%	10.3%	98	78
Career and Financial Average	37.8%	11.0%	39.9%	15.5%	95	71



Concerns about Future Hopes and Possibilities

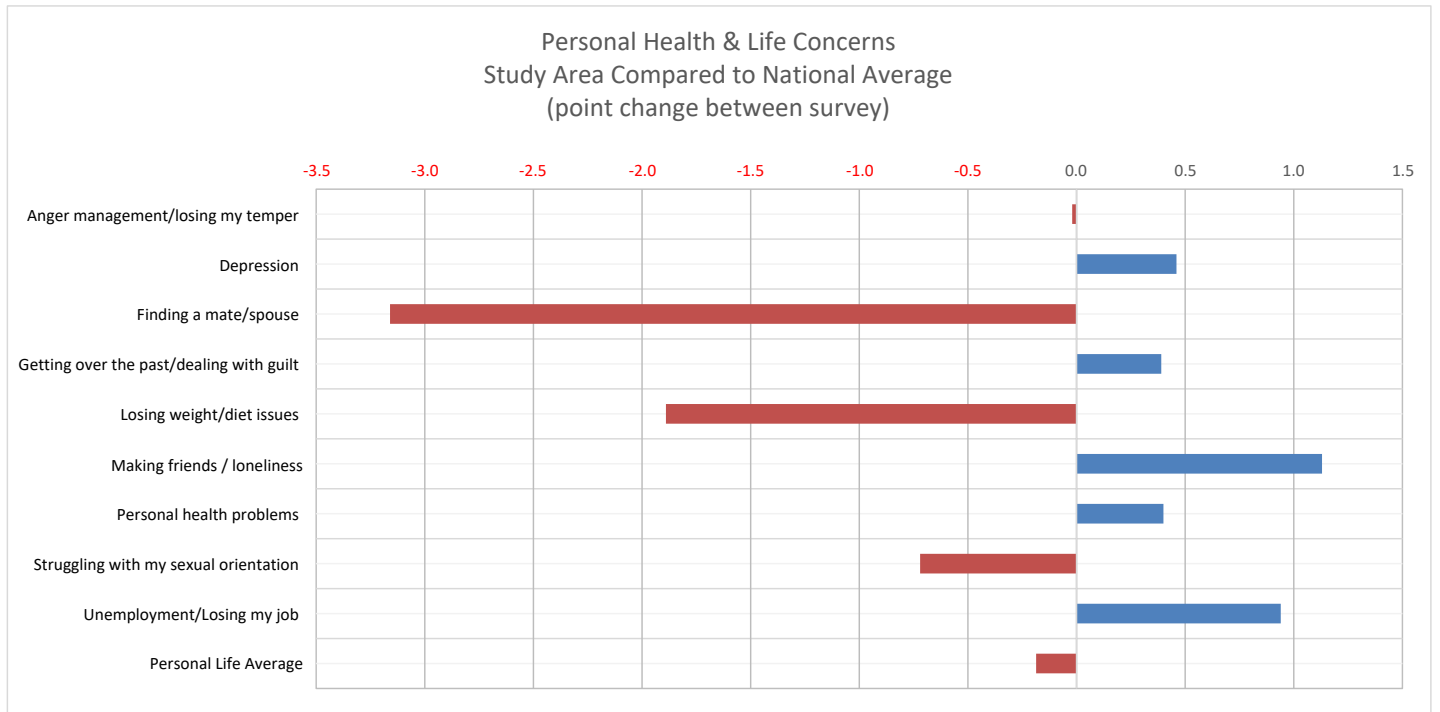
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Fear of the future or the unknown	52.6%	17.6%	50.5%	21.2%	104	83
Fulfilling marriage/romance & intimacy	29.4%	7.4%	31.3%	10.7%	94	69
Making the right choices/finding direction	45.0%	10.8%	45.2%	14.7%	99	74
Spiritual issues/religion	28.3%	8.9%	27.6%	9.2%	103	96
Future Hopes and Possibilities Average	38.8%	11.2%	38.7%	14.0%	100	80



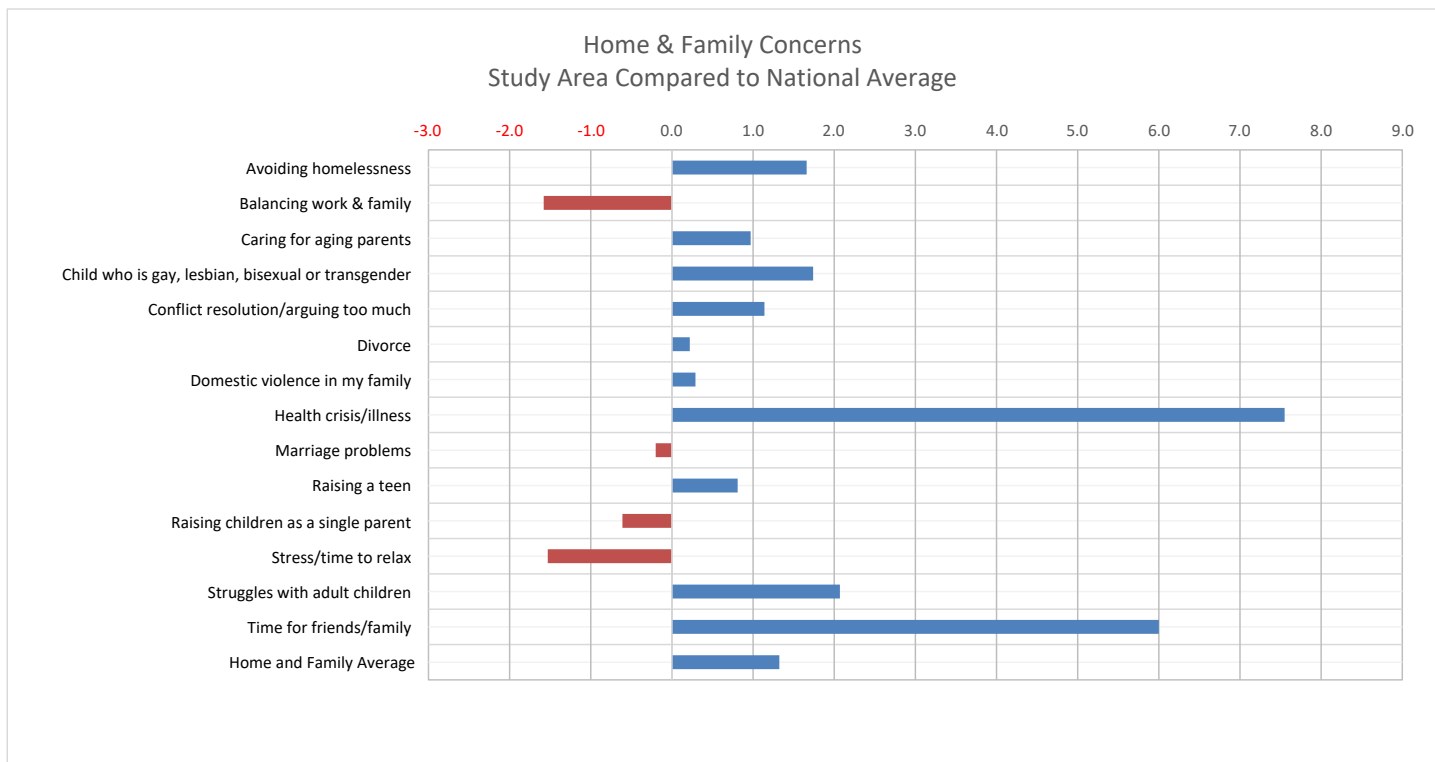
Concerns About Personal Health & Life

Study Area Comparison between 2017 & 2021

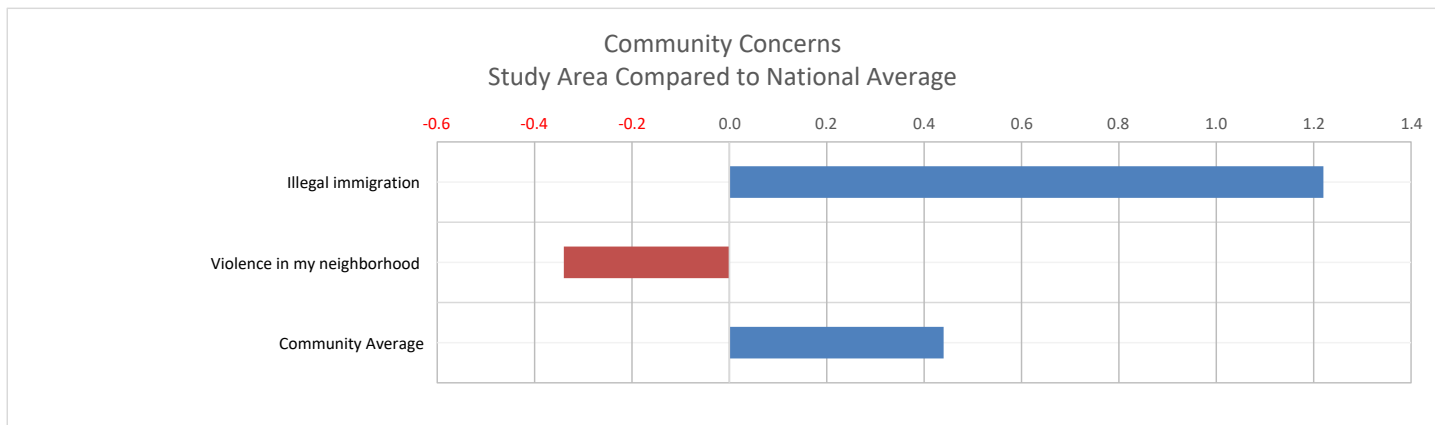
	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	3.5%	4.1%	0.6
Anger management/losing my temper	4.6%	4.5%	-0.0
Depression	10.1%	10.6%	0.5
Finding a mate/spouse	7.0%	3.9%	-3.2
Getting over the past/dealing with guilt	7.3%	7.6%	0.4
Losing weight/diet issues	18.0%	16.1%	-1.9
Making friends / loneliness	6.9%	8.0%	1.1
Personal health problems	15.4%	15.8%	0.4
Struggling with my sexual orientation	2.0%	1.2%	-0.7
Unemployment/Losing my job	7.7%	8.6%	0.9
Personal Life Average	8.2%	8.0%	-0.2



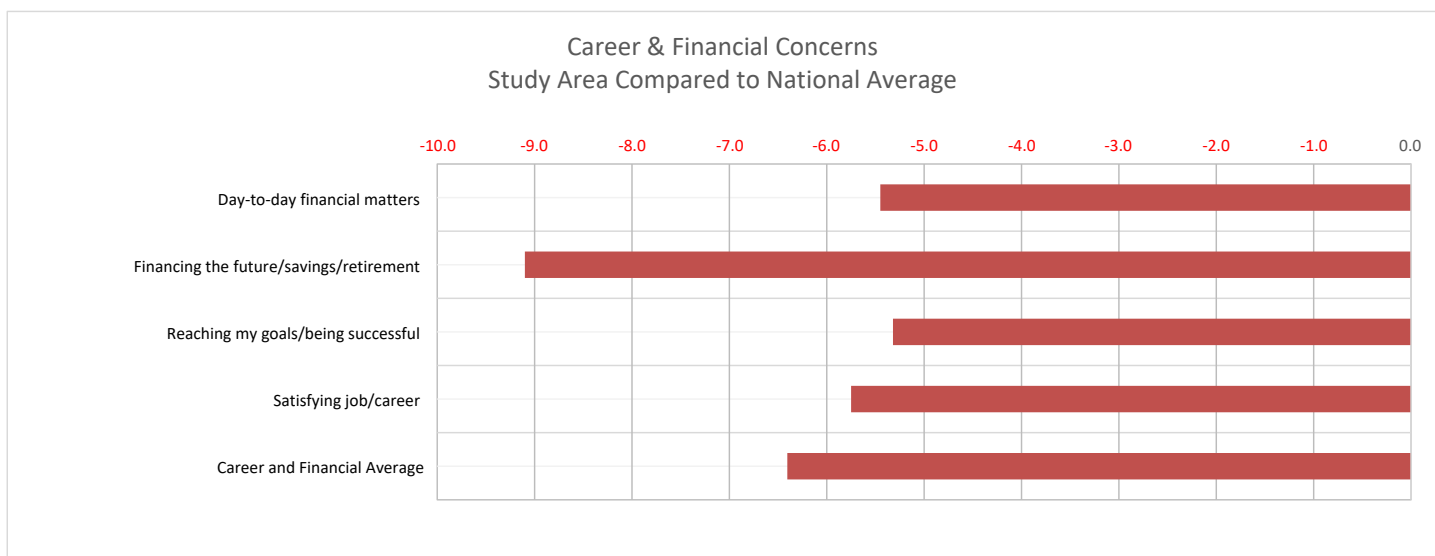
Study Area Comparison between 2017 & 2021	Concerns About Home and Family		
	2017	2021	Point Change Between Surveys
Avoiding homelessness	5.4%	7.0%	1.7
Balancing work & family	8.1%	6.5%	-1.6
Caring for aging parents	12.6%	13.6%	1.0
Child who is gay, lesbian, bisexual or transgender	2.7%	4.5%	1.7
Conflict resolution/arguing too much	5.3%	6.5%	1.1
Divorce	3.8%	4.0%	0.2
Domestic violence in my family	2.5%	2.8%	0.3
Health crisis/illness	13.8%	21.3%	7.6
Marriage problems	4.4%	4.2%	-0.2
Raising a teen	5.4%	6.2%	0.8
Raising children as a single parent	4.3%	3.7%	-0.6
Stress/time to relax	13.2%	11.7%	-1.5
Struggles with adult children	4.9%	7.0%	2.1
Time for friends/family	7.9%	13.9%	6.0
Home and Family Average	6.7%	8.1%	1.3



Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	17.5%	18.7%	1.2
Violence in my neighborhood	6.8%	6.4%	-0.3
Community Average	12.1%	12.6%	0.4



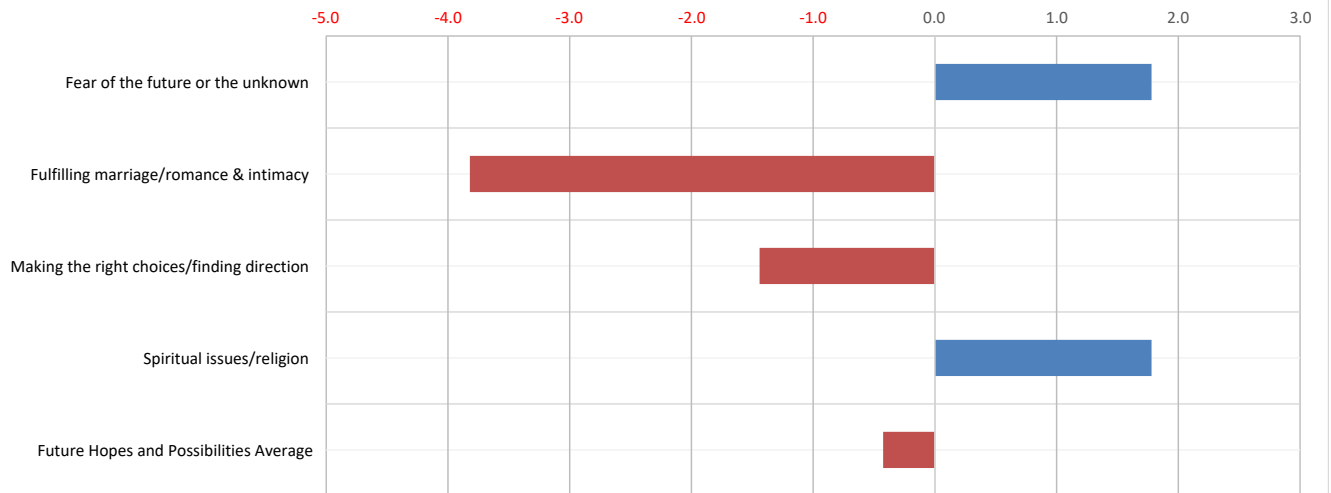
Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	17.2%	11.8%	-5.5
Financing the future/savings/retirement	26.8%	17.7%	-9.1
Reaching my goals/being successful	14.2%	8.9%	-5.3
Satisfying job/career	14.3%	8.5%	-5.8
Career and Financial Average	18.1%	11.7%	-6.4



Concerns about Future Hopes and Possibilities

Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Fear of the future or the unknown	15.8%	17.6%	1.8
Fulfilling marriage/romance & intimacy	11.2%	7.4%	-3.8
Making the right choices/finding direction	12.3%	10.8%	-1.4
Spiritual issues/religion	7.1%	8.9%	1.8
Future Hopes and Possibilities Average	11.6%	11.2%	-0.4

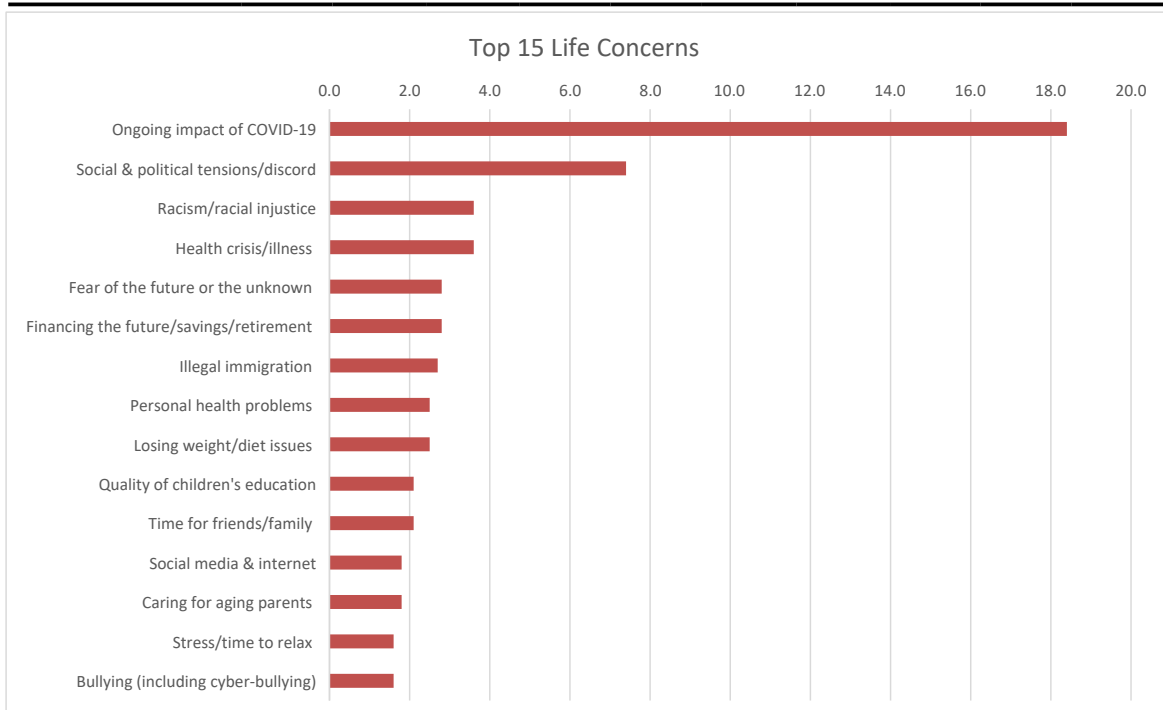
Future Hopes & Possibilities Concerns
Study Area Compared to National Average



If congregational ministries and programs intend to provide support and service to their communities, knowing the community's concerns is important.

This report analyzes Life Concerns data and displays the 15 highest concerns for your study area. You can use this to discuss ways to engage and serve your community.

Priority List	Top 15 of 44 Life Concerns			
	Ranking	Concern	Ratio	Strength of Concern
	1	Ongoing impact of COVID-19	18.4	Extremely Strong Concern
	2	Social & political tensions/discord	7.4	Very Strong Concern
	3	Racism/racial injustice	3.6	Strong Concern
	4	Health crisis/illness	3.6	Strong Concern
	5	Fear of the future or the unknown	2.8	Strong Concern
	6	Financing the future/savings/retirement	2.8	Strong Concern
	7	Illegal immigration	2.7	Strong Concern
	8	Personal health problems	2.5	Strong Concern
	9	Losing weight/diet issues	2.5	Strong Concern
	10	Quality of children's education	2.1	Strong Concern
	11	Time for friends/family	2.1	Strong Concern
	12	Social media & internet	1.8	Somewhat Strong Concern
	13	Caring for aging parents	1.8	Somewhat Strong Concern
	14	Stress/time to relax	1.6	Somewhat Strong Concern
	15	Bullying (including cyber-bullying)	1.6	Somewhat Strong Concern



Hint: This report compares the percentage of people who had significant concern on the issue to those who had little to no concern on the issue.

Reasons for Non-Participation—Those Outside of a Religious Congregation or Community

People have different reasons for not participating in a religious congregation or community. We look at this from two perspectives: those on the outside and those currently on the inside.

The Outside group indicated they are not currently participating in any religious community and gave reasons why they probably will not participate in a religious congregation or community. The Inside group reflects those who currently participate but have considered discontinuing their involvement.

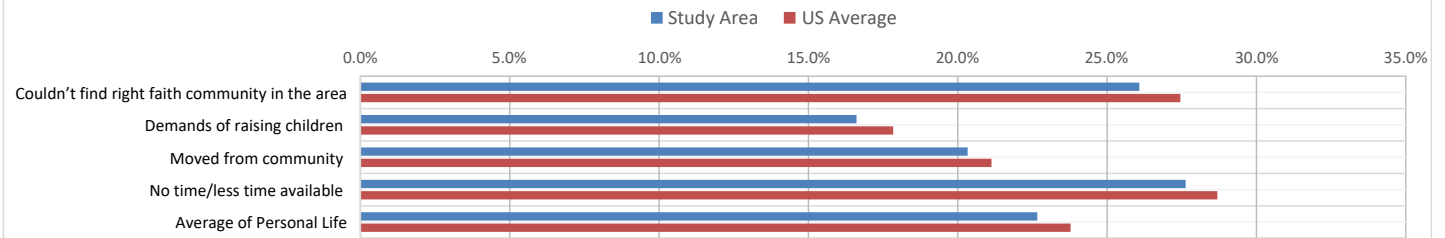
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the end of this section, the top 10 reasons for not participating in a religious congregation or community display.

From Outside: Reasons for non-participation in a religious congregation or religious community

Study Area Compared to National Average

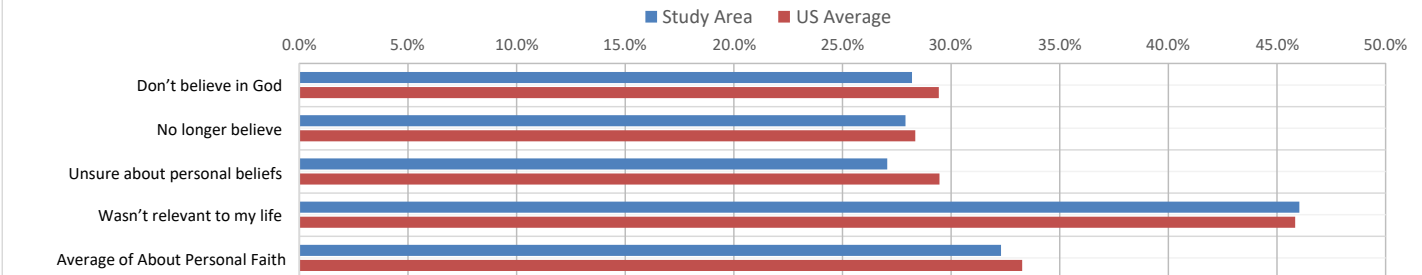
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	26.1%	27.5%	95
Demands of raising children	16.6%	17.8%	93
Moved from community	20.3%	21.1%	96
No time/less time available	27.6%	28.7%	96
Average of Personal Life	22.7%	23.8%	95

Reasons About *Personal Life* for Non-participation in a Religious Congregation Compared to National Average



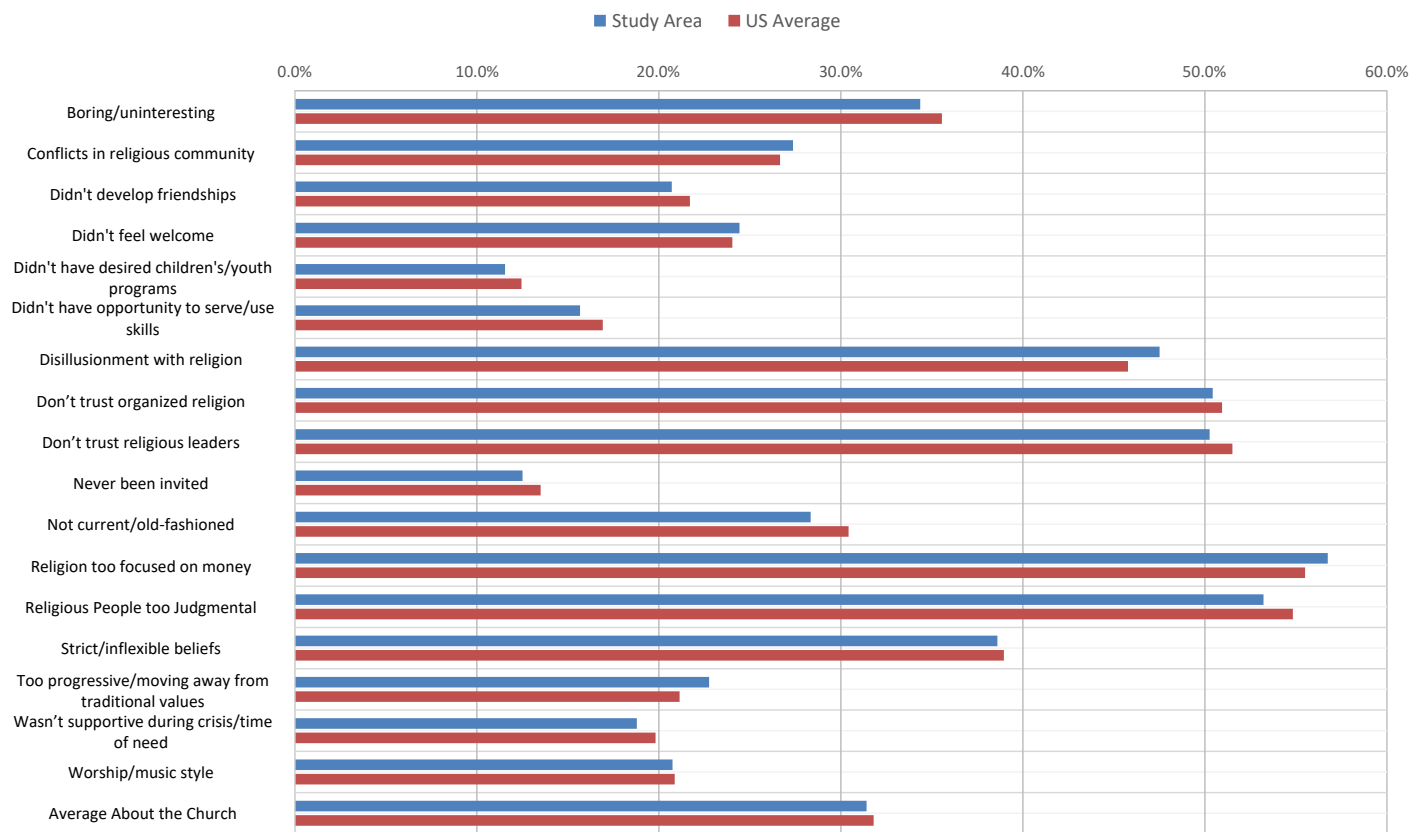
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	28.2%	29.4%	96
No longer believe	27.9%	28.4%	98
Unsure about personal beliefs	27.1%	29.5%	92
Wasn't relevant to my life	46.0%	45.8%	100
Average of About Personal Faith	32.3%	33.3%	97

Reasons About *Personal Faith* for Non-participation in a Religious Congregation Compared to National Average



About the Church	Study Area	US Average	Comparative Index
Boring/uninteresting	34.4%	35.6%	97
Conflicts in religious community	27.4%	26.7%	103
Didn't develop friendships	20.7%	21.7%	95
Didn't feel welcome	24.4%	24.0%	102
Didn't have desired children's/youth programs	11.6%	12.5%	93
Didn't have opportunity to serve/use skills	15.7%	16.9%	93
Disillusionment with religion	47.5%	45.8%	104
Don't trust organized religion	50.4%	50.9%	99
Don't trust religious leaders	50.3%	51.5%	98
Never been invited	12.5%	13.5%	93
Not current/old-fashioned	28.3%	30.4%	93
Religion too focused on money	56.8%	55.5%	102
Religious People too Judgmental	53.2%	54.8%	97
Strict/inflexible beliefs	38.6%	39.0%	99
Too progressive/moving away from traditional values	22.8%	21.1%	108
Wasn't supportive during crisis/time of need	18.8%	19.8%	95
Worship/music style	20.8%	20.9%	99
Average About the Church	31.4%	31.8%	99

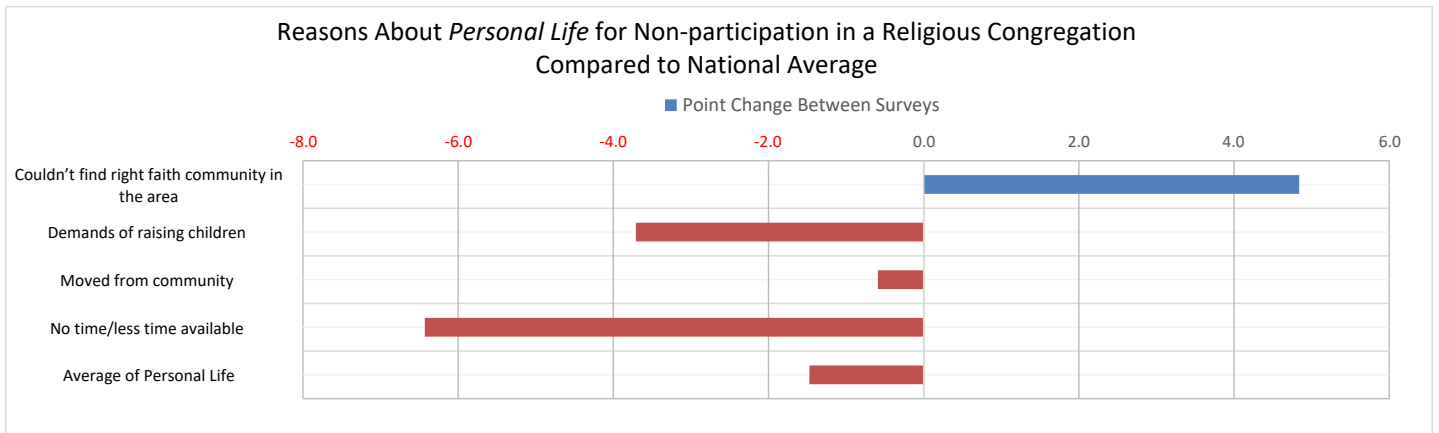
Reasons *About the Church* for Non-participation in a Religious Congregation Compared to National Average



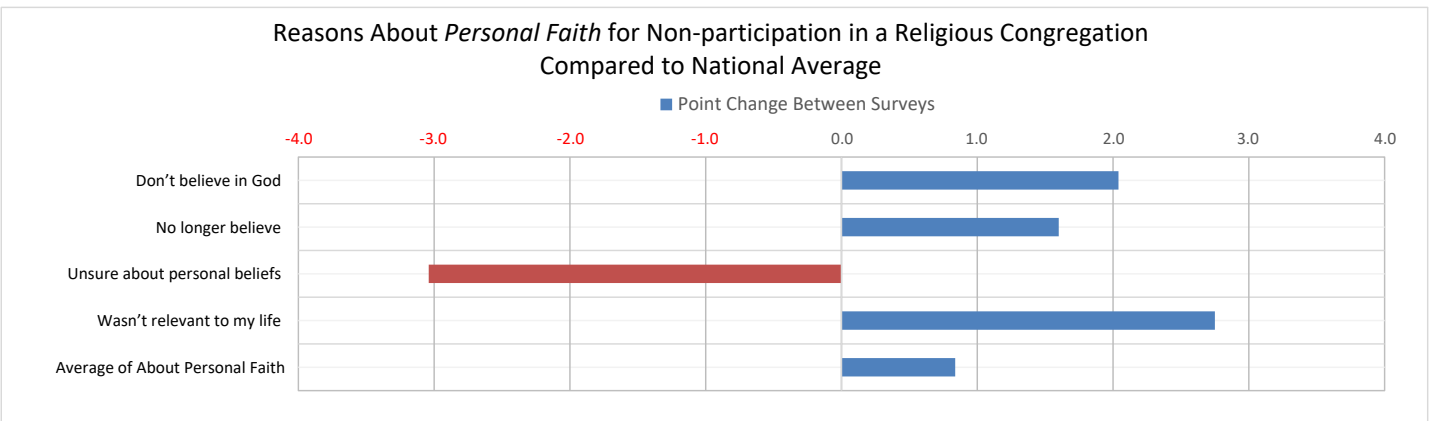
From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	21.2%	26.1%	4.8
Demands of raising children	20.3%	16.6%	-3.7
Moved from community	20.9%	20.3%	-0.6
No time/less time available	34.1%	27.6%	-6.4
Average of Personal Life	24.1%	22.7%	-1.5



About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	26.2%	28.2%	2.0
No longer believe	26.3%	27.9%	1.6
Unsure about personal beliefs	30.1%	27.1%	-3.0
Wasn't relevant to my life	43.3%	46.0%	2.8
Average of About Personal Faith	31.5%	32.3%	0.8



About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	37.7%	34.4%	-3.4
Conflicts in religious community	32.3%	27.4%	-4.9
Didn't feel welcome	31.4%	24.4%	-7.0
Disillusionment with religion	45.0%	47.5%	2.5
Don't trust organized religion	47.7%	50.4%	2.7
Don't trust religious leaders	50.2%	50.3%	0.1
Never been invited	14.9%	12.5%	-2.4
Not current/old-fashioned	30.5%	28.3%	-2.1
Religion too focused on money	57.5%	56.8%	-0.8
Religious People too Judgmental	59.1%	53.2%	-5.9
Strict/inflexible beliefs	41.7%	38.6%	-3.1
Wasn't supportive during crisis/time of need	22.3%	18.8%	-3.5
Worship/music style	28.4%	20.8%	-7.7
Average About the Church	38.4%	35.6%	-2.7

Reasons *About the Church* for Non-participation in a Religious Congregation Compared to National Average

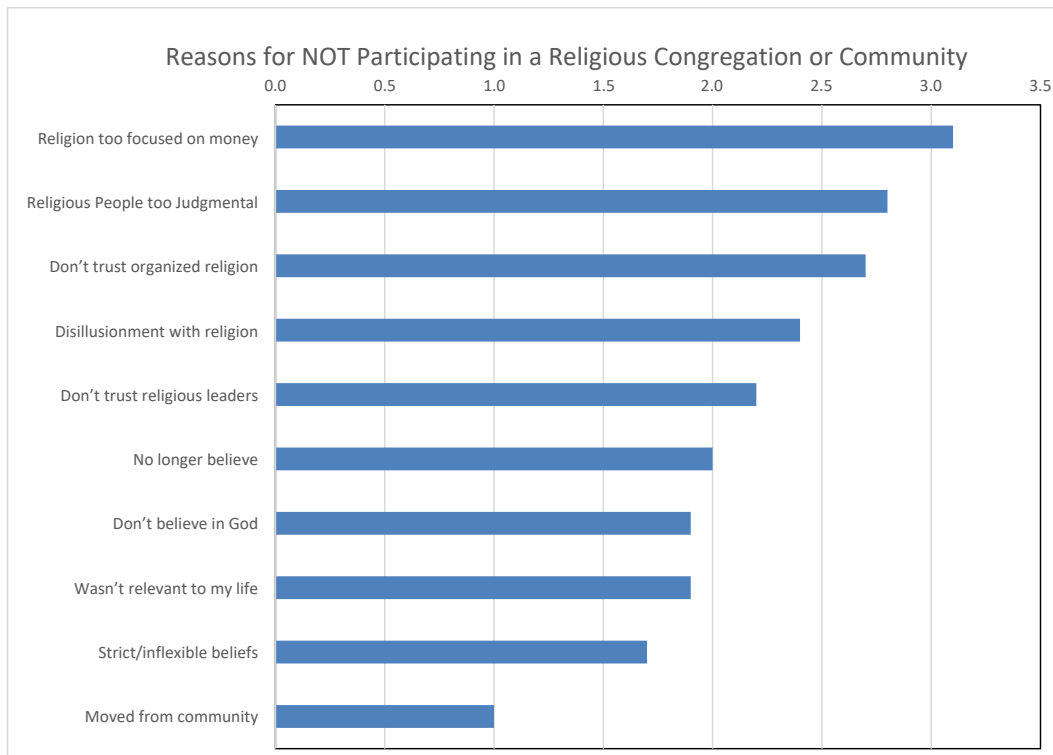
■ Point Change Between Surveys



Priority List

Top 10 of 25 Reasons for people outside a religious congregation or community for not participating

Ranking	Concern	Ratio	Strength of Reason
1	Religion too focused on money	3.1	Strong Reason
2	Religious People too Judgmental	2.8	Strong Reason
3	Don't trust organized religion	2.7	Strong Reason
4	Disillusionment with religion	2.4	Strong Reason
5	Don't trust religious leaders	2.2	Strong Reason
6	No longer believe	2.0	Strong Reason
7	Don't believe in God	1.9	Somewhat Strong Reason
8	Wasn't relevant to my life	1.9	Somewhat Strong Reason
9	Strict/inflexible beliefs	1.7	Somewhat Strong Reason
10	Moved from community	1.0	Moderate Reason



Hint: This report compares the percentage of people to whom the reasons were at least somewhat important with those to whom they were not important. Those who were "Not Sure" are not included.

Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community

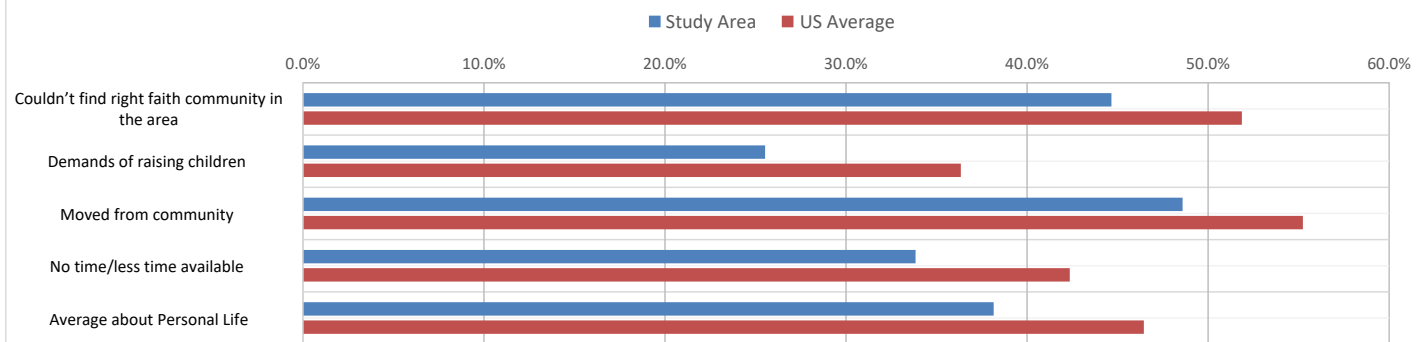
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Compared to National Average

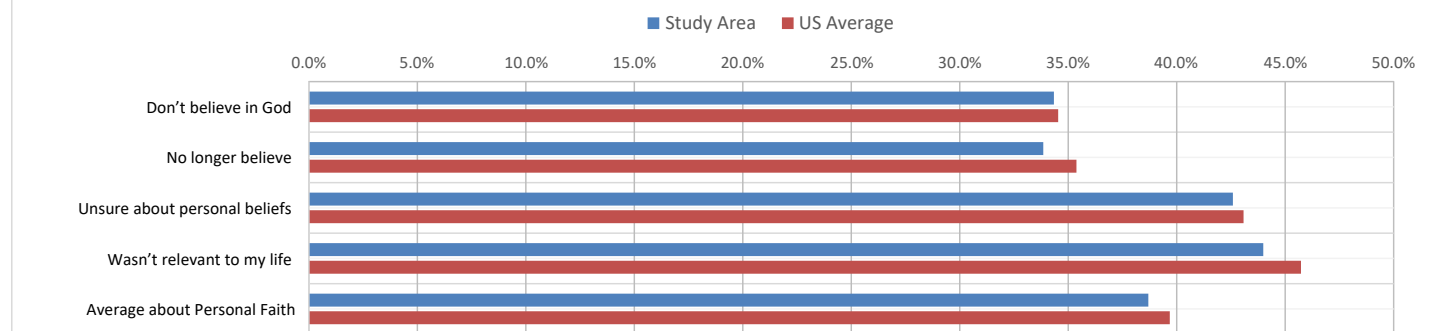
<i>About Personal Life</i>	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	44.7%	51.9%	86
Demands of raising children	25.5%	36.3%	70
Moved from community	48.6%	55.2%	88
No time/less time available	33.8%	42.4%	80
Average about Personal Life	38.2%	46.5%	82

Reasons About *Personal Life* for Considering Non-participation in a Religious Congregation Compared to National Average



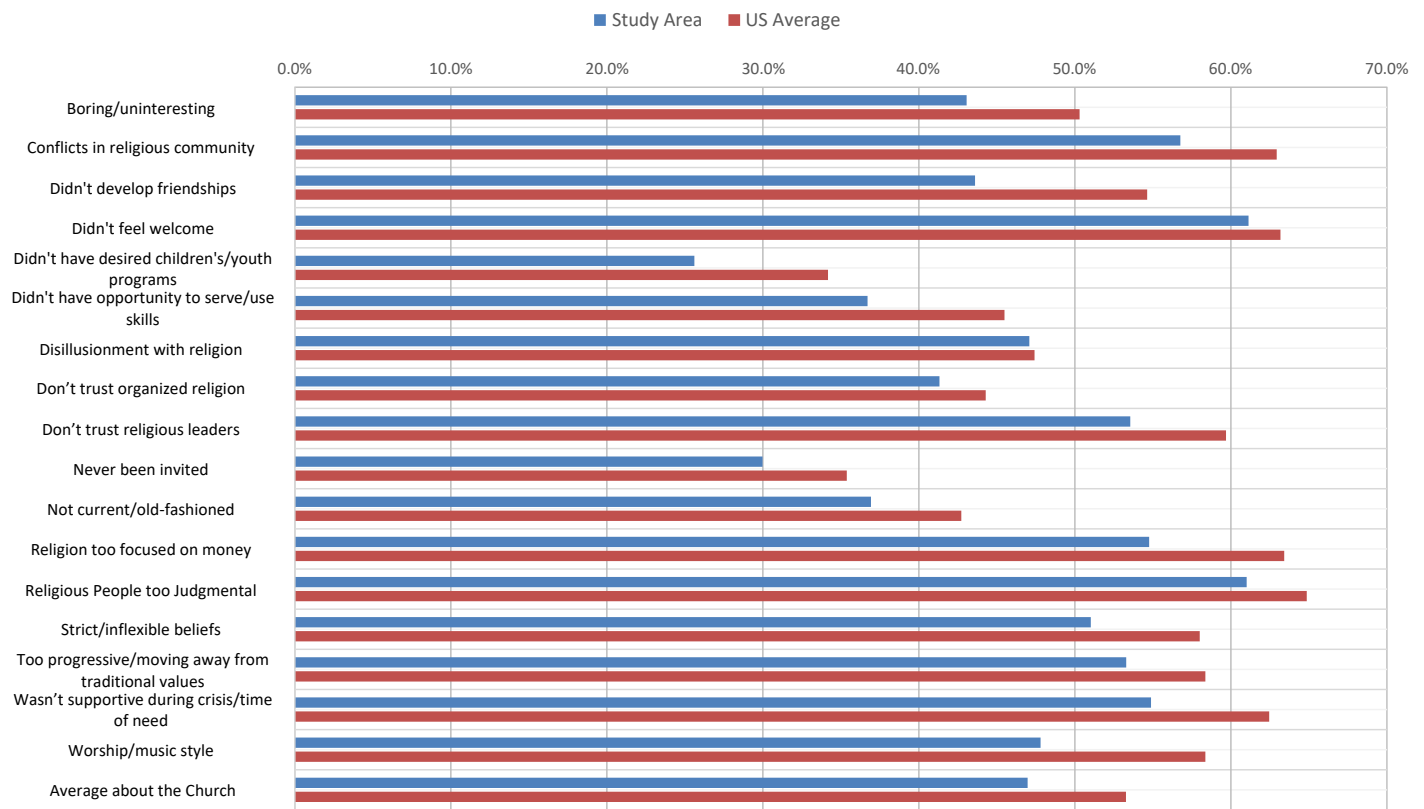
<i>About Personal Faith</i>	Study Area	US Average	Comparative Index
Don't believe in God	34.3%	34.5%	99
No longer believe	33.9%	35.4%	96
Unsure about personal beliefs	42.6%	43.1%	99
Wasn't relevant to my life	44.0%	45.7%	96
Average about Personal Faith	38.7%	39.7%	98

Reasons About *Personal Faith* for Considering Non-participation in a Religious Congregation Compared to National Average



About the Church	Study Area	US Average	Comparative Index
Boring/uninteresting	43.1%	50.3%	86
Conflicts in religious community	56.8%	62.9%	90
Didn't develop friendships	43.6%	54.6%	80
Didn't feel welcome	61.1%	63.2%	97
Didn't have desired children's/youth programs	25.6%	34.2%	75
Didn't have opportunity to serve/use skills	36.7%	45.5%	81
Disillusionment with religion	47.1%	47.4%	99
Don't trust organized religion	41.3%	44.3%	93
Don't trust religious leaders	53.6%	59.7%	90
Never been invited	30.0%	35.4%	85
Not current/old-fashioned	36.9%	42.7%	86
Religion too focused on money	54.8%	63.4%	86
Religious People too Judgmental	61.0%	64.9%	94
Strict/inflexible beliefs	51.0%	58.0%	88
Too progressive/moving away from traditional values	53.3%	58.4%	91
Wasn't supportive during crisis/time of need	54.9%	62.5%	88
Worship/music style	47.8%	58.4%	82
Average about the Church	47.0%	53.3%	88

Reasons *About the Church* for Considering Non-participation in a Religious Congregation Compared to National Average

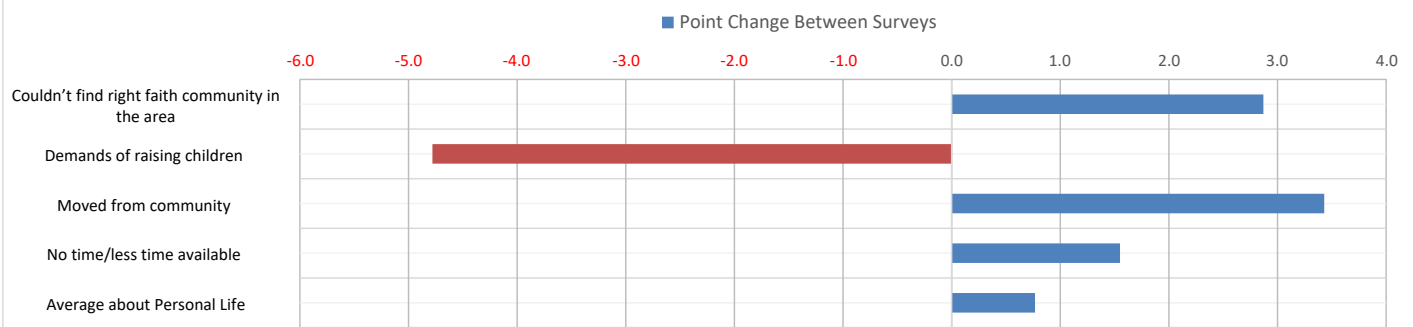


From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

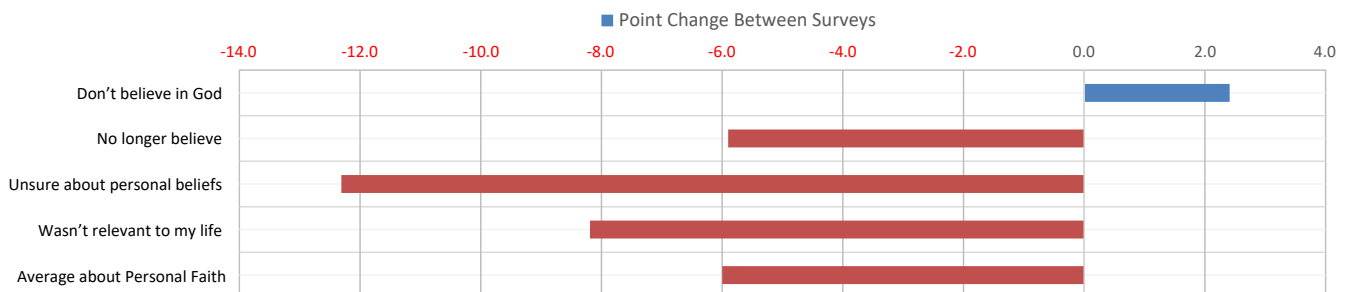
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	41.8%	44.7%	2.9
Demands of raising children	30.3%	25.5%	-4.8
Moved from community	45.2%	48.6%	3.4
No time/less time available	32.3%	33.8%	1.6
Average about Personal Life	37.4%	38.2%	0.8

Reasons About *Personal Life* for Considering Non-participation in a Religious Congregation Compared to National Average

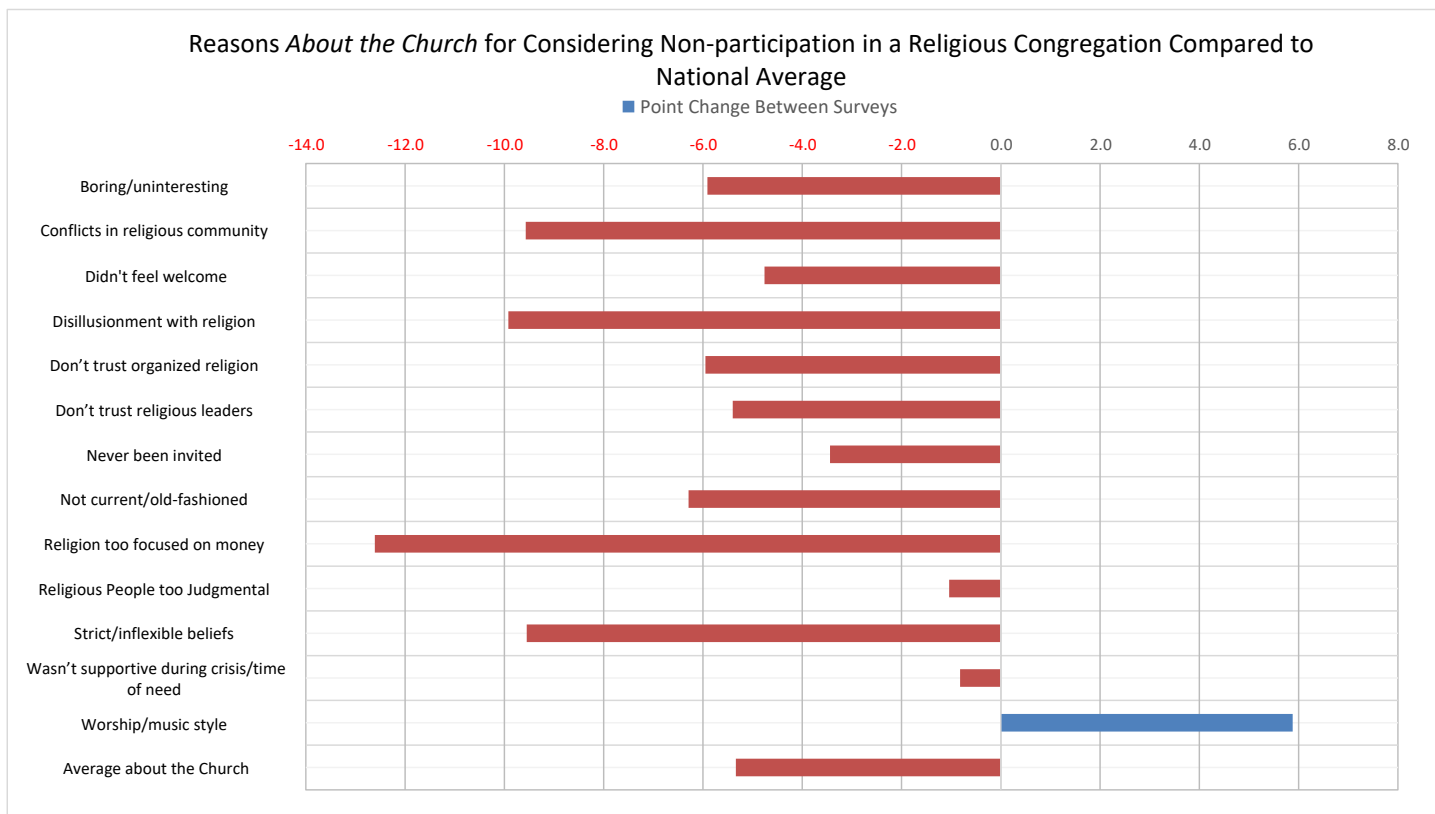


About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	31.9%	34.3%	2.4
No longer believe	39.8%	33.9%	-5.9
Unsure about personal beliefs	54.9%	42.6%	-12.3
Wasn't relevant to my life	52.2%	44.0%	-8.2
Average about Personal Faith	44.7%	38.7%	-6.0

Reasons About *Personal Faith* for Considering Non-participation in a Religious Congregation Compared to National Average

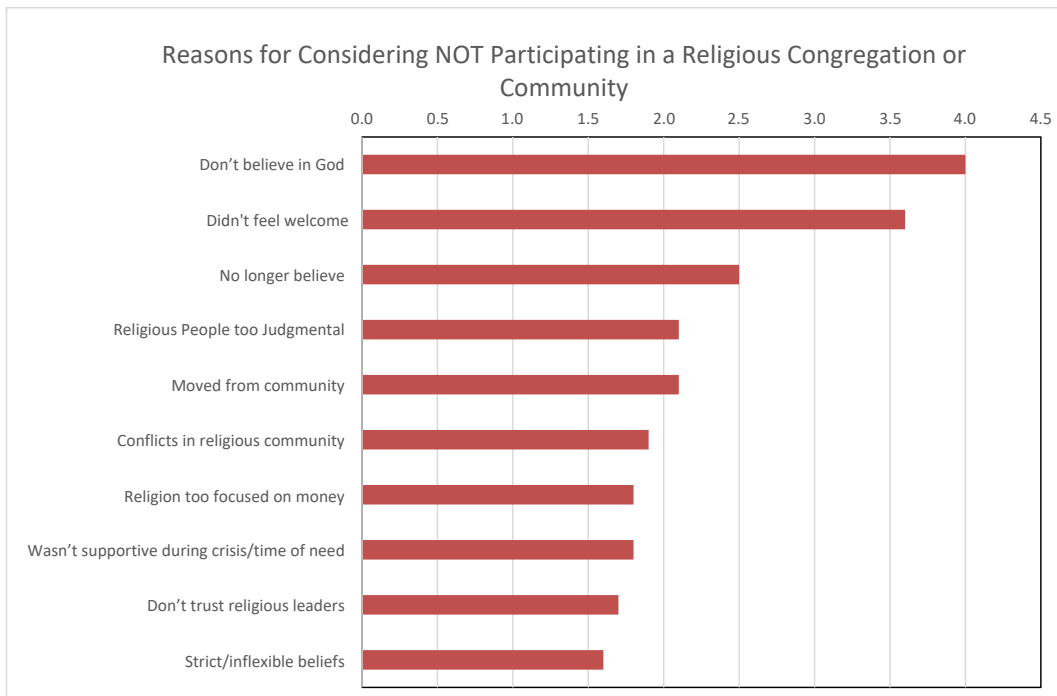


About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	49.0%	43.1%	-5.9
Conflicts in religious community	66.3%	56.8%	-9.6
Didn't feel welcome	65.9%	61.1%	-4.8
Disillusionment with religion	57.0%	47.1%	-9.9
Don't trust organized religion	47.3%	41.3%	-6.0
Don't trust religious leaders	59.0%	53.6%	-5.4
Never been invited	33.4%	30.0%	-3.4
Not current/old-fashioned	43.2%	36.9%	-6.3
Religion too focused on money	67.4%	54.8%	-12.6
Religious People too Judgmental	62.1%	61.0%	-1.0
Strict/inflexible beliefs	60.6%	51.0%	-9.6
Wasn't supportive during crisis/time of need	55.7%	54.9%	-0.8
Worship/music style	41.9%	47.8%	5.9
Average about the Church	54.5%	49.2%	-5.3



Top 10 of 25 reasons for considering NOT participating in a religious congregation or community

Ranking	Concern	Ratio	Strength
1	Don't believe in God	4.0	Very Strong Reason
2	Didn't feel welcome	3.6	Strong Reason
3	No longer believe	2.5	Strong Reason
4	Religious People too Judgmental	2.1	Strong Reason
5	Moved from community	2.1	Strong Reason
6	Conflicts in religious community	1.9	Somewhat Strong Reason
7	Religion too focused on money	1.8	Somewhat Strong Reason
8	Wasn't supportive during crisis/time of need	1.8	Somewhat Strong Reason
9	Don't trust religious leaders	1.7	Somewhat Strong Reason
10	Strict/inflexible beliefs	1.6	Somewhat Strong Reason



Hint: This report compares the percentage of people to whom the reasons were at least somewhat important with those to whom they were not important. Those who were "Not Sure" are not included.

Program or Ministry Preferences

Different communities need different programs and services. Here are the programs and services this study area considers important compared to national averages. The Important category includes responses of Somewhat Important and Very Important. Other options include Slightly Important, Not Sure, and Not Important.

Study Area Compared to National Average	Study Area			US Average		Comparative Index	
	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Personal Growth							
Addiction support groups	56.0%	32.4%	0.6	51.1%	35.3%	110	92
Health/weight loss programs	58.9%	29.1%	0.5	55.1%	32.1%	107	91
Membership and leadership training	49.3%	38.5%	0.8	45.9%	41.1%	107	94
Opportunities to develop personal relationships	25.6%	64.8%	2.5	24.5%	65.8%	104	98
Practical training seminars (money management, computer skills, etc.)	50.1%	37.9%	0.8	45.4%	42.4%	110	89
Personal Growth	48.0%	40.5%	0.8	44.4%	43.3%	108	93
Family Support and Intervention Services							
Daycare/After-School Programs	62.6%	24.4%	0.4	59.0%	26.6%	106	92
Crisis support groups	38.9%	50.2%	1.3	37.0%	50.8%	105	99
Family oriented activities	33.0%	57.9%	1.8	33.4%	56.6%	99	102
Marriage enrichment	46.8%	41.3%	0.9	45.2%	41.8%	104	99
Parenting development	56.6%	29.5%	0.5	53.2%	33.0%	107	89
Personal/family counseling	44.3%	45.6%	1.0	40.6%	47.8%	109	95
Family Support and Intervention Services	47.0%	41.5%	0.9	44.7%	42.8%	105	97
Community Involvement and Advocacy Programs							
Adult social activities	25.1%	66.7%	2.7	26.1%	64.3%	96	104
Involvement in social causes	32.3%	58.1%	1.8	30.0%	58.9%	107	99
Mission trips and global outreach	50.0%	38.0%	0.8	47.7%	38.5%	105	99
Opportunities for volunteering in the community	25.4%	65.4%	2.6	25.9%	64.1%	98	102
Social justice advocacy work	40.9%	46.8%	1.1	38.5%	48.4%	106	97
Community Involvement and Advocacy Programs	34.7%	55.0%	1.6	33.6%	54.8%	103	100

<i>Community Activities or Cultural Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	39.3%	49.7%	1.3	36.4%	52.7%	108	94
Holiday programs/activities	24.0%	67.3%	2.8	25.0%	65.4%	96	103
Seniors/retiree activities	26.8%	64.1%	2.4	30.6%	58.7%	88	109
Singles or college-age groups	57.9%	29.6%	0.5	53.9%	31.9%	107	93
Size of church congregation	41.1%	49.7%	1.2	41.8%	47.6%	98	104
Small groups (i.e., life groups, personal interest groups)	34.1%	56.4%	1.7	31.8%	57.4%	107	98
Youth social activities	48.4%	39.9%	0.8	47.9%	39.7%	101	100
<i>Community Activities or Cultural Programs</i>	38.8%	50.9%	1.3	38.2%	50.5%	102	101
<i>Religious/Spiritual Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	41.1%	49.1%	1.2	41.5%	47.2%	99	104
Celebration of sacraments	27.8%	62.4%	2.2	32.8%	53.5%	85	117
Contemporary worship experiences	36.0%	52.6%	1.5	35.9%	51.3%	100	102
Online or virtual worship experiences	38.7%	50.5%	1.3	40.0%	47.9%	97	105
Quality sermons	18.0%	73.4%	4.1	20.7%	69.6%	87	105
Religious education for children	44.0%	44.5%	1.0	42.8%	44.6%	103	100
Spiritual discussion groups	38.2%	51.8%	1.4	38.1%	50.1%	100	103
Traditional worship experiences	23.1%	68.9%	3.0	26.7%	63.4%	86	109
Warm and friendly encounters	11.6%	81.4%	7.0	12.3%	79.9%	94	102
<i>Religious/Spiritual Programs</i>	31.0%	59.4%	1.9	32.3%	56.4%	96	105

You can interpret program and ministry data in three ways.

First, look at how the study area compares to the national average. This indicates if your area needs this program..

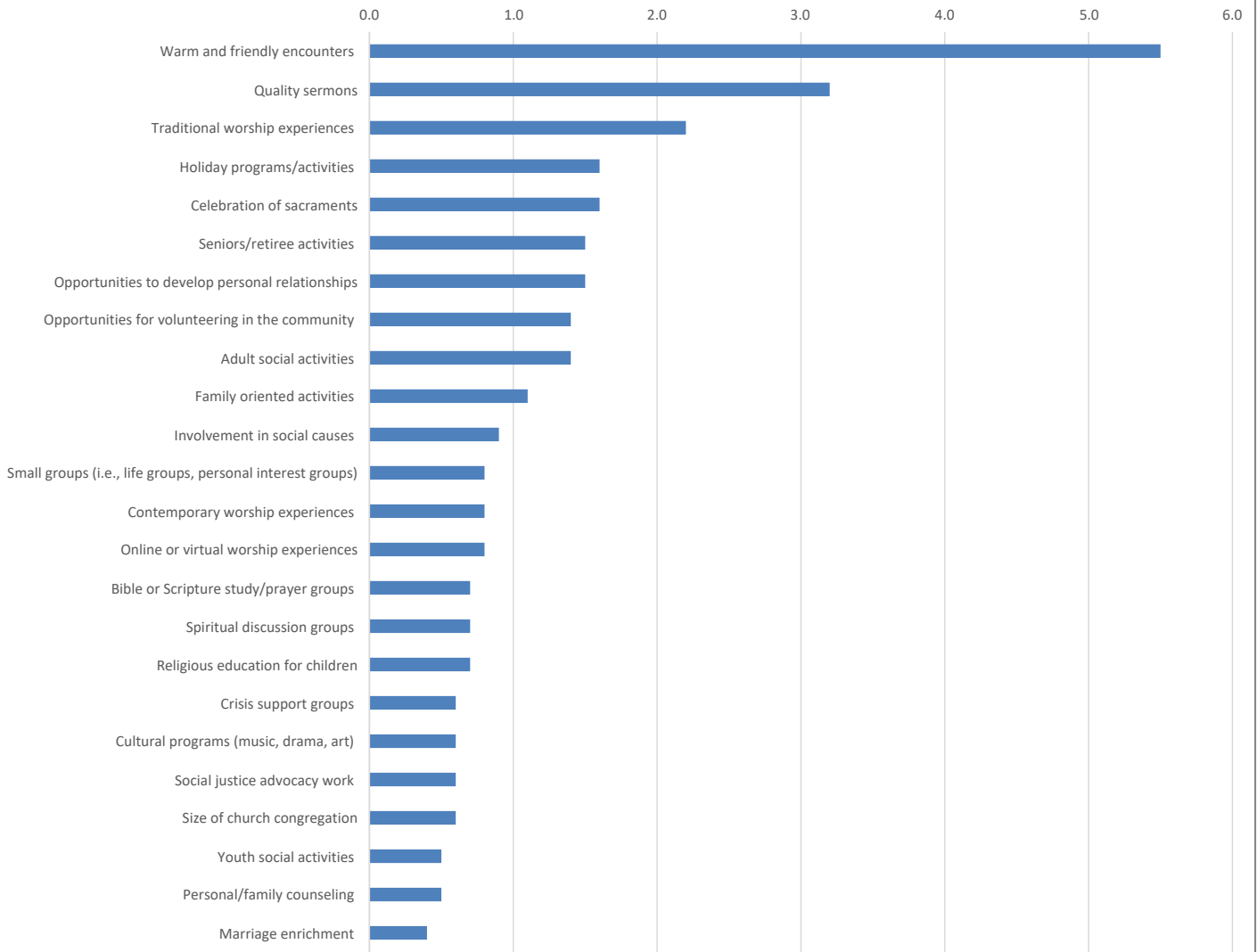
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

Third, look at the ratio. The ratio is calculated by dividing the Important by the Not Important responses. The higher the number, the stronger the desire for that program, especially if a program has a ratio of "1" or higher.

This table displays how program preferences for this study area rank according to their ratio.

Priority List	Ministry or Program Recommendations Based Upon This Study Area			
	Preferences are ranked by ratio of important to not important			
	Ranking	Program	Ratio	Strength of Preference
	1	Warm and friendly encounters	5.5	Very Strong Preference
	2	Quality sermons	3.2	Strong Preference
	3	Traditional worship experiences	2.2	Strong Preference
	4	Holiday programs/activities	1.6	Somewhat Strong Preference
	5	Celebration of sacraments	1.6	Somewhat Strong Preference
	6	Seniors/retiree activities	1.5	Somewhat Strong Preference
	7	Opportunities to develop personal relationships	1.5	Somewhat Strong Preference
	8	Opportunities for volunteering in the community	1.4	Somewhat Strong Preference
	9	Adult social activities	1.4	Somewhat Strong Preference
	10	Family oriented activities	1.1	Moderate Preference
	11	Involvement in social causes	0.9	Moderate Preference
	12	Small groups (i.e., life groups, personal interest groups)	0.8	Somewhat Minimal Preference
	13	Contemporary worship experiences	0.8	Somewhat Minimal Preference
	14	Online or virtual worship experiences	0.8	Somewhat Minimal Preference
	15	Bible or Scripture study/prayer groups	0.7	Somewhat Minimal Preference
	16	Spiritual discussion groups	0.7	Somewhat Minimal Preference
	17	Religious education for children	0.7	Somewhat Minimal Preference
	18	Crisis support groups	0.6	Somewhat Minimal Preference
	19	Cultural programs (music, drama, art)	0.6	Somewhat Minimal Preference
	20	Social justice advocacy work	0.6	Somewhat Minimal Preference
	21	Size of church congregation	0.6	Somewhat Minimal Preference
	22	Youth social activities	0.5	Minimal Preference
	23	Personal/family counseling	0.5	Minimal Preference
	24	Marriage enrichment	0.4	Minimal Preference

Program Preferences Ranked by Ratio



Hint: This report compares the percentage of people to whom the reasons were at least somewhat important with those to whom they were not important. Those who were "Not Sure" are not included.

Information Sources and Social Media Preferences

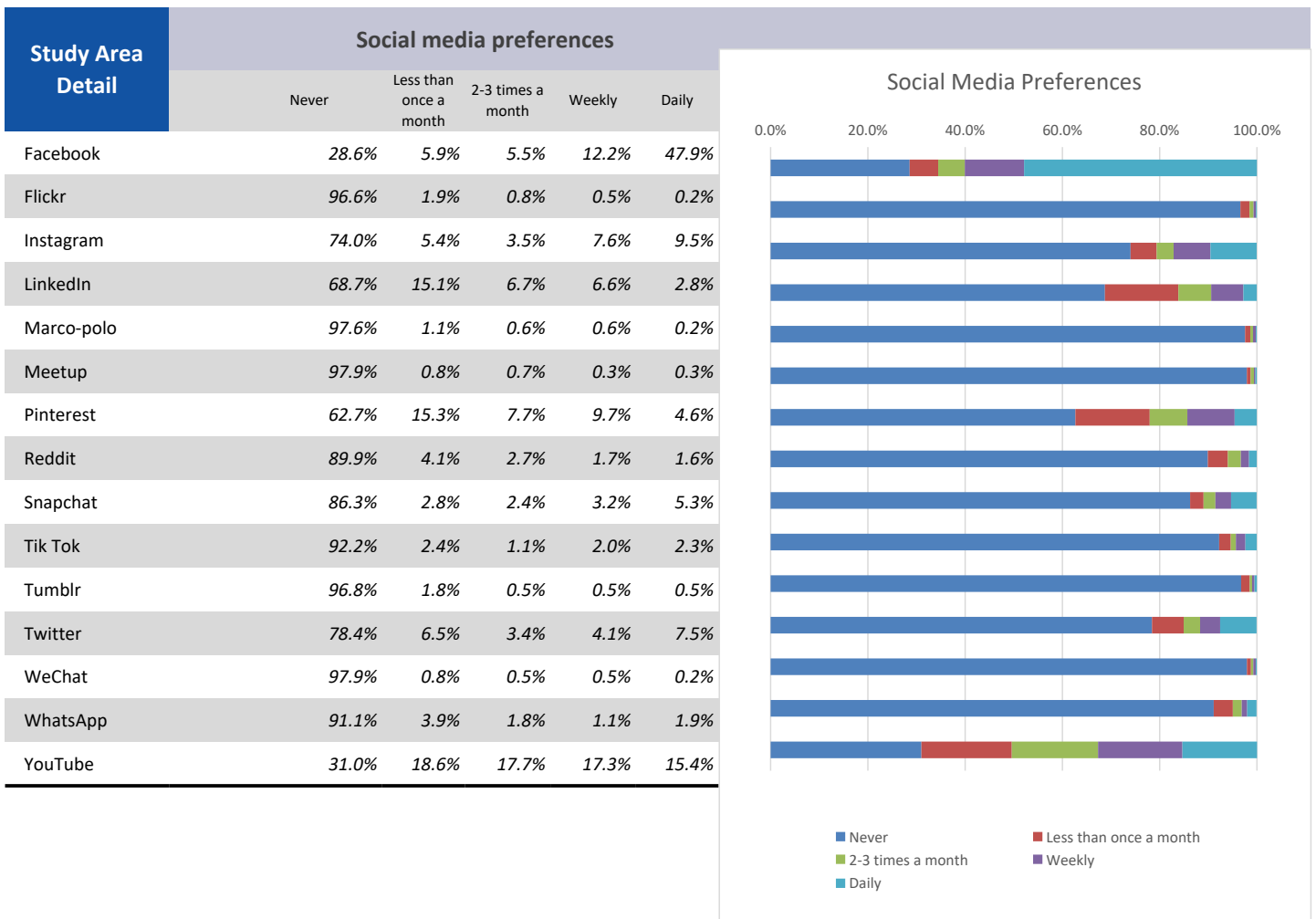
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

To help people sort through this mass of media options, the study asked respondents to indicate their preferences in a series of "forced pairs". The data reveals which sources of information this area prefers, so you can identify the best channels for reaching the intended audience.

Study Area Detail	Media Preferences: Forced Pairs					
	Prefer this	Media Category	OR		Media Category	Prefer this
Blogs	6	17.9%	82.0%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	34.9%	65.1%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	53.5%	46.5%	3	Yahoo News	
CNN Online News	3	50.7%	49.3%	1	Fox News	
Facebook	6	22.0%	78.0%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	74.4%	25.6%	6	Twitter	
Fox News	1	59.0%	41.0%	6	Facebook	
Fox News	1	32.9%	67.1%	2	Television News (Network OR Cable)	
Huffington Post	3	46.0%	54.0%	1	Fox News	
Huffington Post	3	42.5%	57.5%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	28.7%	71.3%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	49.6%	50.4%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	9.2%	90.8%	2	Television News (Network OR Cable)	
USA Today	4	33.5%	66.5%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	24.3%	75.8%	2	Television News (Network OR Cable)	
Yahoo News	3	44.5%	55.5%	1	CNN Television News	

Key to Media Types	
1	Cable News
2	Television News (Network or Cable)
3	Online News
4	Major Newspapers
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media

Rank Order	Weighted Ranking
1	Television News (Network or Cable)
2	Cable News
3	Major Newspapers
4	Online News
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media

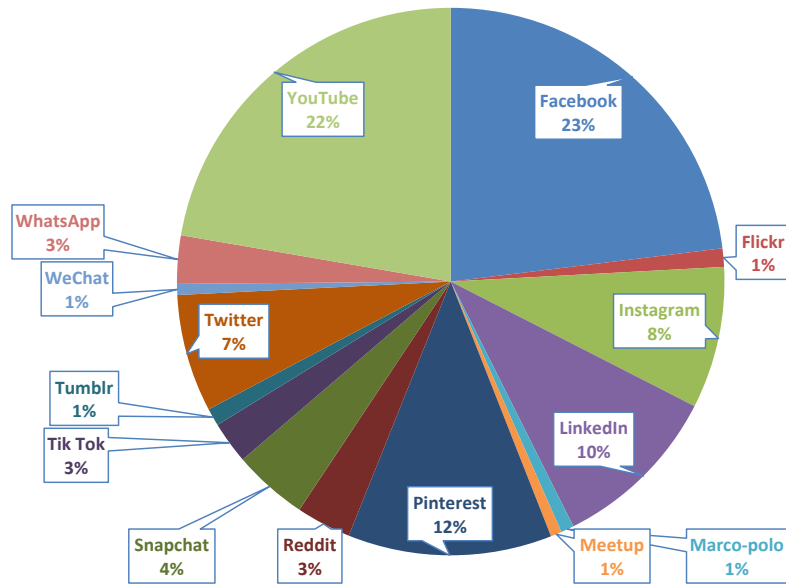


Priority List

Category of Media by Popular Use & Ranked Order

Rank Order	Media
1	Facebook
2	YouTube
3	Pinterest
4	LinkedIn
5	Instagram
6	Twitter
7	Snapchat
8	Reddit
9	WhatsApp
10	Tik Tok
11	Flickr
12	Tumblr
13	Marco-polo
14	Meetup
15	WeChat

SOCIAL MEDIA



Supporting Information

Interpreting the Report

The American Beliefs Study reports help you interpret data at a glance.

Comparative Indexes: All variables have a column called Comparative Index, which compares your study area with a larger area. For this report, all comparisons are with the national averages for the data item.

- Indexes of 100 mean the study area variable is the same as its base area.
- Indexes greater than 100 mean the study area variable is above the base area. The higher the number, the greater it is above the base.
- Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

Color Coding: The Comparative Indexes columns are color coded so you can easily spot changes and the direction of change.

Index: Above Ave Ave Below Ave.

Support

If you need support, email us at misupport@acst.com or call 1-877-230-3212.



Illyria Community Church

August 2022

To whom it may concern,

Congratulations! If you're reading this letter, it's because you have an interest in filling the pulpit at Peace United Church of Christ in Elkader. May God bless you as you continue to discern this call.

I have a 14-year history with Peace Church. I worshipped there for seven years before discerning my call to ministry, ultimately leaving Peace to lead my own congregation. I'm hopeful my unique perspective of this church will be useful to you.

Peace has a long history and solid reputation of discipleship in Elkader. The congregation has always been open, inclusive, and welcoming. The church has been a leader in local ecumenical ministries like Vacation Bible School. It has an enviable music program that includes an adult choir and a bell choir, which are important components of worship not available in most rural churches. Its community outreach includes a monthly free meal for the community and sponsorship of a community Christmas dinner.

In recent months, Peace has experienced declining participation in Sunday worship. It will be important for the new pastor to re-engage current and former members and to also reach out to new members. The Christian Ed program needs to be revitalized, and pastor outreach opportunities like home visits, participation in care center worship, and hospital calls need to be strengthened.

I hope you pursue your interest in Peace Church. It's a loving and supportive community. As mentioned, I was a member there when I discerned my call to pulpit ministry. The congregation was supportive of my efforts with several church members serving on my discernment committee. The then-pastor also provided opportunities for me to teach Bible study and lead Sunday worship, which gave me great insight into those responsibilities. I have returned to Peace on several occasions to lead funerals and to provide pulpit supply, and each time I am welcomed back with the love and joy that are hallmarks of this congregation.

You will also find the community of Elkader to be welcoming. It's a wonderful place to live: Small-town friendliness and big city entertainment choices. I moved here from a considerably larger town and have never regretted it.

Please contact me if you have any questions about Peace United Church of Christ or the community of Elkader.

Blessings,

Pam Reinig, Pastor

PO Box 104
Elgin, IA 52141
563-294-3296

August 24, 2022

To whom it may concern:

My name is Joan Strauss and I have lived and been a music educator in Northeast Iowa since 1973, residing in Elkader since 1999.

I had the privilege of being the Bell Choir Director at Peace United Church of Christ in Elkader, Iowa for 10 years until I needed to resign in order to assist my elderly parents. I continue to volunteer as a substitute ringer up to the present time.

I believe one of Peace's strong points is their music department, evidenced by their active and excellent Bell Choir and Chancel Choir, as well as a recently renovated pipe organ.

A second strong point is the warm and welcoming members. Even though I am not a member of Peace, I have never felt like an outsider, and have many friends that I wouldn't have met elsewhere.

Please feel free to contact me if you would like more information:
Phone: 563-580-5837 or tstrauss@alpinecom.net.

Sincerely,

Joan Strauss

Rev. Dr. Mark Yackel-Juleen
401 1st Street NW, Box 87
Elkader, IA 52043

RE: Letter of Reference for Peace United Church of Christ, Elkader, Iowa
Date: September 2022

Currently I have been assisting Peace UCC as the primary ordained presence for the congregation since their previous ordained ministry resigned earlier in 2022. This has mostly involved Sunday worship leading and presiding at Holy Communion. I am an ordained Lutheran pastor on the roster of the ELCA. I am on faculty at Wartburg Theological Seminary in Dubuque, Iowa where I serve in the leadership division teaching small town and rural ministry. I serve as Wartburg's Director for Small Town and Rural Ministry and Director of the Center for Theology and Land. Prior to coming to Wartburg, I served 17 years in parish ministry, in rural contexts, and as a director of a rural educational and retreat center for 25 years some of which was concurrent to the parish ministry. Since 2015 I have lived one block from Peace UCC in Elkader and have known many of its members through other community involvements.

Peace has a very positive community presence. They are known for their Grace Café which provides a meal open to the community once a month. They have also provided hospitality for volunteers during community emergencies like recent flooding events on the Turkey River. They have an excellent relationship with the K-12 Central Community School which is next door to their church building. They have had current and retired faculty as members. The membership shows active Christian care for one another through their Stephen Ministers, and which is also reflected in their worship as a time of "sharing joys and concerns" is part of that experience which then becomes part of the prayers of the people. There is a genuine openness to issues of local, national, and global justice which is reflected as well in what is lifted up in worship. Peace is gifted with good lay leadership which is enhanced by a number of retired professionals that are willing to share their skills and experience. For a small congregation they have a lovely music program with excellent accompanists with a quality pipe organ and grand piano, a vocal choir, and a bell choir.

I truly cannot think of anything significant in terms of improvement. The congregation is still technologically learning into their online presence for worship and face some ongoing challenges there. But that is a process many congregations are experiencing especially through the pandemic and after. I have observed and have heard from some older members, that the building, because of its physical location built on/into a hillside with limited parking immediately by the building, presents some access challenges for people with mobility issues. Though it would seem they have done the best they can with the physical realities of the building.

In my opinion, Peace UCC desires, needs, and deserves an ordained minister who can lead worship competently, is engaging and faithful in preaching, who will connect relationally to the congregation and the community, and who will accompany, encourage and equip them for the mission and ministry they are doing. To be honest, if I were available, I would gladly join them in mission and ministry.

In Christ's Grace,
Rev. Dr. Mark Yackel-Juleen