

## The Diocese of the Central Gulf Coast DataStory Evangelism Project Strategic Missional Planning Using MapDash for Faith Communities

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### What is it?

A program of strategic missional assessment and planning designed to identify and engage emerging missional opportunities using the demographic tool MapDash for Faith Communities. It was developed in collaboration with the Episcopal Church and ESRI and shaped by input from diocesan and congregational leadership from around the U.S.

### Desired Outcomes:

- A broader understanding of the health of your congregations, the demographic trends in your neighborhoods, and the opportunities for missional engagement between congregations and neighborhoods.
- A deeper level of discernment about how and where God is already at work in our communities and neighborhoods.
- A clearer vision for what God is calling us to be and to do in response to what we learn about our communities and how God is already at work in them.
- A living strategy for engaging identified missional opportunities that have been identified in our dioceses.

**Shorthand Notes** for a quick look at your congregation's neighborhood with MapDash:

1. Loving our neighbors as ourselves; can't really love people we don't know
  - We need resources for us to learn
2. Missional Opportunity Index (MOI) areas to explore are where there are indicators show (Turn on MOI under Analysis):
  - Population growth
  - Diversity index
  - Generational predominance
  - Qualified Households: *Less than 100 is low opportunity; greater than 200 is high opportunity*
    - Multiply Qualified households by 0.0525 that trend Episcopalian for our "market share"
3. Creating a Neighborhood Missional Intelligence Report
  - Top left hand side of map, use Study Area Stats - Drop a pin with a single click
4. Explore Population Characteristics
  - Also, look under Analysis look at Missional Context reports
5. Explore Community Issues
6. Explore Community Resources
7. And then GO FORWARD AND EXPLORE WITH PEOPLE!