

#GCICHURCHHACKS

HOW TO IDENTIFY YOUR TARGET COMMUNITY

1. Who is God calling you toward?

Consider the people groups and population segments that are currently represented in your congregation. What people groups and population segments are you equipped to connect with & serve?

» **People groups:** A large grouping of people who recognize a common affinity because of their shared language, religion, ethnicity or occupation.



» **Population segments:** A smaller grouping of people with criteria relating to things such as lifestyle preferences, generational identities, values or socioeconomic factors.



2. Where is God calling you to land? Research the areas in your city where your target people groups and segments live.

3. Take a prayer walk.
When choosing a target area don't rely only on demographic reports to identify the best fit area for your congregation. Go out and walk the community and ask yourselves; What do I see? Who do I see? Who lives here?



4. Talk to the residents.
Doing a survey to identify needs in the community is a good way to get to know the area.



5. Remember, Jesus' ministry is people first & people focused.
If your target community is different from your current location, consider re-planting. When seeking to re-plant a church don't consider facilities first, consider focus group and focus area.

