

## ORDERING YOUR MINISTRY AREA PROFILE

### **For congregations ordering the Ministry Area Profile Demographic Package.**

Enclosed please find information and an order form for the Ministry Area Profile. This is a service that we are able to provide to Unitarian Universalist congregations, at a reduced rate, through a special contract that we have with Percept, Inc. The information pages explain what you will get if you order this comprehensive package of demographic information about your “ministry area.” Many of our congregations are using this information to help them plan successfully for their congregation's growth and outreach efforts.

Included in the package you will get the following data in tabular form: (1) the latest 2000 census & June 2006 latest update information (updated every six months) for the study area(s) you have chosen for your ministry area, (2) trends and year 2011 projections for the study area(s), (3) U.S. Lifestyle information (a combination of several census fields), (4) a guide to help you utilize this information. Also, you will receive 6 graphic representations of this data in the 6 InfoMaps that you select.

To clarify some of the questions we often receive about ordering this information we offer you the following information:

### **How do I choose my Study Area? [Step 1 on the form]**

**Radius:** In choosing a study area in step one of the order form, most of you will chose a radius for your Study Area Boundary and write it in the “Your Radius Choice” on the form. In choosing a Radius Study Area Boundary, you should consider what your current “ministry area” is by determining what the average driving distance your current members drive to attend your church and whether you are an urban, moderately populated area, or sparsely populated area. For urban, densely populated areas you may want to choose 1/2, or 2 miles from your church. For moderately populated areas, 1, 3 or 5 miles. For rural and sparsely populated areas, you may want to 1, 5 or 10 miles.

### **OR**

**Zip Codes, Census Tracts, Polygon:** Instead of radii, you may choose to define your “ministry area” by zip codes, census tracts or a polygon. If your “ministry area” is bordered by mountains or ocean you should order zip codes, census tracts or a polygon, so that only populated areas are included in your map. Follow the directions on the order form for this.

### **Which InfoMaps should I choose? [Step 2 on Order Form]**

Please remember that the InfoMaps are graphic representations of some of the data that you will also receive in tabular form. Choose InfoMaps for data that would be helpful for you to see where the designated groups live in your community. This will help you to target an outreach campaign to those neighborhoods, plan a site for a new congregation, plan a direct mail campaign or plan social justice ministry.

The list of possible maps is on the back of the order form. We highly recommend that you choose most all of your InfoMaps from the Demographic Section [1-10, 84, 85, or 90], since this demographic data is more accurate and useful for our purposes. The EthnoGraphic Section maps [11-83] are "softer" data derived by Percept's own research (instead of the US Census). Our general recommendations are the following:

- #8 Lifestyle Diversity,
- #7 Median Age
- #9 Five Year Growth
- # 90 Percentage of 1990 College Graduates
- #97 Unitarian Universalist

You could then choose from the InfoMaps those maps that would help you plan your ministry to a particular racial-ethnic or age group. Which actual maps you choose depend upon your interests and plans for utilizing this information. You receive 6 maps with this order. If you want more than 6 maps you must follow the pricing guidelines on Item 5 in the Order Form.

**Where should I send my order form and how much time should I allow?**

Because we want to keep the cost down for your congregation, we have made a special arrangement and contract with Percept. This requires that all orders must be processed first through our office. Consequently, you must send your order to us and include payment.

Please ready your order form with the check for \$195.00 (or more if more maps or additional study areas are ordered; please see foot of order form for information) made payable to "Unitarian Universalist Association" and send to: **Susanna Whitman, Congregational Services, UUA, 25 Beacon Street, Boston, MA 02108** at least 5 weeks before you intend to use the information. If you would like the order processed sooner it is necessary to pay a rush order charge of \$75.

Hopefully, this answers most of your questions. If you have any further questions, then please call or email Susanna Whitman at 617-948-4270 or [swhitman@uua.org](mailto:swhitman@uua.org).