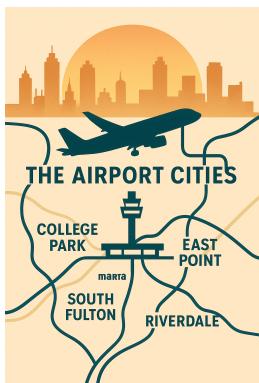
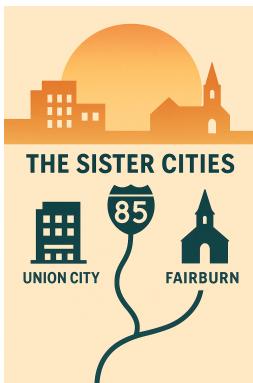


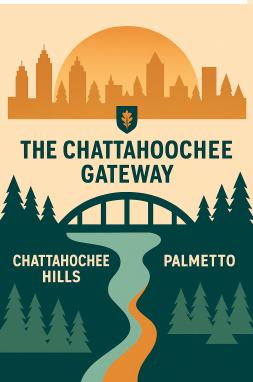
Southwest Atlanta Metro Demographics Summary



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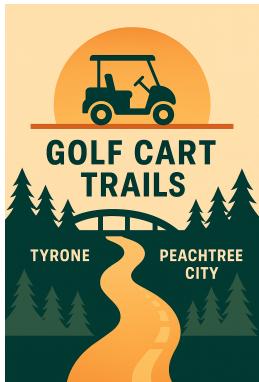
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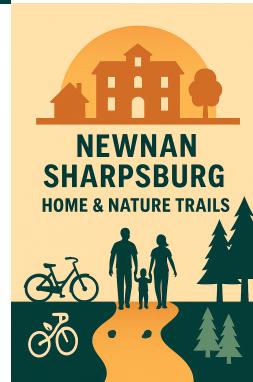
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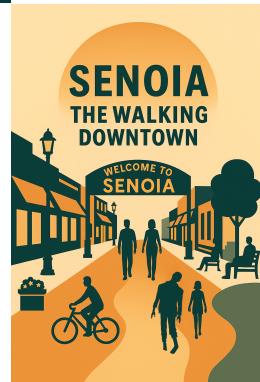
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By Jimmy Kinnaird, AMS
Fairburn Baptist Association
May 8, 2025

The Airport Cities

College Park, East Point, South Fulton, Riverdale

College Park

1. Age Distribution:

- 1.1. Very young median age (31.3), with a large percentage under 18 (27.7%) and few seniors (8.6%).
- 1.2. Ministry focus should heavily emphasize youth, young adults (singles and young families), and addressing issues relevant to these age groups.

2. Family Structure:

- 2.1. Dominated by renters (22.1% homeownership) and likely more single-parent households or non-traditional structures given the low income and high poverty.
- 2.2. High residential mobility (82.5% same house year prior) points to a transient population needing rapid connection points.

3. Socio-economic Status:

- 3.1. Significant economic hardship: Lowest median income (\$48,505) and high poverty (20.6%).
- 3.2. Moderate educational attainment (28.2% Bachelor's+), lower than East Point/South Fulton.
- 3.3. Ministry must prioritize basic needs, economic empowerment (job skills, financial management), and support for those facing instability.

4. Culture and Ethnic Diversity:

- 4.1. Predominantly Black/African American (82.3%), with smaller White (8.8%) and Hispanic (3.7%) groups.
- 4.2. Cultural context primarily African American, likely influenced by youth culture and socioeconomic realities.
- 4.3. Small foreign-born population (6.6%).

5. Religious Background and Beliefs:

- 5.1. Likely strong Black Protestant presence, potentially with more Pentecostal/Non-denominational appeal given demographics.
- 5.2. Potentially very high unaffiliated rate (could exceed 50% given Clayton County overlap and demographics), representing a major challenge and opportunity.

- 5.3. Worldviews likely shaped by economic struggle, youth culture, concerns about justice/opportunity, and potentially cynicism towards institutions.

6. Community Interests and Hobbies:

- 6.1. Likely centered on work (especially airport-related), basic needs, and potentially local community/school events.
- 6.2. Short commute times (22.6 min) suggest local employment focus.
- 6.3. Interest in city development projects (e.g., Six West) and potential for improved amenities.

7. Social Values and Concerns:

- 7.1. Core concerns likely revolve around economic survival, job opportunities, affordable housing, safety, and quality education.
- 7.2. City vision emphasizes hospitality, equity, and advancement, providing potential common ground.
- 7.3. Transience and economic stress may impact community cohesion.

City of East Point

1. Age Distribution:

- 1.1. Relatively young median age (35.4) with significant populations under 18 (24.4%) and 65+ (9.9%).
- 1.2. Requires diverse ministry approaches catering to young adults, families, and seniors.

2. Family Structure:

- 2.1. Mixed structures; lower homeownership (43.7%) and smaller households (2.30 persons) suggest more singles, young couples, and renters alongside established families.
- 2.2. Higher residential mobility (80.2% same house year prior) necessitates strategies for quicker integration and connection.

3. Socio-economic Status:

- 3.1. Moderate median income (\$58,983) but high poverty (23.2%), indicating significant economic disparity.
- 3.2. High educational attainment (36.2% Bachelor's+) despite lower income suggests potential underemployment or recent graduates.
- 3.3. A ministry must address both spiritual needs and pressing economic challenges (job support, financial literacy, poverty alleviation).

4. Culture and Ethnic Diversity:

- 4.1. Racially diverse: Predominantly Black (75.7%), but with substantial White (10.2%) and Hispanic (10.2%) populations.
- 4.2. Requires intentional cross-cultural ministry, potentially bilingual services/resources, and celebrating diversity.
- 4.3. Small but present foreign-born population (6.1%).

5. Religious Background and Beliefs:

- 5.1. Likely diverse Christian presence (Black Protestant, Catholic, Methodist, Non-denominational) reflecting ethnic mix.
- 5.2. Estimated 32.8% unaffiliated, offering outreach potential.
- 5.3. Worldviews shaped by diversity, economic concerns, social justice issues (gentrification, equity), and potentially more secular/progressive views among younger, educated residents.

6. Community Interests and Hobbies:

- 6.1. Varied interests reflecting diverse demographics; likely includes family activities, local dining/events, parks.
- 6.2. Expressed community desire for more safe walkways, community centers, retail, job training, and cultural events.

7. Social Values and Concerns:

- 7.1. High value placed on community improvement, diversity, and local businesses.
- 7.2. Major concerns include crime (especially property crime), housing affordability/gentrification/displacement, rising taxes, and economic opportunity.

City of South Fulton

1. Age Distribution:

- 1.1. Relatively balanced age structure, conducive to family ministry (26.2% under 18).
- 1.2. Growing senior population (11.3% 65+) requiring dedicated outreach and care ministries.
- 1.3. Predominantly working-age adults likely balancing careers and family life.

2. Family Structure:

- 2.1. High prevalence of traditional family structures implied by high homeownership (70.0%) and larger household size (2.75 persons).

- 2.2. Suggests a need for strong family ministries, marriage enrichment, and parenting support.
- 2.3. Low residential mobility (89.9% same house year prior) indicates community stability, allowing for long-term relationship building.

3. Socio-economic Status:

- 3.1. Affluent community (Median HH Income \$81,798) with relatively low poverty (9.9%).
- 3.2. Ministry focus should be less on basic needs and more on spiritual growth, stewardship, addressing pressures of success, and potentially issues relevant to the Black middle/upper-middle class.
- 3.3. High educational attainment (38.9% Bachelor's+) suggests an audience receptive to intellectual engagement and quality programming.

4. Culture and Ethnic Diversity:

- 4.1. Predominantly Black/African American (91.4%), simplifying cultural targeting but requiring understanding of *intra*-group diversity.
- 4.2. Ministry should be culturally attuned to the Black experience, potentially incorporating Afrocentric perspectives or addressing unique social dynamics.
- 4.3. Small but present Hispanic, White, and Asian populations should not be overlooked.

5. Religious Background and Beliefs:

- 5.1. Likely strong presence of traditional Black Protestant denominations (Baptist, AME, COGIC) alongside Methodist, Catholic, and Non-denominational churches.
- 5.2. Estimated 32.8% unaffiliated population presents a significant outreach opportunity.
- 5.3. Worldviews may blend traditional faith with values associated with affluence, education, and potentially prosperity theology or more progressive social views.

6. Community Interests and Hobbies:

- 6.1. Likely focus on family-centered activities, professional networking, homeownership/improvement, and community events.
- 6.2. High digital connectivity (94.7% broadband) makes online engagement viable.
- 6.3. Interest in quality education, parks, and local amenities.

7. Social Values and Concerns:

- 7.1. Values likely include family stability, education, professional achievement, community pride, and potentially social justice issues relevant to the Black community.
- 7.2. Concerns might involve maintaining quality of life, managing demanding careers/family life, navigating racial dynamics in broader society, and ensuring continued community success.

City of Riverdale

1. Age Distribution:

- 1.1. Older median age (38.6) compared to College Park/Red Oak, suggesting a more settled population but still with working-age adults.
- 1.2. Standard distribution across younger and older age groups.

2. Family Structure:

- 2.1. Mixed housing tenure (52.5% homeownership) suggests a blend of renters and homeowners, potentially more stable families than College Park but less than South Fulton.
- 2.2. Average household size (2.45 persons) is moderate.

3. Socio-economic Status:

- 3.1. Moderate median income (\$62,627) and moderate poverty rate (12.0%), placing it between the extremes.
- 3.2. Lower educational attainment (19.1% Bachelor's+), a key differentiator from Fulton County cities.
- 3.3. Ministry can focus on family support, community building, and potentially workforce/skills development given lower higher education rates.

4. Culture and Ethnic Diversity:

- 4.1. Predominantly Black (85.2%), but uniquely characterized by a significant Asian population (5.2%) and a high foreign-born percentage (14.8%).
- 4.2. Requires high cultural intelligence, potential ESL or immigrant support services, and engagement with diverse ethnic communities (Black, Asian, White).

5. Religious Background and Beliefs:

- 5.1. Very high estimated unaffiliated rate (~54.3%) due to Clayton County

context – a primary ministry challenge/opportunity.

- 5.2. Significant presence of Non-denominational Christians, Baptists, Catholics, and notably, a large Hindu population (with a major temple in Riverdale) and Muslim population.
- 5.3. Worldviews are highly diverse: traditional Black Protestant, Asian cultural/religious influences (Hindu, Buddhist, Christian), Islamic perspectives, secular views, and potentially skepticism towards organized religion among the unaffiliated.

6. Community Interests and Hobbies:

- 6.1. Likely includes family life, engagement within specific cultural/religious groups, and community events.
- 6.2. City initiatives focus on youth engagement, beautification, and culturally diverse activities.
- 6.3. Affordable housing is a key characteristic.

7. Social Values and Concerns:

- 7.1. Values likely include community involvement, family, cultural identity, and potentially interfaith cooperation.
- 7.2. Concerns may include quality of public education (lower school ratings), economic opportunity, and fostering unity amidst diversity.

Principles, Strategic Objectives and Actions

Overall Vision: The Fairburn Baptist Association's vision is to support thriving, gospel-centered churches across South Fulton, East Point, College Park, and Riverdale that effectively shares the message of Jesus Christ, disciplines believers through biblical teaching, actively contributes to community flourishing, and intentionally plants new congregations focused on reaching the unchurched.

Core Principles:

1. **Contextualization:** Recognize that each municipality (and even neighborhoods within them) has unique demographics, needs, and cultural nuances. Ministry must be tailored, not monolithic.
2. **Holistic Ministry:** Integrate proclamation of the gospel with tangible acts of service and community engagement that address identified needs (economic, social, educational).
3. **Cultural Intelligence:** Invest heavily in understanding and respectfully engaging the diverse ethnic, cultural, and religious backgrounds present, particularly the predominant Black culture and significant Hispanic, Asian, Hindu, and Muslim communities.
4. **Relational Focus:** Prioritize building authentic relationships as the foundation for evangelism, discipleship, and community impact, especially crucial for reaching transient populations and the unaffiliated.
5. **Collaboration:** Partner with existing churches, non-profits, schools, and community organizations where appropriate to maximize impact and avoid duplication of effort.

Strategic Objectives & Actions:

1. Reaching Communities with the Gospel (Evangelism & Outreach):

- **Targeted Outreach Events:**
 - *South Fulton/Red Oak:* Host high-quality family events, professional networking mixers with a faith component, financial stewardship seminars. Utilize digital outreach platforms effectively.
 - *East Point:* Organize multicultural festivals, block parties in diverse neighborhoods, workshops addressing housing/economic concerns, partner with local businesses for outreach.
 - *College Park:* Focus on outreach within apartment complexes, offer practical help events (resume workshops, budget counseling), provide services accessible to shift workers (e.g., airport employees).

- *Riverdale*: Engage in community service projects, host ESL conversation groups, participate in interfaith dialogues or community events, build relationships within specific ethnic communities (e.g., Asian grocery stores, community centers).
- **Needs-Based Evangelism**: Train members to share their faith naturally while serving community needs (e.g., volunteering at schools, food banks, job centers).
- **Digital Presence**: Maintain an active and relevant online presence (website, social media) tailored to each community's digital usage patterns.

2. Teaching the Bible (Discipleship & Equipping):

- **Diverse Teaching Styles**: Offer a range of learning environments:
 - *Intellectually Engaging*: Sermon series, apologetics classes, theological discussions suitable for educated audiences (South Fulton, East Point).
 - *Practical Application*: Focus on applying biblical principles to daily life challenges (economic stress, family life, work) relevant across all areas, especially College Park and Riverdale.
 - *Story-Based/Oral Methods*: Consider methods accessible to varying literacy levels or cultural backgrounds.
- **Small Groups**: Establish diverse small groups based on geography, life stage (young adults, families, seniors), interests, or cultural background to foster community and deeper study.
- **Leadership Development**: Intentionally equip lay leaders from within each community to teach and disciple others, reflecting the area's diversity.
- **Foundational Classes**: Offer accessible classes on core Christian beliefs and biblical literacy for new believers and the curious.

3. Helping the Community Thrive (Community Engagement & Service):

- **Address Key Concerns**:
 - *Economic Empowerment*: Partner with job training programs, offer financial literacy classes, support local entrepreneurs (Relevant in East Point, College Park, Riverdale).
 - *Education Support*: Partner with local schools (especially lower-rated ones in College Park/Riverdale) through tutoring, mentoring, resource drives, or teacher appreciation initiatives.
 - *Housing & Stability*: Provide resources/referrals for affordable housing, support renters facing challenges, potentially advocate for equitable development policies (Crucial in East Point, College Park).
 - *Family & Youth Support*: Offer parenting classes, marriage enrichment, after-school programs, youth mentoring.

- *Cross-Cultural Bridge Building*: Host events celebrating diversity, facilitate dialogues, partner with ethnic community organizations (Essential in East Point, Riverdale).
- **Visible Presence**: Encourage church members to be actively involved in local civic life, school boards, neighborhood associations, and community events.

4. Starting a New Congregation for the Unchurched (Church Planting):

- **Identify Target Areas/Populations**: Prioritize areas with high unaffiliated rates (Riverdale/Clayton County focus) and significant population density or growth (South Fulton). Also consider the unique needs of transient renters in College Park.
- **Develop Contextual Models**:
 - *Community-Focused Plant*: A model emphasizing service, relationship-building, and addressing local social issues might resonate strongly with the unaffiliated, particularly in East Point, College Park, and Riverdale.
 - *House Church Network*: Suitable for transient populations (College Park) or as an initial entry strategy in diverse areas (Riverdale).
 - *Culturally/Ethnically Specific Plant*: Consider plants focused on reaching specific groups (e.g., Hispanic community in East Point, Asian community in Riverdale, or specific African immigrant groups across the region).
 - *Contemporary/Seeker-Sensitive Model*: Could be effective in attracting educated professionals in South Fulton or younger demographics if done with authenticity and relevance.
- **Leadership Pipeline**: Recruit and train church planters with strong cultural intelligence, entrepreneurial skills, and a passion for reaching the unchurched in these specific contexts.
- **Phased Approach**: Start with small group gatherings, community service initiatives, and relationship building before launching formal worship services.
- **Resource Allocation**: Dedicate specific funding and personnel resources to support church planting efforts focused on the unaffiliated.

Sister Cities of I-85 South: Union City and the City of Fairburn

Union City

1. Age Distribution:

- 1.1. Predominantly young community (median age 33.1).
- 1.2. Significant populations of children (0-9 years: 15%) and young working adults (30-39 years: 20%).
- 1.3. *Implication:* High need for ministries focused on children, youth, and young adults/families. Potential for energetic volunteers but also indicates needs related to early-career and young family life stages.

2. Family Structure:

- 2.1. Smaller average household size (2.34 persons).
- 2.2. High percentage of never-married individuals (over 50% for both men and women).
- 2.3. Significant divorce rate, particularly among women (21%).
- 2.4. *Implication:* Need for ministries supporting single adults, single-parent households, and potentially blended families or co-parenting situations. Focus on building community and support networks is crucial.

3. Socio-economic Status:

- 3.1. Lower-middle income profile (Median Household Income: \$47,635).
- 3.2. High poverty rate (15.5%).
- 3.3. Very high proportion of renters (nearly 60%).
- 3.4. *Implication:* Significant opportunities for ministries addressing economic hardship (benevolence, financial literacy, job skills support). Outreach must effectively engage a potentially transient population in rental communities.

4. Culture and Ethnic Diversity:

- 4.1. Overwhelmingly Black/African American (~85%).
- 4.2. Notable Hispanic/Latino minority (~8%).
- 4.3. Small presence of immigrants, primarily from Latin America and Africa.
- 4.4. Community events often reflect Black culture (e.g., NupeNik, step dancing).
- 4.5. *Implication:* Ministry must be deeply rooted and culturally competent within the Black community context. Intentional outreach to the Hispanic community and specific immigrant groups is also important.

5. Religious Background and Beliefs (Fulton County Proxy):

- 5.1. Falls within Fulton County's diverse religious landscape (strong Black Protestant, Catholic, Methodist, Evangelical/Non-denominational presence).
- 5.2. Likely features a high concentration of traditional Black churches. Other congregations exist (e.g., Church of Christ, Baptist).
- 5.3. Large estimated unaffiliated population (~33% county-wide), representing a key mission field.
- 5.4. Unaffiliated individuals may face practical barriers (time, finances, childcare) or hold diverse beliefs, including potentially secular views or disinterest.
- 5.5. *Implication:* Need to understand and connect with traditional churchgoers while developing specific strategies to reach the large unaffiliated segment, potentially addressing practical needs and building trust.

6. Community Interests and Hobbies:

- 6.1. Strong interest in community events (clean-ups, block parties), parks and recreation (youth sports, senior activities, trails), fitness (volleyball, step dancing, Zumba, yoga), music (live music, open mics), and volunteering.
- 6.2. Proximity to major Atlanta attractions is a factor.
- 6.3. Specific interests noted: Tech talks, improving ballfields.
- 6.4. *Implication:* Opportunities to connect through participation in community events, sports ministries, arts/music programs, volunteer initiatives, and leveraging local/regional attractions for group activities.

7. Social Values and Concerns:

- 7.1. Emphasis on community building (clean-ups, trail development, placemaking initiatives).
- 7.2. Public safety is a concern (crime rates noted as high), but police visibility/responsiveness is perceived relatively positively by some, and safety initiatives exist.
- 7.3. Education is valued, but concerns exist about school quality/resources, literacy, and after-school program availability/funding.
- 7.4. Health access is a significant concern (high uninsured rate, new ER planned).
- 7.5. Addressing poverty and blight are priorities
- 7.6. Local development, particularly data centers, is a topic.

7.7. *Implication:* Churches can align with values by promoting unity, serving the vulnerable, supporting educational initiatives (tutoring, mentoring), partnering on safety efforts, advocating for health access, and engaging in constructive dialogue about community development.

City of Fairburn

1. Age Distribution:

- 1.1. Also a young community (median age 33.5).
- 1.2. High percentage of children under 18 (27.8%), slightly higher percentage under 5 (12.7%) than Union City.
- 1.3. *Implication:* Family-focused ministry is essential. Strong programming for children, youth, and their parents is critical for engagement.

2. Family Structure:

- 2.1. Larger average household size (2.84 persons) compared to Union City.
- 2.2. Suggests a greater prevalence of two-parent and multi-child households.
- 2.3. *Implication:* Focus on traditional family ministry structures (marriage enrichment, parenting classes, family events) is likely needed, while remaining inclusive of diverse family types.

3. Socio-economic Status:

- 3.1. Significantly higher median household income (\$89,276) with a dramatic recent increase.
- 3.2. Majority homeownership (57.7%), indicating greater residential stability.
- 3.3. Rapidly increasing home values and rents point to affordability challenges.
- 3.4. Poverty rate data is conflicting (Census QuickFacts shows 18.9%, other sources/income data suggest lower), requiring local investigation.
- 3.5. *Implication:* Ministry can address stewardship, marketplace ethics, and navigating affluence. Sensitivity is needed regarding potential socioeconomic stratification and affordability struggles, even amidst higher average incomes.

4. Culture and Ethnic Diversity:

- 4.1. Predominantly Black/African American (~82%).
- 4.2. Larger White (~11%) and Hispanic (~6%) minority populations than Union City.
- 4.3. Slightly higher foreign-born percentage (8.7%).
- 4.4. Higher percentage speaking a language other than English at home (14%).

4.5. *Implication:* While centering on the Black community context, effective ministry requires broader cross-cultural competency to engage the significant minority populations and address potential linguistic diversity.

5. Religious Background and Beliefs (Fulton County Proxy):

- 5.1. Operates within the same diverse Fulton County religious landscape. Churches present include SDA, Non-denominational, COGIC, Baptist, Methodist, Catholic etc.
- 5.2. Large estimated unaffiliated population (~33% county-wide) remains a key opportunity.
- 5.3. Higher education levels may correlate with a larger segment holding secular, agnostic, spiritual-but-not-religious, or skeptical views.
- 5.4. Presence of faith-based schools suggests a segment actively integrating faith and education.
- 5.5. *Implication:* Need to engage educated individuals potentially requiring intellectual depth/apologetics, alongside traditional faith expressions. Strategies must resonate with potentially skeptical or non-traditional seekers within the large unaffiliated group.

6. Community Interests and Hobbies:

- 6.1. Interest in community events (festivals, concerts, farmers market), parks and recreation (Duncan Park amenities, youth/senior programs), arts and culture (Renaissance Festival, Southside Theater Guild, placemaking initiatives).
- 6.2. Business networking and expos are present.
- 6.3. Fitness interests (volleyball, etc.) and volunteering opportunities exist.
- 6.4. Proximity to Atlanta attractions is relevant.
- 6.5. *Implication:* Connect through participation in festivals/events, supporting local arts, sports/fitness groups, volunteering, and leveraging local/regional attractions.

7. Social Values and Concerns:

- 7.1. Emphasis on community building (placemaking, downtown revitalization), connectivity (LCI grants, trail development).
- 7.2. Public safety is valued (crime rates relatively low, new safety initiatives like "Fairburn Safe").
- 7.3. Education is a high priority (access to potentially better-rated schools, GMC/Brenau presence), but concerns about school resources/equity exist within the county system.
- 7.4. Managing rapid growth and development is a key issue.

- 7.5. Affordability, particularly housing costs, is likely a growing concern.
- 7.6. Health access (though seemingly better than UC) and environmental issues (landfill fire mentioned) are relevant.
- 7.7. *Implication:* Churches can align with values by fostering community connection, supporting education, participating in dialogues about growth and affordability, promoting safety, and addressing environmental stewardship.

Strategic Plan for Church Engagement (Union City & Fairburn)

Based on the distinct profiles of Union City and Fairburn, here is a multi-faceted plan for reaching both communities, teach the Bible, contribute to community thriving, and establish a new congregation focused on the unchurched:

Reaching the Communities: Building Bridges and Presence

1. Visible Community Involvement:

- 1.1. **Targeted Participation:** Actively participate in key local events identified in *both* cities (e.g., Fairburn festivals/Farmers Market, Union City block parties/clean-ups). Tailor the approach – perhaps family activities in Fairburn, resource sharing in Union City.
- 1.2. **Parks & Rec Partnership:** Engage with Parks and Recreation in both cities – sponsor youth teams, use facilities for outreach, volunteer for park improvements/clean-ups
- 1.3. **School Engagement:** Build relationships with schools in both areas. Offer support tailored to needs (tutoring/mentoring in UC; potentially character programs or enrichment in FB schools). Be aware of specific challenges like support for ESOL or special needs students.

2. Needs-Based Service (Differentiated Approach):

- 2.1. **Union City Focus:** Prioritize ministries addressing economic hardship (food pantry partnerships, job skills workshops, financial literacy). Support literacy programs. Offer specific support for single-parent households.
- 2.2. **Fairburn Focus:** Address needs related to family life (parenting, marriage support) and navigating affluence/stewardship. Be vigilant for hidden poverty or affordability struggles amidst rising costs and offer discreet assistance.
- 2.3. **Both:** Promote health awareness (partnering with health providers/new ER), offer programs supporting seniors, and provide resources for navigating life challenges.

3. Relational & Digital Outreach:

- 3.1. Emphasize authentic relationship building across all activities.
- 3.2. Equip members for intentional outreach in their diverse contexts (neighborhoods, workplaces, hobby groups).
- 3.3. Utilize small groups strategically (geography, life stage, interest) in both cities.
- 3.4. Maintain a strong, informative digital presence (website, social media) relevant to both communities, offering online resources and connection points.

Sharing the Gospel and Teaching the Bible: Contextualized Discipleship

1. Relevant Gospel Communication:

- 1.1. Present the gospel clearly, connecting it to the specific hopes and concerns of each city (e.g., stability/hope in UC; purpose/community/meaning in FB).
- 1.2. Utilize testimonies and stories relevant to diverse life experiences found in both areas.
- 1.3. Be equipped for thoughtful dialogue and apologetics, particularly relevant for Fairburn's educated populace.

2. Applicable Biblical Teaching:

- 2.1. Ensure teaching addresses practical life issues relevant to both communities (work, family, finances, social concerns).
- 2.2. Offer diverse learning formats (engaging sermons, interactive small groups, topical workshops, foundational classes for seekers/new believers).
- 2.3. Develop clear discipleship pathways adaptable to different starting points and backgrounds.
- 2.4. Provide accessible resources for ongoing spiritual growth.

Helping the Communities Thrive: Contributing to Well-being

1. **Economic & Educational Support:** Offer programs like job fairs, skills training, financial counseling, and small business support where needed (likely higher demand in UC). Continue educational support (tutoring, mentoring, school partnerships) tailored to each city's context.

2. **Social Cohesion & Well-being:** Create opportunities for positive interaction across racial, cultural, and socioeconomic lines present in both cities. Promote reconciliation and understanding. Offer counseling referrals and support groups addressing community needs (grief, mental health, etc.).
3. **Civic Engagement:** Encourage informed civic participation. Partner with local government/organizations on initiatives aligning with church values (e.g., community clean-ups, safety efforts, supporting vulnerable groups, dialogues on development).

Starting a New Congregation for the Unchurched: Intentional Mission

1. **Understanding the Target:** Recognize the large, diverse unaffiliated population (~33%) in both cities as the primary focus. Tailor the approach based on likely differences:
 - 1.1. *Union City:* May include more individuals disconnected due to life circumstances, practical barriers, or past negative church experiences. Openness to community and practical help is probable.
 - 1.2. *Fairburn:* Likely includes a higher proportion of intentionally secular individuals, spiritual-but-not-religious seekers, educated skeptics, or those desiring non-traditional faith expressions. Authenticity, intellectual engagement, and quality experiences may be highly valued.
2. **Flexible Planting Model:** Consider models adaptable to both contexts or potentially distinct approaches:
 - 2.1. *Community-Hub Model (Strong UC Fit):* Start with service and relationship-building in specific neighborhoods (esp. rental areas). Utilize informal gatherings and small groups ("crews" or "groups") focused on shared life/mission.
 - 2.2. *Seeker-Focused Model (Strong FB Fit):* Emphasize quality children's/youth programs, engaging contemporary worship, intellectually stimulating teaching, and clear connection pathways. Meet in accessible, neutral venues initially.
 - 2.3. *Hybrid/Network Model:* Potentially launch a central gathering accessible to both, with small groups/ministry hubs embedded within each specific city context.

3. **Strategic Leadership & Team:** Recruit a diverse planting team with strong relational skills, cross-cultural intelligence, resilience, and gifts matching the chosen model(s).
4. **Incarnational Approach:**
 - 4.1. Prioritize presence and service within both communities before launching formal services.
 - 4.2. Focus relentlessly on building authentic relationships and trust.
 - 4.3. Create accessible "front doors" (social events, service projects, interest groups).
 - 4.4. Ensure all communication and environments are welcoming and understandable to outsiders, avoiding jargon.
 - 4.5. Commit to a long-term perspective.
5. **Collaboration:** Network actively with existing churches in both Union City and Fairburn for prayer, potential partnerships, and understanding the spiritual landscape, fostering kingdom collaboration.

This integrated plan acknowledges the unique characteristics of Union City and Fairburn while leveraging shared resources and vision for effective gospel ministry across both communities. Continuous prayer, local listening, and adaptation will be key.

The Chattahoochee Gateway: Chattahoochee Hills and Palmetto

Chattahoochee Hills

1. Age Distribution:

- 1.1. Higher median age (41.6) than regional/state averages, suggesting a mature population.
- 1.2. Potential recent influx of younger residents/families, indicated by a reported drop in median age.
- 1.3. Will be significantly impacted by the regional trend of a rapidly aging population, especially the 75+ cohort.

2. Family Structure:

- 2.1. High rate of married individuals (60% male, 53% female), suggesting prevalence of married-couple households
- 2.2. Slightly larger average household size than metro/state averages.
- 2.3. Low fertility rate reported in recent data.
- 2.4. High residential stability indicated by very high owner-occupancy (90%) and low mobility.

3. Socio-economic Status:

- 3.1. Relatively affluent, with median household income (\$76,552) above state average but slightly below metro average. Significant segments earn \$100k+.
- 3.2. Very low poverty rate (5.54%).
- 3.3. Exceptionally high educational attainment (49.4% Bachelor's degree or higher).
- 3.4. High property values (\$338,800 median) with recent appreciation.
- 3.5. Notable recent decline in median household income and employment warrants monitoring.

4. Culture and Ethnic Diversity:

- 4.1. Predominantly White (Non-Hispanic) at 55.7%.
- 4.2. Significant Black or African American (Non-Hispanic) population (28.7%).
- 4.3. Growing Hispanic population (11.8%).
- 4.4. Low but increasing foreign-born population (4.21%).
- 4.5. Likely to experience continued diversification, mirroring regional trends.

5. Religious Background and Beliefs (Inferred via Fulton County Proxy):

- 5.1. Majority religiously affiliated (Fulton County adherence rate 67.2%).
- 5.2. Diverse religious landscape: Catholic, United Methodist, National Baptist, Southern Baptist, Non-denominational are largest groups.
- 5.3. Significant estimated unaffiliated population (approx. 800-900+ based on regional 25% estimate or county 33% non-adherent rate).
- 5.4. Worldviews likely range from traditional Christian (Evangelical, Black Protestant) to secular, "spiritual but not religious," or skeptical, influenced by high education/income.

6. Community Interests and Hobbies (Inferred):

- 6.1. Likely value education highly (given attainment levels and school choice patterns).
- 6.2. May appreciate nature, quality of life, and a quieter environment (suggested by low density, high homeownership).
- 6.3. A significant portion (24%) works from home, suggesting value for flexibility.
- 6.4. Potential interest in intellectual pursuits, arts, community events.

7. Social Values and Concerns (Inferred):

- 7.1. Likely prioritize family stability and community investment (high homeownership, low mobility).
- 7.2. May value community engagement but face time pressures (long commutes for some) or potential isolation (work-from-home).
- 7.3. Concern for quality education is likely high.
- 7.4. Potential concerns related to managing growth and maintaining community character given regional pressures.

Palmetto

1. Age Distribution:

- 1.1. High median age (42.8), even older than Chattahoochee Hills and regional averages.
- 1.2. Recent data suggests the aging trend may be accelerating locally.
- 1.3. Presence of families and younger adults, though the overall profile skews older.
- 1.4. Will be significantly impacted by regional aging trends, increasing need for senior services.

2. Family Structure:

- 2.1. Smaller average household size (2.42) than regional/state averages.
- 2.2. Higher percentage of females (56.5%).
- 2.3. Lower marriage rates compared to Chattahoochee Hills, especially among women (39% married vs. 64% of men).
- 2.4. A higher percentage of females never married (42%).
- 2.5. Suggests potentially more single-adult households, single-parent families (especially female-headed), or seniors living alone.
- 2.6. Lower residential stability suggested by near 50/50 owner/renter split.

3. Socio-economic Status:

- 3.1. Working-class profile with significantly lower median household income (\$54,745) than Chattahoochee Hills and regional/state averages.
- 3.2. Poverty rate (11%) aligns with the metro average but is double Chattahoochee Hills' rate.
- 3.3. Considerably lower educational attainment (13.2% Bachelor's degree or higher).
- 3.4. High labor force participation (66.7%) despite lower incomes, suggesting lower-wage employment for many.
- 3.5. Housing affordability is likely a major concern due to lower incomes despite lower property values (\$203,600 median). Property values saw a sharp recent increase.

4. Culture and Ethnic Diversity:

- 4.1. Majority-minority city.
- 4.2. Black or African American (Non-Hispanic) is the largest group (51-52%).
- 4.3. White (Non-Hispanic) population around 23%.
- 4.4. Large and significant Hispanic population (approx. 20%).
- 4.5. Higher foreign-born population (7.14%) than Chattahoochee Hills.
- 4.6. Requires culturally attuned and likely bilingual approaches.

5. Religious Background and Beliefs (Inferred via Fulton & Coweta County Proxies):

- 5.1. Influenced by both Fulton (higher adherence) and Coweta (lower adherence, strong Evangelical presence) counties.
- 5.2. Likely strong presence of Black Protestant traditions (National Baptist, AME, COGIC) and Evangelical Protestantism (SBC, Non-denominational, Pentecostal).
- 5.3. The Hispanic population brings Catholic and growing Evangelical/Pentecostal influences.

- 5.4. Substantial estimated unaffiliated population (likely 30-50%, potentially 1,500-2,500 people), considering county non-adherence rates (Fulton ~33%, Coweta ~58%) and regional estimates (~25%).
- 5.5. Worldviews likely lean towards traditional Christian values, potentially with more literal interpretations for some; practical needs may drive seeking spiritual support.

6. Community Interests and Hobbies (Inferred):

- 6.1. Community life may center on local institutions, schools, family, and faith communities.
- 6.2. Value for community support networks and practical assistance.
- 6.3. Interest in youth activities and family support.
- 6.4. Potential interest in cultural events reflecting Black and Hispanic heritage

7. Social Values and Concerns (Inferred):

- 7.1. Likely value community, resilience, and mutual support, potentially heightened by economic challenges.
- 7.2. Concerns likely include economic stability, job opportunities, housing affordability, and access to resources.
- 7.3. Value for education, but potentially facing barriers to higher attainment.
- 7.4. Concerns related to health access and outcomes, including mental health and substance use, as noted in county health assessments.

Plan for Effective Church Engagement:

1. Vision & Mission:

To faithfully proclaim the gospel of Jesus Christ, make disciples through biblical teaching, actively contribute to the flourishing of both Chattahoochee Hills and Palmetto, and intentionally establish a new, welcoming congregation specifically designed to reach religiously unaffiliated individuals and families in these communities.

2. Foundational Principles:

- 2.1. **Contextualization:** Recognize the distinct nature of each community and tailor all approaches accordingly.
- 2.2. **Cultural Humility:** Approach diverse populations with a posture of learning and respect, seeking to understand before seeking to be understood.
- 2.3. **Holistic Ministry:** Address both spiritual and tangible needs, demonstrating Christ's love through word and deed.

- 2.4. **Relational Focus:** Prioritize building genuine relationships as the foundation for all ministry efforts.
- 2.5. **Collaboration:** Partner with existing community organizations, schools, and leaders where appropriate to maximize impact and avoid duplication.

Community-Specific Strategies:

Chattahoochee Hills Engagement:

1. *Focus:* Deep relational connection, intellectual engagement, family excellence, addressing professional life pressures, cultural bridge-building.
2. *Teaching/Discipleship:* Offer intellectually stimulating Bible studies, forums on faith and culture, apologetics discussions, and high-quality, engaging programs for children/youth that align with high educational values.
3. *Outreach:* Host community-building events (e.g., neighborhood BBQs, family fun days, workshops on relevant topics like parenting or work-life balance), develop a sophisticated online presence, engage through service projects potentially related to environment or education, build intentional relationships with Black and Hispanic community members/leaders.
4. *Community Thriving:* Partner with local schools (especially the charter school) for support or volunteer initiatives, offer resources/groups addressing potential work-from-home isolation, potentially host arts or cultural events.

Palmetto Engagement:

1. *Focus:* Holistic care (spiritual & practical), cultural authenticity, youth/family empowerment, senior support, renter outreach.
2. *Teaching/Discipleship:* Emphasize practical application of scripture, offer foundational Bible studies, incorporate culturally relevant worship styles (e.g., Gospel music), provide bilingual (English/Spanish) options for services and groups.
3. *Outreach:* Establish consistent presence through community service (food pantry, clothing drives, job skills assistance), partner with local schools (especially Palmetto Elementary) for tutoring/mentoring, conduct outreach events in apartment complexes, offer bilingual communication, build relationships with Black and Hispanic leaders/churches.
4. *Community Thriving:* Partner with social service agencies, offer financial literacy workshops, support GED or adult education initiatives, provide robust youth programs focusing on mentorship and positive activities, develop ministries for the significant senior population, address health needs through education or partnerships.

Starting a New Congregation for the Unchurched:

Goal: Create a welcoming, authentic faith community specifically designed to connect with those currently unaffiliated with a church in each distinct context.

Chattahoochee Hills New Congregation:

1. **Target Audience:** Educated professionals/families, potentially skeptical or "spiritual but not religious," those seeking community, diverse residents.
2. **Style/Focus:** Intellectually honest, relationally deep, community-service oriented, high standard of excellence (communication, programming), emphasis on small groups, addressing existential questions, excellent children's/youth ministry. Less traditional format might be effective.
3. **Approach:** Utilize community spaces or schools initially, strong online/digital strategy, focus on building trust through service and dialogue, ensure cultural competency.

Palmetto New Congregation:

1. **Target Audience:** Working-class individuals/families, Black and Hispanic residents, renters, youth, seniors, those seeking practical help and hope.
2. **Style/Focus:** Authentic community, culturally relevant (Black/Hispanic context), bilingual capacity essential, holistic (spiritual & practical support), strong family/youth focus, emphasis on belonging and mutual support. Accessibility and genuine care over high polish.
3. **Approach:** Accessible location, potential use of rented/community spaces, strong emphasis on neighborhood outreach (including apartment complexes), visible community service, building bridges across ethnic lines within the congregation.

Implementation Steps:

1. **Prayer & Discernment:** Dedicate time for leadership and the congregation to pray for wisdom and guidance for engaging these communities.
2. **Deeper Local Research:** Conduct informal listening sessions or surveys within specific neighborhoods (if feasible) to better understand the felt needs, barriers, and perspectives of residents, especially the unaffiliated.
3. **Build Relational Bridges:** Intentionally connect with community leaders, school principals, non-profit directors, and leaders within ethnic communities in both Chattahoochee Hills and Palmetto.
4. **Identify Initial Focus Areas:** Based on research and capacity, choose 1-2 specific ministry initiatives or outreach strategies for each community to pilot (e.g., school partnership in Palmetto, neighborhood small group in Chattahoochee Hills).

5. **Develop Core Team for New Congregation:** Identify and equip a dedicated team passionate about reaching the unchurched in each context, providing them with resources and training for contextualized church planting.
6. **Allocate Resources:** Budget appropriately for community-specific outreach, potential bilingual needs (Palmetto), and the launch of new initiatives/congregations.
7. **Evaluate and Adapt:** Regularly assess the effectiveness of strategies and be willing to adjust based on community response and changing needs.

Cinematic Southern Charm: Fayetteville

Fayetteville Community Assessment for Church Engagement:

1. Age Distribution:

- 1.1. **Key Finding:** Significantly aging population, with residents 65+ making up nearly 23% and growing rapidly, exceeding the under-18 population. Median age (43.8) is high.
- 1.2. **Implication:** Major ministry opportunity and need among seniors (daytime programs, support services, pastoral care, intergenerational activities). While family ministry is important, the senior demographic requires dedicated focus and resources. Future projections show this trend accelerating.

2. Family Structure:

- 2.1. **Key Finding:** Strong family orientation reflected in high value placed on the excellent school system and high homeownership rate (68%). However, significant diversity exists: average household size is relatively small (2.47), and large portions of the adult population have never married, are divorced, or widowed (especially females).
- 2.2. **Implication:** Ministries need to support traditional families drawn by schools but also intentionally cater to singles, single parents, blended families, and widows/widowers. The strong school connection provides a key engagement point. Family-friendly community events are common.

3. Socio-economic Status:

- 3.1. **Key Finding:** Generally affluent (median household income \$82K+) and highly educated (96% HS grad, 38% Bachelor's+), with low overall poverty (7.1%). However, long commutes (average 33.5 mins) create time pressure, and rising housing costs alongside a sizable renter population (32%) suggest potential affordability challenges and pockets of need.
- 3.2. **Implication:** Population likely values intellectual engagement and reasoned discourse. Outreach can involve addressing practical needs (benevolence, financial literacy, housing resources). Ministry timing needs flexibility for commuters. Affluence suggests potential for generosity but shouldn't mask underlying needs. Economic development and managing growth are community priorities.

4. Culture and Ethnic Diversity:

4.1. Key Finding: Rapidly diversifying community with no single racial/ethnic majority. Significant populations of Black/African American (~41%), White (~40%), Asian (~4%), Hispanic/Latino (~6-7%), and Multiracial (~8%) residents. About 8.6% are foreign-born, primarily from Latin America and Asia.

4.2. Implication: Multicultural competency is essential for effective ministry. Outreach, leadership, worship, and programs must be intentionally inclusive and representative. Culturally specific strategies may be needed to connect with different groups. Diversity and inclusion are recognized community topics.

5. Religious Background and Beliefs:

5.1. Key Finding: High overall religious adherence (~74% in county), predominantly Christian but diverse (strong Evangelical, Catholic, Mainline presence). Significant non-denominational growth. Substantial religiously unaffiliated population (~26% or 31,000+ in county). Growing presence of other faiths (Muslim, Jewish, LDS, etc.).

5.2. Implication: Major opportunity to reach the large unaffiliated segment. Need for varied approaches (addressing skepticism, spirituality vs. religion, previous negative experiences). Requires ability to articulate faith respectfully in a pluralistic environment and collaborate ecumenically where appropriate.

6. Community Interests and Hobbies:

6.1. Key Finding: Strong interest in parks, recreation, and community events (festivals, sports, nature areas). Activities include youth/adult sports, walking clubs, drone shows, live music, food trucks, soccer events, golf, fishing, and various classes. Diverse hobbies like DIY, gaming, arts/crafts (painting, sewing, pottery, stained glass, woodworking), reading, photography, RC vehicles/STEM, line dancing, cosplay, and interest in classic cars are present. Local attractions include historic downtown, Starr's Mill, Fun Spot America, and proximity to Trilith.

6.2. Implication: Abundant opportunities for outreach through presence at community events, hosting interest-based groups (crafts, hobbies, sports), utilizing park facilities, and partnering with recreation departments. Interests reflect a mix of family-oriented activities, outdoor recreation, creative pursuits, and social gatherings.

7. Social Values and Concerns:

- 7.1. **Key Finding:** High value placed on quality of life, family orientation, good schools, and preserving community character/natural environment amidst growth. Key concerns include mental health (youth and adult, access to care, stigma, impact of social media), managing growth (traffic, infrastructure funding, housing affordability, preserving identity), public safety/crime, health issues (obesity, heart disease, cancer, diabetes, senior health), substance abuse (opioids, alcohol), and ensuring equity/access for vulnerable populations. Civic engagement and government transparency are also discussed.
- 7.2. **Implication:** Churches can demonstrate relevance by addressing key community concerns through ministries (e.g., mental health support groups, senior care, youth programs focused on well-being), partnerships (with schools, health providers, FACTOR), and advocacy. Engagement should align with community values like family, education, and quality of life. Addressing issues like mental health stigma and promoting community resilience are tangible ways to serve.

Strategic Plan for Local Church Engagement in Fayetteville:

Based on the assessment, here is a potential plan for a local church:

1. **Reaching the Community (Evangelism & Outreach):**
 - 1.1. **Focus on the Unaffiliated:** Make reaching the ~26% unaffiliated population a primary strategic goal. Develop multiple "on-ramps" beyond traditional Sunday services.
 - 1.2. **Community Presence:** Be visible and active at local festivals, park events, and school functions. Set up informational booths, offer family activities (e.g., inflatables at a festival), or provide volunteer support.
 - 1.3. **Interest-Based Outreach:** Host groups or classes based on community hobbies (e.g., crafting, photography, woodworking, book clubs, potentially even RC car events or soccer clinics). Use these as low-barrier ways to build relationships.
 - 1.4. **Culturally Intelligent Engagement:** Invest in training for leaders and members on cross-cultural communication. Build relationships with leaders in the Black, Hispanic, and Asian communities. Explore offering ESL classes or partnering with existing immigrant support services.

- 1.5. **Service Evangelism:** Demonstrate faith through tangible acts addressing community concerns like mental health awareness walks, supporting food banks, offering practical help to seniors, or partnering on environmental clean-up days.
- 1.6. **Digital Outreach:** Utilize social media and the church website effectively, potentially sharing resources related to community concerns (parenting, mental wellness, senior resources) alongside spiritual content.

2. **Teaching the Bible (Discipleship):**
 - 2.1. **Intellectually Engaging Content:** Cater to the highly educated population with opportunities for in-depth Bible study, theology discussions, apologetics, and exploring how faith intersects with contemporary issues (science, ethics, culture).
 - 2.2. **Diverse Small Groups:** Offer groups tailored to various life stages and needs identified in the demographics: seniors, young professionals, singles, married couples, parents, divorced individuals, widows/widowers, potentially groups focused on specific cultural backgrounds.
 - 2.3. **Address Relevant Concerns:** Equip members to think biblically about prevalent community issues like mental health, managing finances/stewardship (relevant given affluence and housing costs), raising families in the current culture, and civic responsibility.
 - 2.4. **Flexible Formats:** Acknowledge commuting pressures and offer discipleship opportunities at various times (weekends, mornings for seniors/remote workers) and formats (in-person, online/hybrid).
3. **Helping the Community Thrive (Service & Engagement):**
 - 3.1. **School Partnerships:** Actively partner with local schools. Offer tutoring/mentoring, teacher appreciation initiatives, backpack/supply drives, or support for specific programs (arts, special needs advocacy). Focus efforts strategically on schools with diverse populations or identified needs.
 - 3.2. **Mental Health Ministry:** Develop specific initiatives to address the significant community concern around mental health. This could include hosting support groups (for anxiety, depression, grief, caregivers), partnering with local counselors or organizations like Fayette FACTOR, providing resources, and working to reduce stigma within the church.
 - 3.3. **Senior Care Focus:** Given the aging demographic, establish or expand ministries serving seniors: transportation assistance, visitation for homebound/care facility residents, respite care support for caregivers, social activities.

- 3.4. **Address Basic Needs:** Maintain or establish partnerships with local charities addressing food insecurity, housing assistance, and support for low-income families, recognizing that even in an affluent area, needs exist.
- 3.5. **Promote Community Cohesion:** Host events that bring diverse parts of the community together. Actively participate in city-wide initiatives promoting well-being and connection.

4. **Starting a New Congregation (Church Planting for the Unchurched):**
 - 4.1. **Rationale:** The large unaffiliated population and continued growth justify exploring new congregations specifically designed to reach those currently disconnected from church.
 - 4.2. **Diverse Models:** Avoid a one-size-fits-all approach. Consider launching:
 - 4.2.1. *Community-Focused Micro-Churches:* Small, relational groups meeting in homes or community spaces, perhaps centered around shared interests or service projects, appealing to those wary of institutions.
 - 4.2.2. *Culturally Specific Congregations:* Explore planting congregations intentionally designed to reach growing ethnic groups (e.g., Hispanic, Korean, other Asian communities) with culturally relevant leadership, language, and worship.
 - 4.2.3. *Service-Oriented Plant:* A new congregation whose identity is built around meeting a specific, significant community need (e.g., recovery ministry, foster care support, ministry among apartment complexes with higher renter populations).
 - 4.3. **Strategic Location:** Analyze neighborhood-level data (if available) to identify areas with higher concentrations of unaffiliated individuals, specific ethnic groups, younger professionals, or new housing developments.
 - 4.4. **Emphasis:** New congregations should emphasize authentic community, practical teaching applicable to life concerns, and tangible service alongside clear presentation of the gospel message. Focus on building relationships and trust as foundational elements.

By aligning outreach, discipleship, community service, and potential church planting efforts with the specific demographic realities and expressed concerns of Fayetteville, a local church can significantly increase its effectiveness in sharing the gospel, teaching the Bible, helping the community thrive, and reaching the unchurched.

Golf Cart Trails: Tyrone and Peachtree City

Community Assessments for Church Engagement:

Tyrone, GA

1. Age Distribution:

- 1.1. Median age (46.3) is relatively high, suggesting established adults and families, but also a significant senior population (17.0% 65+).
- 1.2. Substantial under-18 population (21.7%) indicates a need for strong family, youth, and children's ministries.
- 1.3. Growth noted in 18-34 and 55-85+ age groups points to young professionals/singles and empty nesters/retirees.

2. Family Structure:

- 2.1. High average household size (2.71) and very high owner-occupancy (91.7%) suggest stable, family-oriented households.
- 2.2. High marriage rates (70% Male, 68% Female currently married) reinforce family focus.
- 2.3. Low geographic mobility (90% same house year-over-year) indicates rootedness.

3. Socio-economic Status:

- 3.1. Exceptionally high affluence (Median HH Income \$133,773; Per Capita \$63,303) and very low poverty (2.1%).
- 3.2. High educational attainment (95% HS+, 60% Bachelor's+) points to a professional, highly-skilled population.
- 3.3. Potential for high-capacity volunteers and donors, but also possible self-sufficiency mindsets.

4. Culture and Ethnic Diversity:

- 4.1. Significant racial diversity: 55% White (Non-Hispanic), 31% Black, 3% Asian, 5% Hispanic.
- 4.2. Requires culturally sensitive and intentionally diverse ministry approaches.
- 4.3. Smaller foreign-born population (8.1%) compared to Peachtree City.

5. Religious Background and Beliefs:

- 5.1. Located in Fayette County, where ~74% adhere to a listed religious body, leaving ~26% unaffiliated.
- 5.2. Dominant traditions in the county are Evangelical Protestant (~37%) and Catholic (~18%).

- 5.3. High education levels may correlate with national trends of increasing religious unaffiliation, skepticism towards traditional beliefs, and worldview blending (syncretism).

6. **Community Interests and Hobbies:**

- 6.1. Likely value education, family activities, and professional pursuits given demographics.
- 6.2. High rate of working from home (23%) suggests value placed on flexibility and potentially technology.
- 6.3. Interest in stability and community suggested by high homeownership.

7. **Social Values and Concerns:**

- 7.1. Likely values include safety, quality education (excellent schools), stability, and potentially achievement.
- 7.2. Regional values may include "small-town charm" and neighborliness.
- 7.3. Potential concerns could mirror regional issues like managing growth and maintaining quality of life.

Peachtree City, GA

1. **Age Distribution:**

- 1.1. Slightly younger median age (43.7) than Tyrone, but a larger senior population (19.8% 65+).
- 1.2. Significant under-18 population (23.6%) highlights family focus.
- 1.3. Requires robust ministry focus for both families/youth and a growing senior segment.

2. **Family Structure:**

- 2.1. Slightly smaller average household size (2.60) than Tyrone.
- 2.2. High owner-occupancy (73.0%), but a substantial renter population (~27%), suggesting a mix of stability and potential transience.
- 2.3. Slightly higher residential mobility (87% same house year-over-year) than Tyrone.

3. **Socio-economic Status:**

- 3.1. Very affluent (Median HH Income \$111,421), though slightly less than Tyrone.
- 3.2. Higher poverty rate (6.5%) than Tyrone, indicating some economic need exists despite overall affluence.
- 3.3. Exceptionally high educational attainment (97% HS+, 60% Bachelor's+).

4. **Culture and Ethnic Diversity:**
 - 4.1. Predominantly White (69% Non-Hispanic), but with growing diversity: 11% Black, 8% Asian, 8% Hispanic.
 - 4.2. Significant foreign-born population (15.7%) suggests increasing cultural variety.
 - 4.3. Resident surveys indicate a need to improve "acceptance of residents of all backgrounds".
5. **Religious Background and Beliefs:**
 - 5.1. Shares Fayette County's religious landscape (~74% affiliated, ~26% unaffiliated).
 - 5.2. High education and growing diversity likely contribute to a mix of traditional faith, syncretism, other world religions, and unaffiliated worldviews.
 - 5.3. High life satisfaction could potentially mask deeper spiritual questions or lead to complacency.
6. **Community Interests and Hobbies:**
 - 6.1. High value placed on quality of life, safety, education, parks/recreation, and cleanliness.
 - 6.2. Unique lifestyle shaped by the extensive golf cart path system.
 - 6.3. Highly connected digitally (98% computer ownership, 95% broadband).
7. **Social Values and Concerns:**
 - 7.1. Extremely high overall satisfaction (92%).
 - 7.2. Key values: Safety, education, community appearance, recreation.
 - 7.3. Identified concerns/opportunities: Strengthening sense of community, acceptance of diversity, traffic congestion, managing development, affordable housing.

Strategic Plan for Church Engagement in Tyrone and Peachtree City:

This plan aims to equip a local church to effectively reach these communities, teach the Bible faithfully, contribute to community flourishing, and establish a new congregation focused on the unchurched.

1. Reaching the Communities with the Gospel (Outreach):

Relational & Needs-Based Approach:

- 1.1. **Build Authentic Relationships:** Emphasize small groups, shared interest activities (leveraging community hobbies like recreation in PTC), and

genuine hospitality to build trust in these potentially self-sufficient communities.

- 1.2. **Meet Felt Needs:** Offer high-quality family support (parenting workshops, marriage enrichment), youth programs (aligning with high value on education), and senior adult engagement (especially in PTC). Address practical needs where identified (e.g., support for the ~6.5% in poverty in PTC, newcomer integration).

2. Intellectual & Worldview Engagement:

- 2.1. **Address Big Questions:** Host forums, Q&A sessions, or speaker series addressing topics relevant to an educated populace (faith & science, ethics, meaning/purpose, navigating success). Acknowledge and respectfully engage with diverse worldviews, including skepticism and syncretism.
- 2.2. **Digital Presence:** Maintain a sophisticated and engaging online presence (website, social media) reflecting community quality and offering resources, event information, and potentially online discussion forums, leveraging high connectivity.

3. Culturally Relevant Outreach:

- 3.1. **Tyrone:** Develop specific strategies to connect with the large Black community (31%) , potentially partnering with existing Black churches or leaders, ensuring representation in leadership and ministry style.
- 3.2. **Peachtree City:** Be intentional about welcoming and integrating the growing Asian (8%), Hispanic (8%), and foreign-born (16%) populations , potentially offering language-specific groups or cross-cultural events to address the "acceptance" gap noted in surveys.

4. Teaching the Bible:

- 4.1. **Depth and Relevance:** Provide biblically sound teaching that is intellectually engaging and relevant to the life experiences of affluent, educated professionals and families. Connect biblical principles to contemporary issues, work-life challenges, family dynamics, and questions of purpose.
- 4.2. **Diverse Learning Environments:** Offer various formats beyond Sunday sermons, including in-depth Bible studies, theological discussion groups, apologetics classes, and online learning modules to cater to different learning styles and busy schedules.
- 4.3. **Worldview Clarity:** Equip members to understand their own worldview and engage constructively with competing worldviews (like syncretism)

prevalent in the culture, grounding them in biblical truth.

4.4. **Application Focus:** Emphasize practical application of scripture to daily life, moving beyond theoretical knowledge to transform living, generosity, and service.

5. Helping the Community Thrive:

5.1. **Support Education:** Partner with local schools (highly valued in both cities) through volunteerism (tutoring, mentoring where allowed), teacher appreciation initiatives, and supporting school events. This builds goodwill and visibility.

5.2. **Strengthen Families:** Offer resources that support strong marriages and parenting, aligning with the family-centric nature of the communities.

5.3. **Foster Community Connection:** Host community-wide events (festivals, service days like "Love Tyrone/Peachtree City") that build bridges between diverse residents and address the "sense of community" gap noted in PTC. Promote cross-cultural interaction within the church.

5.4. **Serve the Vulnerable:** While affluent, identify and discreetly support those facing hardship (e.g., poverty, job loss, health crises, loneliness among seniors or newcomers). Partner with local charities or service organizations.

5.5. **Promote Civic Good:** Encourage members towards ethical leadership in their workplaces and responsible community involvement.

6. Starting a New Congregation for the Unchurched:

6.1. **Target Audience:** Focus specifically on the ~26% unaffiliated population in Fayette County, particularly educated professionals, families, and potentially younger generations influenced by secularism or syncretism. Consider a multi-ethnic focus from the outset, especially relevant in Tyrone's diverse context.

6.2. Focus/Approach:

6.2.1. *Community-Centric:* Emphasize building authentic community and belonging, addressing potential suburban isolation and the "sense of community" gap.¹⁵ Focus on shared meals, interest groups, and local service.

6.2.2. *Question-Oriented:* Create a safe space for skeptics and those exploring faith to ask hard questions. Utilize formats like Alpha Course or seeker-sensitive small groups.

6.2.3. *Intellectually Honest:* Combine relational warmth with thoughtful engagement on matters of faith, reason, and evidence.

6.3. Style:

- 6.3.1. *High Quality & Authentic*: Presentation (music, communication, environment) should be excellent, reflecting community standards, but prioritize authenticity and relational depth over mere performance.
- 6.3.2. *Contemporary but Substantive*: Music and communication styles likely need to be contemporary to connect with younger demographics, but grounded in substantive biblical teaching.
- 6.3.3. *Accessible Language*: Avoid overly "churchy" jargon, making the message clear to those unfamiliar with Christian traditions.

6.4. Location & Launch:

- 6.4.1. *Neutral Venues*: Consider launching in neutral, accessible locations (community centers, rented spaces, potentially near golf cart paths in PTC) before investing in a dedicated building.
- 6.4.2. *Team-Based*: Launch with a dedicated team committed to the vision of reaching the unaffiliated through relationship and service.
- 6.4.3. *Slow Growth Model*: Focus on deep discipleship and authentic community building rather than rapid numerical growth initially.

By implementing this multi-faceted strategy, a local church can position itself to effectively share the gospel, disciple believers, serve the broader community, and intentionally reach the significant unchurched population in both Tyrone and Peachtree City.

Home and Nature Trails: Newnan and Sharpsburg

Community Assessments for Church Engagement:

1. Age Distribution:

- 1.1. **Newnan:** Skews younger with a median age of 35.8. Significant presence of young professionals (25-34 is largest cohort) and likely families with school-aged children.
- 1.2. *Implication:* Ministry focus should strongly consider young adults, singles, and families. Need for vibrant children's and youth programs. Potential openness to contemporary ministry styles.
- 1.3. **Sharpsburg:** Significantly older median age (44.0). Dominated by middle-aged adults (peak 50-59), established families, empty nesters, and a growing senior population.
- 1.4. *Implication:* Ministry needs to cater to middle and later adulthood stages (parenting teens, empty nest, retirement). Strong potential for senior adult ministry.

2. Family Structure:

- 2.1. **Newnan:** Likely diverse household structures, including families, singles, and cohabiting couples, reflecting the younger demographic and significant rental population (47% rent).
- 2.2. *Implication:* Need for varied ministry approaches catering to different life situations beyond traditional married-couple families. Outreach to renters is key.
- 2.3. **Sharpsburg:** Predominantly traditional family structures. 69% are husband-wife families; only 14% are single-person households. Larger average household size (3 persons). Very high homeownership (likely >74%).
- 2.4. *Implication:* Strong focus on traditional family ministry (marriage, parenting) is relevant. High stability suggests established social networks to penetrate.

3. Socio-economic Status:

- 3.1. **Newnan:** Mixed-income. Median Household Income (MHI) \$80,299 is strong but lower than the county. Significant income variation exists, with sizable populations in both higher (\$75k+) and lower (<\$45k) brackets. Poverty rate 8.9%.
- 3.2. *Implication:* Ministry needs to address both opportunities related to affluence (stewardship) and needs related to lower incomes/poverty

(benevolence, support services). Potential for economic stress ministries.

- 3.3. **Sharpsburg:** Highly affluent. MHI \$119,226 is significantly above county/Newnan. 19.2% earn over \$200k. Very low poverty (5%).
- 3.4. *Implication:* Primary needs may be less economic, more related to time pressure, meaning, relationships, legacy. Stewardship/generosity are key discipleship topics. Potential for ministry addressing challenges of affluence (materialism, self-sufficiency).

4. Culture and Ethnic Diversity:

- 4.1. **Newnan:** Significantly diverse. Approx. 49% White NH, 34% Black NH, 9% Hispanic, 4% Asian, 4% Two Races. Higher foreign-born population (9.6%) than county.
- 4.2. *Implication:* Requires intentional cross-cultural competency, potentially multilingual resources, and diverse ministry teams/approaches. High potential for multi-ethnic ministry focus.
- 4.3. **Sharpsburg:** Predominantly White Non-Hispanic (approx. 78-82%). Smaller Black (5-6%) and Hispanic (~10%) populations. Low foreign-born population (~5%).
- 4.4. *Implication:* Outreach is culturally simpler in some ways but requires intentionality to connect with minority residents. Community may lean conservative.

5. Religious Background and Beliefs:

- 5.1. **Both (Based on Coweta County Data):** Largest affiliated groups are Evangelical Protestant (esp. Southern Baptist, Non-denominational), Catholic, and Mainline Protestant (esp. United Methodist). Estimated 57.6% of the county population is religiously unaffiliated.
 - 5.1.1. *Newnan Implication:* Younger, diverse populations may have higher rates of "nones" (no religious affiliation) or those identifying as spiritual but not religious. Skepticism towards institutions may be higher.
 - 5.1.2. *Sharpsburg Implication:* Affluent, stable, conservative-leaning area may have a higher proportion of *nominal* Christians among the unaffiliated – culturally Christian but lacking active faith/connection. Complacency or cultural Christianity may be barriers.
 - 5.1.3. *General Implication:* Need to address syncretism (blending beliefs) and secular viewpoints common across demographics.

6. Community Interests and Hobbies:

- 6.1. **Newnan:** Likely diverse interests reflecting demographics. Mix of family activities (driven by schools), potential interest in arts/culture (downtown events), outdoor recreation (parks, trails), and potentially commuting-related interests.
- 6.2. *Implication:* Offer varied connection points – family events, community service, potentially arts or discussion groups. Leverage school connections.
- 6.3. **Sharpsburg:** Interests likely center on family life, school activities (highly-rated public & private schools), neighborhood/subdivision life, potentially golf (exclusive communities mentioned), and retirement activities for seniors.
- 6.4. *Implication:* Connect through school partnerships, neighborhood-based groups, family events, and senior activities. High-quality programming expected.

7. Social Values and Concerns:

- 7.1. **Newnan:** Values likely include community connection (especially for newcomers/renters), diversity/acceptance (given demographics), quality education, and balancing small-town feel with growth/convenience. Concerns could involve managing growth, affordability (esp. housing), and potentially bridging diverse groups.
- 7.2. *Implication:* Emphasize building authentic community. Engage in community service addressing local needs. Promote unity and cross-cultural understanding.
- 7.3. **Sharpsburg:** Values likely center on family stability, community safety, high-quality education (public and private), maintaining quality of life/property values, and potentially conservative social/political views. Concerns might involve managing growth's impact on community character, traffic, and maintaining exclusivity/stability.
- 7.4. *Implication:* Align with family values. Offer programs supporting stable family life. Engage through high-quality community events. Address concerns related to meaning/purpose beyond material success.

Strategic Plan for Local Church Engagement:

1. Reaching Communities with the Gospel:

1.1. Tailored Outreach:

- 1.1.1. *Newnan*: Employ diverse methods – community service addressing tangible needs (food insecurity via partnerships like i58 Mission, newcomer support, school needs), culturally specific initiatives (e.g., Spanish language outreach, partnerships with Black churches), events appealing to young adults/families, and strategies to connect with the large rental population. Build cross-cultural ministry teams.
- 1.1.2. *Sharpsburg/30277*: Focus on relational outreach within established networks (neighborhoods, schools, community groups). Host high-quality events appealing to affluent families and seniors (e.g., financial seminars, parenting workshops, senior fellowship). Directly address nominal Christianity through relationship and clear gospel presentation.

- 1.2. **Relational Evangelism**: Equip members in both areas for authentic, respectful faith-sharing within their existing social circles (neighbors, colleagues, friends). Emphasize personal invitation, especially for nominal Christians and Nones who are often receptive to friends.
- 1.3. **Community Presence**: Increase visibility through participation in local events (festivals, school functions) in both Newnan and Sharpsburg. Maintain an active, welcoming online presence.

2. Teaching the Bible (Discipleship):

2.1. Contextualized Teaching:

- 2.1.1. *Newnan*: Address questions relevant to younger, diverse audiences. Incorporate topics on navigating cultural differences biblically, finding purpose amid career/life transitions, and managing economic stress. Offer varied learning styles (discussion groups, interactive studies).
- 2.1.2. *Sharpsburg*: Address challenges unique to affluence – materialism, busyness, finding meaning beyond success, legacy. Provide robust teaching on stewardship and generosity. Offer in-depth studies appealing to a potentially highly educated audience. Address nominalism by clearly teaching core doctrines of salvation and commitment.

- 2.2. **Worldview Engagement:** Intentionally equip believers in both communities to understand and respond biblically to prevalent non-biblical worldviews like secularism, postmodernism, New Spirituality, and syncretism. Use resources like Barna studies to understand local manifestations.
- 2.3. **Life Stage Groups:** Offer small groups tailored to specific life stages prevalent in each area (e.g., young marrieds/professionals in Newnan; parenting teens, empty nesters, retirees in Sharpsburg).

3. **Helping the Community Thrive:**

3.1. **Strategic Partnerships:**

- 3.1.1. *Schools:* Build relationships with public and private schools in both areas. Offer support like volunteer tutoring, teacher appreciation, or resources for at-risk students (especially relevant in Newnan's more economically diverse context).
- 3.1.2. *Nonprofits:* Collaborate with local organizations addressing key community needs like poverty, housing instability, youth development, and senior care (e.g., Coweta Community Foundation, i58 Mission, CASA, senior centers). This builds credibility and impact.

3.2. **Addressing Social Issues:**

- 3.2.1. *Income Disparity/Poverty:* While Sharpsburg has low poverty, Newnan and parts of the county show need. Consider targeted benevolence, partnerships for job skills training, or supporting initiatives addressing affordable housing challenges.
- 3.2.2. *Community Well-being:* Engage in initiatives promoting community health, safety, and quality of life, reflecting local values. Participate in community dialogues about managing growth.

4. **Starting a New Congregation for the Unchurched:**

4.1. **Targeting the Unaffiliated (Est. 57.6% County):** Recognize this is the largest segment. Understand the distinction between "nones" (potentially more prevalent in Newnan) and nominal Christians (potentially more prevalent in Sharpsburg) and tailor approaches.

4.2. **Strategic Location & Focus:**

- 4.2.1. Consider planting *in* Newnan to reach its diverse, younger population, potentially with a multi-ethnic or language-specific focus.

- 4.2.2. Consider planting *near or within* a large Sharpsburg subdivision to reach affluent, established families, focusing on high-quality programming and deep relational connection.
- 4.3. **Ministry Model:** Explore models beyond traditional attractional church. Missional communities, house churches, or hybrid digital/physical models may effectively reach skeptics or those prioritizing authentic community over programs. Emphasize creating "safe spaces" for exploration (e.g., Alpha courses).
- 4.4. **Initial Approach:** Focus on building relationships and meeting community needs *first*. Service projects (neighborhood safety, park cleanups) are often more effective initial connection points for Nones than worship invitations. Demonstrate relevance, humility, and authenticity to overcome potential distrust of organized religion.
- 4.5. **Leadership:** Develop leaders equipped for cross-cultural engagement (especially for Newnan) and relational ministry in potentially insular affluent contexts (for Sharpsburg).

The Walking Downtown: Senoia

Senoia Community Assessment

1. Age Distribution:

- 1.1. Relatively young median age (38.0) with a significant population under 18 (21.8%), indicating a strong presence of families.
- 1.2. The 65+ population (11.4%) is currently smaller than the county average but is part of the fastest-growing age segment regionally, suggesting future ministry needs will shift.
- 1.3. *Implication:* Strong focus needed on youth, children, and young families now, with long-term planning for senior adult ministry.

2. Family Structure:

- 2.1. Predominantly family-oriented, with an average household size slightly above the county average (2.78 persons).
- 2.2. High value placed on education, evidenced by the draw of highly-rated schools.
- 2.3. *Implication:* Ministries supporting marriage, parenting, youth development, and family life are crucial for connection and relevance.

3. Socio-economic Status:

- 3.1. An exceptionally affluent community with a very high median household income (\$121,505) and per capita income (\$53,325).
- 3.2. Very low poverty rate (3.5%) within Senoia itself.
- 3.3. Extremely high homeownership rate (95.9%) indicates stability but also high cost of living.
- 3.4. *Implication:* While material poverty is low, residents likely face pressures of demanding careers, time scarcity, and potential spiritual emptiness accompanying affluence. Ministry should address stewardship, work-life balance, stress, and deeper meaning. Outreach to address poverty should focus on the wider county.

4. Culture and Ethnic Diversity:

- 4.1. Predominantly White (72.5% non-Hispanic), but experiencing gradual diversification with notable Black (16.8%), Two or More Races (7.3%), Hispanic (4.5%), and Asian (1.7%) populations.
- 4.2. Foreign-born population (7.8%) is slightly above the county average.
- 4.3. Regional trends point to increasing diversity, driven primarily by minority group growth.

4.4. *Implication:* Requires proactive cultivation of intercultural competency and intentionally welcoming environments to engage all residents.

5. Religious Background and Beliefs (based on Coweta County proxy):

5.1. A large majority (estimated 57.6%) are unaffiliated with any religious body, representing a significant mission field.

5.2. Among the affiliated, Evangelical Protestants (especially Southern Baptist and Non-denominational) are the largest group, followed by Catholics, Mainline Protestants (especially United Methodist), and Black Protestants.

5.3. *Implication:* Outreach must prioritize relational engagement with the unchurched. Existing churches represent diverse Christian traditions, offering potential partnership opportunities.

6. Community Interests and Hobbies (Inferred):

6.1. Likely strong focus on family activities, children's education, and school-related events due to demographics and school quality.

6.2. High digital connectivity (98.9% broadband) suggests significant online engagement for information, social connection, and entertainment.

6.3. Affluence may support interest in leisure activities, travel, and quality consumer experiences.

6.4. *Implication:* Engage families through school partnerships and family events. Utilize digital platforms strategically. Offer high-quality programs and events.

7. Social Values and Concerns (Inferred):

7.1. High value placed on education, safety, community stability (high homeownership), and quality of life.

7.2. Potential concerns include managing rapid growth, maintaining community character, work-life balance, and the pressures associated with high achievement and affluence.

7.3. Likely value efficiency and results, reflecting high educational and professional attainment.

7.4. *Implication:* Ministry should resonate with values of family, education, and community, while also addressing underlying pressures and offering authentic connection. Demonstrate competence and clear communication.

Strategic Plan for Local Church Engagement in Senoia:

1. Effective Gospel Outreach:

- 1.1. **Relational Focus on the Unaffiliated:** Prioritize building genuine relationships with the large unchurched population. Equip members for personal, natural faith-sharing in workplaces, neighborhoods, and social circles.
- 1.2. **Newcomer Welcome Initiative:** Develop a systematic approach to identify and welcome new residents moving into the rapidly growing community. Offer welcome packets, host newcomer events, and create clear "on-ramps" for connection.
- 1.3. **Needs-Based Community Service:** Engage in visible community service that meets tangible needs, demonstrating care and building goodwill (e.g., partnering with Title I schools in the broader county, community clean-up days, supporting local initiatives). Frame service as a practical expression of faith.
- 1.4. **Digital Outreach:** Utilize targeted social media and online content to connect with community interests and address felt needs (parenting, stress, purpose), offering pathways to further engagement. Maintain an excellent, user-friendly website.
- 1.5. **Culturally Intelligent Engagement:** Intentionally build bridges with growing ethnic minority groups. Ensure church environments are welcoming and consider culturally relevant events or small groups as appropriate.

2. Bible Teaching Approaches:

- 2.1. **Intellectually Engaging & Relevant:** Given the high educational attainment, teaching should be biblically sound, intellectually honest, and clearly connect Scripture to contemporary life issues (work, family, culture, affluence). Avoid simplistic answers; encourage thoughtful discussion.
- 2.2. **Diverse Learning Formats:** Offer teaching beyond the Sunday sermon, including small group studies, topical workshops, online courses, and Q&A forums to accommodate busy schedules and different learning styles.
- 2.3. **Focus on Application:** Emphasize practical application of biblical principles to daily life, addressing topics like stewardship, ethics in the workplace, navigating cultural pressures, marriage, and parenting.
- 2.4. **Foundational Teaching:** Provide clear pathways for those new to faith or exploring Christianity to understand core biblical doctrines and narratives in an accessible way.

3. **Helping the Community Thrive:**

- 3.1. **Strengthening Families:** Offer high-quality programs for children and youth, marriage enrichment courses, parenting workshops (addressing challenges specific to affluent, busy families), and potentially financial stewardship classes.
- 3.2. **School Partnerships:** Actively seek partnerships with local schools (especially those serving Senoia residents and potentially extending to nearby under-resourced schools). Offer support through volunteerism, mentoring, teacher appreciation, or resource drives.
- 3.3. **Fostering Connection:** Create intentional spaces and events for relationship building to counteract potential fragmentation from rapid growth. Emphasize small groups, community meals, and social gatherings.
- 3.4. **Addressing Hidden Needs:** Provide resources or referrals for counseling, mental health support, and recovery groups, recognizing that affluence doesn't preclude struggles with stress, anxiety, addiction, or relational breakdown.

4. **Starting a New Congregation for the Unchurched:**

- 4.1. **Target Audience:** Design the new congregation specifically to connect with those currently unaffiliated with any church, particularly young families and professionals who may be skeptical of or unfamiliar with traditional church structures.
- 4.2. **Missional & Relational Model:** Consider models beyond the traditional attractional church. Options include:
 - 4.2.1. *Network of House Churches/Missional Communities:* Small, decentralized groups focused on life-on-life discipleship, community service, and neighborhood engagement.
 - 4.2.2. *Service-Oriented Plant:* A community built around regular, collaborative service addressing local needs, with worship and discipleship woven in.
 - 4.2.3. *Hybrid Digital/Physical Community:* Leveraging online platforms for connection and content delivery while facilitating regular in-person gatherings for deeper community.
- 4.3. **Accessible & Authentic Style:** Emphasize authenticity, relational warmth, intellectual honesty, and practical relevance. Create environments where questions are welcomed and people can belong before they necessarily believe. Avoid insider language and assumptions.

- 4.4. **Flexible Location & Timing:** Utilize non-traditional, neutral venues (community centers, cafes, rented spaces) initially to lower barriers. Offer gathering times that accommodate busy family and work schedules.
- 4.5. **Leadership:** Recruit and develop leaders gifted in evangelism within a post-Christian context, relational discipleship, and building community from the ground up. Focus on empowering lay leaders.