



## LCEF Demographic Services

*Helping Ministries Reach Communities*

LCEF lets you tap into the same census and marketing research data Fortune 500 companies use to reach consumers, enabling you to understand and reach households in your community!

- Learn the church membership statistics for all faiths located in your county.
- Discover what the census data says about how the population in your community has changed and what the expectations are for the future.
- Know and understand the dominant lifestyles in your community—how people spend their leisure time, where they shop, what products and services they buy, what interests them, etc.
- Learn how people responded to questions about God, attending services, church preferences, and what would interest them in church.
- Acquire the names and addresses of selected households in your area based on specific demographic characteristics.
- Reach out by name to whatever demographic group is the right “fit” for the ministry program you want to promote!

**Call**

**1-800-843-5233**

**to learn how you can better understand and reach people in your community!**

**You may also visit our Web site:**

**[www.lcef.org](http://www.lcef.org)**

**and select “Services”**



**Lutheran Church Extension Fund**

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## Demographic Services



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## What Information Do You Need . . .

. . . to make the best decisions about land, buildings, staff, outreach, finances, etc.?

You could spend countless hours evaluating your ministry and still not have the accurate information you need to make good decisions.



*The Lutheran Church Extension Fund  
is ready to help.*

## Helping You Fulfill the Great Commission

All across the United States, Lutheran Church—Missouri Synod congregations, districts, and other ministries are working to set their communities “Ablaze!” with the Good News of Jesus Christ in fulfillment of the Great Commission our Lord gave to the Church.

To help in this effort, LCEF’s Demographic Services offers your LCMS congregation or organization **up-to-date population data and resources** to help you understand and reach the households in your surrounding community.

### Our experience shows:

1. Demographic information can help your ministry make informed decisions about how to expend resources to enable future ministry.
2. When you understand the lifestyles, employment, education, buying habits and other characteristics of nearby households, you are better able to reach out with ministries that meet their unique needs.

## Community Data for Defining Your Mission

When a ministry wants to reach out into a community, obtaining demographic information is a great place to start.

LCEF’s “**In Our Community**” **Demographic Study** provides your congregation or organization a comprehensive look at your surrounding community.

It will help you:

- Understand the issues facing people within reach of your ministry.
- Find out what does and doesn’t work to get their attention.
- Know expected population trends and how these could impact your membership.
- Become aware of the worship styles likely to make visitors feel most comfortable.
- Uncover unmet ministry needs.
- Define the mission field within your reach.



## Mailing List Services for Reaching Your Community

Through LCEF’s “**Neighbor to Neighbor**” **Mailing List Service**, you can purchase “targeted” mailing lists to reach the most “receptive” audience.

- Reach people likely to be drawn to your current ministries.
- Reach people likely to be drawn to a new ministry that meets previously unmet needs.
- Become a beacon of hope, support, and Christian witness in your neighborhood and community!

With the “Neighbor to Neighbor” Mailing List Service, you are communicating to the people you want to reach, saving you money—you don’t have to “blanket” your entire community with an expensive mailing.

“Neighbor to Neighbor” is available to *all* LCMS congregations, schools, and organizations.

**For more information,  
including pricing and how to order your custom  
demographic study or mailing list, call**

**1-800-843-5233**

or visit us online at  
[www.lcef.org/services/demographics](http://www.lcef.org/services/demographics)