



First Baptist Church of Kingstowne

Ministering to Millennials

Spring 2015

Outline

- ▶ Background
- ▶ Why study this stuff?
- ▶ 5 characteristics of the Millennial Generation
- ▶ How can we use this information?

Adapted from several sources, including:

The Millennials: Connecting to America's Largest Generation, by Thom S. Rainer and Jess W. Rainer (2011)

Managing Workforce Generations: Introduction to Cross-generational Employees, Skillsoft Ireland Ltd (2012)

Question

- ▶ Where do you go for advice or guidance?

Analysis of demographic cohorts

- ▶ Each generation of Americans is uniquely shaped by the factors around it
 - ▶ Attitudes
 - ▶ Priorities
 - ▶ Values
 - ▶ Behaviors
- ▶ Conclusions can be drawn based on scientific studies and statistical analyses
- ▶ These conclusions are generalizations driven by statistical distributions
 - ▶ Not necessarily true for all individuals
 - ▶ Do not stereotype

One Definition of Generational Cohorts

Cohort	Birth Year
G.I. Generation	1904-1924
Silent Generation	1925-1945
Boomer Generation	1946-1964
Gen X	1965-1979
Millennial Generation	1980-2000

Why study this stuff?

- ▶ Helps us understand more clearly, communicate more effectively, and work together more efficiently
 - ▶ Inwardly (with those within the church)
 - ▶ Outwardly (with those outside the church)
- ▶ Enables us to modify our ministry methods and tactics, *when appropriate*

Question

- ▶ Where do you go for advice or guidance?

Six out of ten Millennials said they look to their parents for advice or guidance.

Nine out of ten Millennials said their parents had a positive influence on them.

The Millennials

- ▶ Let's look at four characteristics of the Millennials
- ▶ Jot down any insights or possible applications that occur to you
- ▶ We'll compare notes as we go along, and at the end

#1: They are relational

- ▶ They remain connected to parents
- ▶ They have tremendous respect for older generations
- ▶ They want to be mentored
- ▶ They are committed to marriage
- ▶ They are immersed in their kids lives
- ▶ They are connected to (and through) networks of friends

#2: Diversity is a norm, not an issue

- ▶ Racial diversity
- ▶ Ethnic diversity
- ▶ Lifestyle diversity
- ▶ Sexual diversity

#3: They are determined to make an impact for the future

- ▶ Optimistic – high self-esteem, assertive, self-confident
- ▶ Well-educated
- ▶ Realistic about expectations
- ▶ Work/life *integration* – blur the lines between work and non-work
- ▶ Conflicted about money – generally see it as a means to other things

#4: They are ambivalent about religion

- ▶ Three out of four say they are “spiritual but not religious”
- ▶ Most are unable to define what they believe
- ▶ Perceive organized religion as divisive and counterproductive
- ▶ Do have strong moral convictions and a sense of civic duty
 - ▶ Very concerned about fairness, equal rights for all persons
 - ▶ Know they’ve received a lot, feel the need to give back a lot
 - ▶ Government should do more to solve people’s problem
- ▶ Common characteristic among believing Millennials: frustration about those with a lukewarm faith

Connecting with Millennial Christians (from Ranier and Ranier)

- ▶ Become radically committed to the community
 - ▶ The community is a place where Christians are called to serve and minister, not a place where prospects could be found
- ▶ Go deep in biblical teaching
- ▶ Love the nations
- ▶ Direct revenue outwardly
- ▶ Demonstrate transparency, humility, and integrity

Reaching non-Christian Millennials (from Ranier and Ranier)

- ▶ Remember the indifference factor
- ▶ Unleash the simple power of inviting
- ▶ Connect Boomer parents with Millennial children
- ▶ Demonstrate the deep meaning of following Christ
- ▶ Demonstrate concern for others
- ▶ Demonstrate transparency, humility, and integrity