

Reaching the Millennials

Course 1: Learning More about the Millennials

Session 2: Millennials, Money, and Technology

- **Income:** Millennials are poorer.
 - Tuition at colleges has tripled since 1980 (even after adjusting for inflation)
 - Millennials have shed debt at a quicker rate than other generations... but only because they have fewer homes and cars than previous generations at their age.
 - Household income has risen 4 times more quickly with the older generations than with Millennials.

- **Technology:** The paradox of technology
 - Technology (cell phones, social media) connects us like a network.
 - But it also means we must work *harder* for relationships.
 - Tech revolution has created a culture of individualism, which means specialized relationships.

- **Implications for church**
 - Third place, church once was the hub of community, now it's Starbucks
 - Church: Get used to people using technology in the church ("open your Bibles" vs. "turn on your Bibles")

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Course 2: Race, Ethnicity, Church Life, and the Millennials

Session 1: The Changing Racial and Ethnic World of the Millennials

- **Race:** One of our deepest and most enduring wounds.
 - Will Millennials begin the healing process?
 - America will NOT become colorblind in a generation, but much less tension...
 - By 2042, the US will become minority white.
 - Builders came of age when the US was 87% white.
 - Gen Z will grow up in a minority white US.
 - The new norm = ethnic diversity
 - In 1960, 1 marriage in 1,000 was between white and black person)
 - Today, 1 marriage in 6 is between ethnicities (by the time Gen Z marries, it will be 1 in 3).

1. We have to have an open door.
2. We have to embrace other ethnicities in service and ministry roles.
3. They must be in leadership roles

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Course 2: Race, Ethnicity, Church Life, and the Millennials

Session 2: Church Life—Where Are the Millennials?

- Those claiming “Christian” dropped from 78% in 2007 to 70% today. (*he says, “first thing you should know,” so I’m assuming it would be good for a lower third*)
- 85% of the Silent generation were “Christian”
- Only 56% of Millennials claim the label, “Christian”
- The “Nones” (those claiming no religious affiliation) are now 23% of the population.
- Evangelicals are attending church at greater rates than at any point in the last 40 years.
- Nominal (or cultural) Christianity is dying. Historically, “Christian” was normal. Nominals are simply becoming “nones.”
- Multi-campus is a *must* for churches to grow (Millennials will push back against 1,000-seat sanctuaries)
- HUGE potential for REPLANTS in *urban* areas; HUGE potential for mergers.
- Many Millennials are going to be attracted to the smaller churches

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Course 3: Millennials, Dropouts, and Generation Gaps

Session 1: Millennial Dropouts

70% of **Millennials** that leave the church will do so between the ages of 18 and 22; 30% return eventually, but at what cost?

Top reasons why Millennials leave

1. Simply wanted a break from church.
2. Church members seemed judgmental or hypocritical.
3. Moved to college and stopped attending church.
4. Work responsibilities prevented me from attending.
5. Moved too far away from the church to continue attending.
6. Became too busy, though still wanted to attend.
7. Didn't feel connected to the people in my church.
8. Disagreed with the church's stance of political or social issues.
9. Was only going to church to please others.

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Course 5: What Leaders Need to Know about Millennials: 10 Critical Issues

Session 1: Issues 1-5

1.They desire integrity among leaders

2. Transparency

3. Mentors

4. Opportunity

5. Shoot straight

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Course 5: What Leaders Need to Know about Millennials: 10 Critical Issues

Session 2: Issues 6 -10

6. Team leadership

7. Transformational leadership

8. Correction

9. Understanding God’s forgiveness

10. Joy

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Conclusion: What’s the future with Millennials?

- Institutional loyalty will *not* come first with Millennials.
- Millennials will lean towards societal or purposeful giving
- Looking for connections and community
- They are not gospel negative or receptive. They are gospel neutral.
- The power of invitations
- The Millennial Christians tend to be high-commitment Christians
 - Majoring on minors will drive the Millennials away
 - Church bickering will drive them away
 - Programs without clear purposes will drive them away
 - Churches are becoming increasingly the dying versus the thriving

For the sake of the Gospel, let’s be among the thriving churches reaching the Millennials.
