Ministry to Millennials

Millennials are the largest population in the USA currently. Who are they? What is their worldview? How are they impacting the church? What must leaders do now and in the future to embrace and reach them?

I

Who are the millennials?

G.I. Generation (1904–1924) 59.6 million (live births)
Silent Generation (1925–1945) 55.4 million
Boomer Generation (1946–1964) 75.9 million
Gen X (1965–1979) 51.5 million
Millennial Generation (1980–2000) 77.9 million

II

How do millennials see the world?

They Are Hopeful

They Are Relational

They Are Learners

They Are Looking Less to Religion

Outliers:

They want a connected family.

They want parental involvement.

They are diverse.

They believe they can make an impact for the future.
They are not workaholics.

They want a mentor.

They are green but not that green.

They communicate unlike any other generation.

They are not religious.

(See the supplement)

III

How are they impacting the church?

They Are Looking Less to Religion

They are not religious.

- They are spiritual.

IV

What must leaders do now and in the future to embrace and reach them?

Leadership leaves a deposit in the next generation! Psalm 71:17-18

Psalm 71:17 O God, thou hast taught me from my youth: and hitherto have I declared thy wondrous works. 18 Now also when I am old and gray-headed, O God, forsake me not; until I have shewed thy strength unto this generation, and thy power to everyone that is to come.

- Authentic maturity depends on the timing of what young people are exposed to as they grow and on the leadership styles of adults in their lives.

Children mature at different paces and need certain messages at specific times along the way if they are to become the best versions of themselves they can be.
Timing can be **everything**.

For instance, during their first eight to nine years of life, specific messages should have been sent their way:

“You are loved.”
“You are unique.”
“You have gifts.”
“You are safe.”
“You are valuable.”

“But once that message is established, maturation means they must embrace a world much larger than themselves—one that doesn’t revolve around them.”

The r**ites** of p**assage** occur when an emerging (young) adult receives and embraces new messages:

“Life is difficult.”
“You are not in control.”
“You are not that important.”
“You are going to die.”
“You are not that important.”

*Excerpt From: Elmore, Tim. “Artificial Maturity.”*

• Those five statements were created by Richard Rohr as a list he calls “Five Messages of Initiation” into adult life.

**IV**

**Actions items:**

• *Let’s lead the next generation into maturity and purpose.*

• *Let’s build the next generation of leaders.*

• *Let’s give the appropriate messages at the appropriate time.*

• *Let’s build community though transformational servant leaders.*
Workshop Overview: Supplement

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1) Life Is Better In Disorder
In the past, it was all about the expected progression in life — get engaged, married and then furnish your home. Not anymore! Erica told us that she “wanted a red KitchenAid for her 26th birthday and her mother said absolutely not, that belongs on a wedding registry.” So Erica bought one for herself, with no ring and no boyfriend, and didn’t think twice about it.
Then there’s Tanya, who didn’t wait until she and her fiancé lived in the same state to get married: “We’ve been married 2 years now, together for 13, and still live in different cities. I’d say we did things in an unusual order.”

Bottom Line: As marketers, we need to mix things up. And make it interesting.

2) Better Together
It means that, “we are a group of collaborators because sharing is in our blood,” Laura explained. Because being together is sometimes worth more than rising to the top alone: Co-creators are more valuable than a single CEO. It’s because we’ve been told to work as a group since kindergarten, which means we’ve taken sharing to a whole new level.
“Soon we won’t own anything — it’ll be a share-it, borrow-it, rent-it world,” because as Eduardo points out, we don’t need money to buy all the means you need in life.

Bottom Line: We, as builders and creators of brands, have the opportunity to bring people together and create something bigger. We need to offer collaborative solutions.
3) Success Is Not Measured In Dollars
Grif assumed that “it seemed like a completely rational decision to leave a high-paying job in NY and move to build a school in Kyrgyzstan.” Money is only one way to evaluate a job. Being the wheel and not the cog can be worth much more.

**Bottom Line:** As retailers, marketers and CEO’s, we need to realize that emotional challenges and rewards will inspire just as much as the number on a paycheck. We just need to give this generation the opportunities they desire.

4) Real Deals Are Free
They’re not entitled, they just expect the price to be right. “I think anyone who pays full retail for anything is dumb,” Emma says. Because we pride ourselves to search and not to settle. And furthermore, Emma declares that sometimes price tags just don’t belong —“tampons should be government subsidized.” There are just certain things at this point that should just be free.

**Bottom Line:** If we can give a little, we will likely get a whole lot more from this generation

5) The Life of Luxury Doesn’t Have To Wait
They don’t scrape by on ramen and they eat like kings with no regrets. Lindsay told us: “My dad says he doesn’t give us money because we’d eat it, but what he doesn’t get is that expensive meals aren’t just about food; expensive meals are bigger than what you eat, they’re priceless.” Lindsay says that we’ve turned simple sustenance into an opportunity for wisely spent indulgence, and yes Dad we do eat our money, but it tastes delicious.

**Bottom Line:** Just because this generation historically has not been consumers of high-end retail doesn’t mean they are not taking the time and sacrificing other elements in their life to enjoy it today.
6) They Have No Intentions Of Waiting For The World To Come To Them
It means *Eat Pray Love* isn’t just a book, it’s their standard for how they travel. And they will travel, because Andreina says, “You don’t need money to see the world, it’s called couchsurfing.com.”

**Bottom Line:** When it comes to this generation they are not going to wait. They are not going to settle. They are not going to do ‘the right thing’. They are going to do what works for them.

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Book list 2016

**Millennials** Thom Rainer and Jess Rainer

**Reaching People under 40 While Keeping People Over 60** Hammett Edwards

**Artificial Maturity** Tim Elmore

**Culture Shock** - Chip Ingram

**10 Tsunamis Impacting Ministries** Daniel Cook