

Church
ExecutiveTM

HELPING LEADERS BECOME BETTER STEWARDS.

horizons

STEWARDSHIP

***10 Lit Ways to Engage with Millennials
in Ministry & Giving***

Wednesday, September 19, 2018

Moderators:

Judi Victor

CEO

Church Executive Magazine



RaeAnn Slaybaugh

Editor in Chief

Church Executive Magazine



About

Church
Executive™

Our Partner:

horizons

S T E W A R D S H I P

Presenters:

Kristine Miller, CFRE

Partner & Senior Vice President



Len Wilson

Creative & Communications Director

St. Andrew UMC (Plano, Texas)





What's a Millennial?

- Largest generational cohort ages 22-37
- Strauss and Howe generational theory

Key events

September 11, 2001

Election of first black President

Children viewed as “special”

Technological advancements

Coming of age during recession

1. The struggle is real.

TRANSLATION: IT'S HARD BEING AN ADULT.
#ADULTING

- **Came of age during worst economic time since Great Depression**
- **Economic challenges of recession and student loan debt**



2. Preach!

TRANSLATION: I AGREE!

- Millennials are intrinsically motivated
- They need to believe in what's happening and care about it. Engagement.
- May be an age and stage characteristic--Gen Xers were into "authentic" too

3. On fleek

TRANSLATION: PERFECTLY ON POINT

- To connect with Millennials stay on point - focus on what matters
- Demonstrate the fruit—not focus on the seed



4. YOLO

TRANSLATION: YOU ONLY LIVE ONCE

- It's all about the experience
- **Work/Life Balance-Telework**

5. FOMO

TRANSLATION: FEAR OF MISSING OUT

- **Constant connectivity through technology**
- **24/7 relationship building**
- **Information travels fast**
- **JOMO**





6. Mobile is a thing.

TRANSLATION: DIGITAL NATIVES

- **Mobile is primary and assumed, not just part of the mix**
- **Technology seen as a commodity**



7. Insta-worthy

TRANSLATION: HOW MANY LIKES WILL IT GET ON INSTAGRAM?

- Everything is over the top—altered state of reality
- They're used to barrage of social media
- Need to create moments of impact

8. Get woke

TRANSLATION: WAKING UP TO WHAT MATTERS

- **Linear discipleship model no longer works**
- **Educate each other on Millennials' passions**
- **Stay attentive to society's woke moments**





9. #blessed

TRANSLATION: THEY UNDERSTAND THE BLESSINGS OF THEIR GENERATION

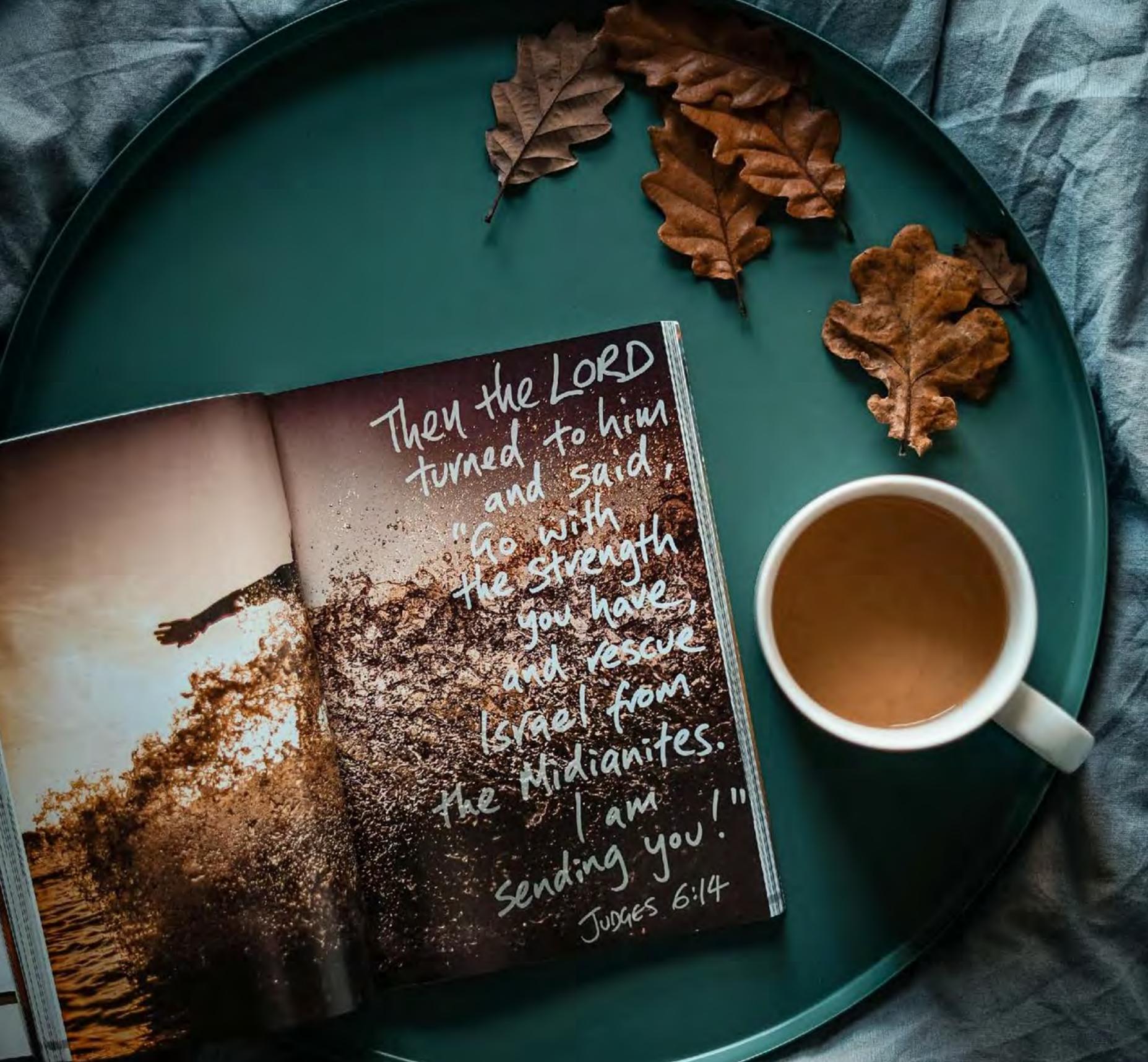
- **The first half of the generational cohort is moving into parenthood**
- **There's a strong desire to do parenting "right".**
- **Focus on the needs of young families**

10. Squad goals #goals

TRANSLATION: I WANT TO BE A PART OF THAT

- Eager for their voices to be heard
- Engage Millennials in (non-traditional) community
- Provide a seat at the table





BONUS

11. You do you

TRANSLATION: LIVE YOUR AUTHENTIC LIFE

- Grown up with acceptance of others
- Live into your strengths and unique passion and calling
- Don't come see us, go be with them in community

A crowd of people is seen from behind, holding up large, glowing white symbols against a dark city skyline at night. On the left, a large cross is held up, and on the right, a large heart is held up. The scene is dimly lit, with the primary light source being the symbols and the city lights in the background. The overall mood is one of collective expression or protest.

Questions?

Thank you for attending!

Church
Executive[™]

HELPING LEADERS BECOME BETTER STEWARDS.

horizons

STEWARDSHIP

This webinar will be posted at: www.churchexecutive.com/webinars