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Reaching Millennials & Generation Z



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How to Stay Relevant: Rick Warren at TEDxOrangeCoast



How Can The Church Reach Them?





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The Elephant in the Room

Millennials

“Relevant Thinking”

Address current, important and relevant issues (Speed of Change)

Churches choose to be irrelevant when they do not address the “big” issues in culture

If Jesus is real and the Bible is true, then we should have a perspective on every issue in culture

Generation Z

“Relevant Being”

Engage culture as you live the life of Christ (Speed of Change)

Churches choose to be irrelevant when they simply “steal” the current trends in the culture

If Jesus is real and the Bible is true, then our individual lives can impact the culture around us



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Familiarity with Christianity

Millennials

“Trans-Christian”

Christianity seems undesirable due to hypocrisy and personal experience promotion¹

Method is Key

Must be encouraged by seeing who Jesus really is in the local church

Generation Z

“Post-Christian”

Christianity is unfamiliar because it is no longer dominant or pure in culture²

Method is Key

Must be educated about who Jesus is by the local church

¹ – <https://www.thegospelcoalition.org/article/ministering-to-millennials-in-a-secular-age/>

² – <https://factsand Trends.net/2017/09/29/10-traits-of-generation-z/>

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Digital Understanding

Millennials

“Digital Pioneers”

Technology has novelty as its evolution
was experienced¹

Application > Appearance

Interfacing with technology must serve a
purpose

Generation Z

“Digital Natives”

Technology is not novel, but rather
essential to life²

Think digitally

Use a platform – Learn a platform

¹ – <https://blog.cccctech.com/the-prepared-millennial/>

² – <https://factsandtrends.net/2017/09/29/10-traits-of-generation-z/>

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