The Great Opportunity
Research

- Religious Landscape Study produced by the Pew Research Center (2007 and 2014)
- Baylor Religion Survey (2007-2001)
- Public Religion Research Institute (2016)
- Gallup Annual Religion Surveys (1992-2016)
- Barna
- Lutheran Campus Ministry (LuMin) Study
What is Going on Now?

How would you define the reality of our church’s health and or ministry with young people?
Assuming Trends continue, roughly 35 million young people who were raised in Christian households will leave the faith. This is over one million young people for the next 30 years (2050) will leave their faith community.
DOES IT MATTER?
Millennials – Generation Y

• Born between 1981-1996 (the oldest are turning 38 this year)
• 9/11 Shadows of War
• Political Polarization
• Most racially diverse adult generation
• Technology/social media/connected
• Labeled by lazy, entitled, self obsessed, open minded, liberal, self expressive, passionate about equality, collaborative, values matter
• Multi-taskers
• What they are doing is important and making a difference
• Not willing to sacrifice their personal life to advance their careers
• 50% believe in God – 38% Religion is very important
16% not important at all
Millennials
## US Adults' Social Platform Use, by Demographic Group

<table>
<thead>
<tr>
<th>% of US adults who use:</th>
<th>YouTube</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Pinterest</th>
<th>Snapchat</th>
<th>LinkedIn</th>
<th>Twitter</th>
<th>WhatsApp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>73%</td>
<td>68%</td>
<td>35%</td>
<td>25%</td>
<td>27%</td>
<td>25%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Men</td>
<td>75%</td>
<td>62%</td>
<td>30%</td>
<td>16%</td>
<td>23%</td>
<td>25%</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Women</td>
<td>72%</td>
<td>74%</td>
<td>39%</td>
<td>41%</td>
<td>31%</td>
<td>25%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>White</td>
<td>71%</td>
<td>67%</td>
<td>32%</td>
<td>32%</td>
<td>24%</td>
<td>26%</td>
<td>24%</td>
<td>14%</td>
</tr>
<tr>
<td>Black</td>
<td>76%</td>
<td>70%</td>
<td>43%</td>
<td>23%</td>
<td>36%</td>
<td>28%</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>78%</td>
<td>73%</td>
<td>38%</td>
<td>23%</td>
<td>31%</td>
<td>13%</td>
<td>20%</td>
<td>49%</td>
</tr>
<tr>
<td>Ages 18-24</td>
<td>94%</td>
<td>80%</td>
<td>71%</td>
<td>31%</td>
<td>78%</td>
<td>25%</td>
<td>45%</td>
<td>25%</td>
</tr>
<tr>
<td>Ages 25-29</td>
<td>88%</td>
<td>82%</td>
<td>54%</td>
<td>30%</td>
<td>54%</td>
<td>34%</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>Ages 30-49</td>
<td>85%</td>
<td>78%</td>
<td>40%</td>
<td>34%</td>
<td>26%</td>
<td>33%</td>
<td>27%</td>
<td>32%</td>
</tr>
<tr>
<td>Ages 50-64</td>
<td>68%</td>
<td>65%</td>
<td>21%</td>
<td>26%</td>
<td>10%</td>
<td>24%</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>Ages 65+</td>
<td>40%</td>
<td>41%</td>
<td>10%</td>
<td>15%</td>
<td>3%</td>
<td>9%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>HHI: &lt;$30k</td>
<td>68%</td>
<td>66%</td>
<td>30%</td>
<td>20%</td>
<td>23%</td>
<td>13%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>HHI: $30-50k</td>
<td>78%</td>
<td>74%</td>
<td>42%</td>
<td>32%</td>
<td>33%</td>
<td>20%</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>HHI: $50-75k</td>
<td>77%</td>
<td>70%</td>
<td>32%</td>
<td>34%</td>
<td>26%</td>
<td>24%</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>HHI: $75k+</td>
<td>84%</td>
<td>75%</td>
<td>42%</td>
<td>39%</td>
<td>30%</td>
<td>45%</td>
<td>32%</td>
<td>28%</td>
</tr>
<tr>
<td>High school or less</td>
<td>65%</td>
<td>56%</td>
<td>29%</td>
<td>18%</td>
<td>24%</td>
<td>9%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Some college</td>
<td>74%</td>
<td>71%</td>
<td>36%</td>
<td>32%</td>
<td>31%</td>
<td>22%</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>College+</td>
<td>95%</td>
<td>67%</td>
<td>42%</td>
<td>40%</td>
<td>26%</td>
<td>50%</td>
<td>32%</td>
<td>29%</td>
</tr>
<tr>
<td>Urban</td>
<td>80%</td>
<td>75%</td>
<td>42%</td>
<td>28%</td>
<td>32%</td>
<td>30%</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>Suburban</td>
<td>74%</td>
<td>67%</td>
<td>34%</td>
<td>31%</td>
<td>26%</td>
<td>27%</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Rural</td>
<td>59%</td>
<td>58%</td>
<td>25%</td>
<td>20%</td>
<td>18%</td>
<td>13%</td>
<td>17%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Published by MarketingCharts.com in March 2018 | Data Source: Pew Research Center

*Based on telephone surveys conducted in January 2018 among a national sample of 2,002 adults (18+)*

---

Evangelical Lutheran Church in America
God's work. Our hands.
Social Media Factor:

- Equal across demographics
- Constant communication
- Information overload
- Exposed to a variety of cultural influences
Generation Z

- Social
- Authentic
- Collaborative
- Unique
- In Control
- Self-Reliant
- Inclusive
Gen Z – I Generation

• Born between mid 1997 and the mid 2015
• 69 and 70 million children and teens, the largest generation in American history
• Half of Gen Z is nonwhite
• Digital Natives - 98% own a smartphone
• Highly inclusive and individualistic, diverse, open minded, and sensitive to others' feelings and experiences
• Assorted views on gender and identity – they create “safe spaces” where each person can be themself
• Concerned about financial security and their security
• Most racially, religiously, and sexually diverse generation in American history.
• Don’t feel family relationships are central to their sense of self
• Don’t believe a Faith community is important but say they are spiritual
Religious Identity by Generation

U.S. Religious Identity 2018
Which of the following best describes your religious faith?

- Christian (non-Catholic)
- Agnostic
- Catholic
- Atheist
- Other faith
- None of these

Gen Z: 42% Christian (non-Catholic), 17% Agnostic, 8% Catholic, 13% Atheist, 14% Other faith, 7% None of these
Millennials: 44% Christian (non-Catholic), 21% Agnostic, 5% Catholic, 8% Atheist, 15% Other faith, 7% None of these
Gen X: 43% Christian (non-Catholic), 22% Agnostic, 5% Catholic, 7% Atheist, 17% Other faith, 6% None of these
 Boomers: 48% Christian (non-Catholic), 27% Agnostic, 5% Catholic, 4% Atheist, 5% Other faith, 5% None of these
Elders: 51% Christian (non-Catholic), 24% Agnostic, 4% Catholic, 24% Atheist, 6% Other faith, 9% None of these

“I ask not only on behalf of these, but also on behalf of those who will believe in me through their word, that they may all be one. As you, Father, are in me and I am in you, may they also be in us, so that the world may believe that you have sent me. The glory that you have given me I have given them, so that they may be one, as we are one, I in them and you in me, that they may become completely one, so that the world may know that you have sent me and have loved them even as you have loved me. Father, I desire that those also, whom you have given me, may be with me where I am, to see my glory, which you have given me because you loved me before the foundation of the world.

“Righteous Father, the world does not know you, but I know you; and these know that you have sent me. I made your name known to them, and I will make it known, so that the love with which you have loved me may be in them, and I in them.”  John 17:20-26
6 Core Commitments
Keychain Leadership

• Sharing Power with the Right People at the right time?
• Instead of centralizing authority, empower others – especially young people
Empathy

• Empathize with young people today: instead of judging or criticizing, step into the shoes of this generation.

• Study Gen Z and Millennials

• Go to where they are and listen. Don’t try and fix or tell them when I was your age...

• “Empathy fuels connection; sympathy drives disconnection”
Tell Me More
Take Jesus’ Message Seriously

- Welcome young people into a Jesus centered life
- Doubt, death, hope, fear, struggles - all topics of Jesus and all topics young people need to hear along with the message of resurrection and hope.
- Talk about LIFE rather than Heaven
- Create Onramps for young people in your community - saving for college, Health,
- Don’t be afraid to study the Bible – all of it!
Create a Warm Community

Young people are not looking for a hipper Christianity....
We’re looking for a truer Christianity a more authentic community.
No coffee shops or fog machines required.

Rachel Held Evans
What made you want to be involved in this community of faith?

- **Home pastor encouraged me to get involved**: 40% extremely important
- **My parents/family wanted me to get involved**: 37% extremely important
- **A friend invited me**: 34% extremely important
- **Advocacy work about important topics/issues**: 33% extremely important
- **Being involved with service work**: 23% extremely important
- **The campus pastor or ministry leader**: 22% extremely important
- **I wanted to participate in a Lutheran ministry**: 21% extremely important
- **Growing in my faith**: 21% extremely important
- **Experiencing community**: 20% extremely important
- **Having conversations about interesting topics**: 19% extremely important
- **Being involved with very important topics/issues**: 19% extremely important
- **Extremely important**: 18% extremely important
Prioritize Young People

• How many young people are on your calendar?
• Give them Opportunities
• Think outside your church walls and needs.

This cannot be a strategy – it is a way of church.
What kept you in this community?

- LCM provides a welcoming, inclusive, safe space
- Students have important roles in the leadership of LCM
- LCM has had a significant impact on my life
- LCM provides meaningful service to people in need
- LCM is effective at reaching out to the campus community
- LCM has helped me through a difficult time in my life
- LCM has helped me determine my life direction and career

**Agree strongly**

- 83% (50%)
- 50% (37%)
- 49% (35%)
- 37% (43%)
- 22% (46%)
- 34% (27%)
- 5% (23%)
Be the Best Neighbors

• Enable young people to neighbor well outside of the walls of the church
www.churchesgrowingyoung.com