



How To Reach Millennials

SUMMERDALE CHURCH OF CHRIST

Preacher's Forum (12-14-15)

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Introduction: As ministers we are learning that the “millennials” (1984-2002) are becoming increasingly distant from the rest of the flock. We are watching them leave the church and it’s hard to win them back. Evangelism for millennials is also very challenging. What are we doing to keep them engaged and involved in the work of the church? What are we doing to reach out to the millennials in our community? In this lesson we will discuss some steps we could take to reach millennials.

Discussion:

STEP #1 – Our Approach Must Be Real (John 4:1-30, I Corinthians 13:1-13, Ephesians 4:15)

- ⇒ We need to focus on relationships.
- ⇒ We need to establish genuine trust.
- ⇒ We need to share our story.
- ⇒ We need to be receptive.
- ⇒ We need to be less judgmental.
- ⇒ We need to understand culture.
- ⇒ We need to speak the truth in love.

STEP #2 – Our Application Must Be Relevant (Matthew 5-7, Matthew 28:18-20, I Corinthians 9:22-23)

- ⇒ We need to see/meet their needs.
- ⇒ We need to use technology.
- ⇒ We need to be aware new trends.
- ⇒ We need to use lots of illustrations.
- ⇒ We need to ignore stereotypes (PC).
- ⇒ We need to break down barriers.
- ⇒ We need to share biblical solutions.

STEP #3 – Our Activity Must Be Radical (Matthew 25:31-46, Ephesians 4:11-16, James 4:17)

- ⇒ We need to practice discipleship.
- ⇒ We need to do kingdom work.
- ⇒ We need to work together.
- ⇒ We need to be servant driven.
- ⇒ We need to emphasize ministry.
- ⇒ We need to “be” the church.
- ⇒ We need to use ALL our talents.

STEP #4 – Our Assurance Must Be Resolute (Hebrews 11:1, II Timothy 3:16-17, II Peter 1:20-21)

- ⇒ We need to talk about hope & faith.
- ⇒ We need to speak with clarity.
- ⇒ We need to focus more on Jesus.
- ⇒ We need to preach with purpose.
- ⇒ We need to emphasize education
- ⇒ We need to teach effectively.
- ⇒ We need to argue/debate less.

Conclusion: The book “Sticky Faith” by Dr. Kara E. Powell offers additional ideas to help to close the age gap. That book encouraged churches to build a “sticky faith” even though it is a complex process. There is no silver bullet...no magic wand...no red pill...no how-to book...no mind tricks...and no program to fix this problem. However, these four steps can help us to reach millennials. On the next page I will post links to additional materials. Let’s work hard to reach the millennials in our communities and keep the millennials in our church family. May God bless our work in the kingdom.

5 Reasons Millennials Stay Connected to Church

<https://www.barna.org/barna-update/millennials/635-5-reasons-millennials-stay-connected-to-church>

5 Things Millennials Wish the Church Would Be

<https://www.exponential.org/5-things-millennials-wish-the-church-would-be/>

How to Effectively Reach and Retain Millennials

<http://www.christianitytoday.com/edstetzer/2014/september/how-to-effectively-reach-and-retain-millennials.html>

The Unexpected Things Millennials Want in Church

<http://www.relevantmagazine.com/god/church/unexpected-things-millennials-want-church#M6dcs5hHhuieZRZk.99>

How to Reach and Lead the Millennials

<http://churchexecutive.com/archives/how-to-reach-and-lead-the-millennials>

What Millennials Want When They Visit Church

<https://www.barna.org/barna-update/millennials/711-what-millennials-want-when-they-visit-church>