

Millennials: Why the Next Generation Will Change the Way We Do Missions

GENERATION

THE MILLENNIALS

Introduction
The Millennials are the first generation to be born into a world of digital technology. They are the first generation to be born into a world of global connectivity. They are the first generation to be born into a world of social media. They are the first generation to be born into a world of...
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Millennial Values
Millennials value authenticity, transparency, and social responsibility. They are more likely than previous generations to support organizations that demonstrate a commitment to social and environmental issues. They are also more likely to support organizations that are open and honest about their financial performance and their impact on the world.
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America's Living Generations

Generation	Approx. Birth Years	Approx. Population (Millions)
Baby Boomers	1946-1964	75
Generation X	1965-1980	75
Millennials	1981-1996	80
Generation Z	1997-2012	75
Generation Alpha	2013-2028	75

Millennial Career
Millennials are more likely than previous generations to work for organizations that offer flexible work schedules, professional development opportunities, and a strong sense of community. They are also more likely to work for organizations that are socially responsible and have a positive impact on the world.
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Millennial Education
Millennials are more likely than previous generations to attend college and to graduate from college. They are also more likely to attend college in a foreign country or to attend college online. They are also more likely to attend college for a shorter period of time or to attend college part-time.
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Millennial Technology
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Introduction
The Millennials are the first generation to be raised in a digital world. They are the first generation to be raised in a world where the internet is always on, and where social media is a constant presence. This has shaped their worldview and their expectations of the world around them.

Millennials and the Church
The Millennials are a generation that is more likely to be church members than previous generations. However, they are also more likely to be disaffected with the traditional church. They are looking for a church that is more relevant, more authentic, and more focused on social justice.

America's Living Generations

Generation	Birth Year Range	Approx. Population (Millions)
Silent	1928-1945	70
Baby Boomer	1946-1963	75
Generation X	1964-1980	65
Millennial	1981-1996	75
Generation Z	1997-2012	65

Millennial Values
Millennials value authenticity, transparency, and social justice. They are more likely to support causes that are socially and environmentally responsible. They are also more likely to be active in their communities and to volunteer their time.

Millennial Challenges
Millennials face a number of challenges, including student debt, a competitive job market, and a lack of affordable housing. These challenges are shaping their worldview and their expectations of the world around them.

How Millennials Will Change the Church
Millennials will change the church in a number of ways. They will demand more transparency and authenticity from church leaders. They will also demand more social and environmental responsibility from the church. Finally, they will demand more relevance and engagement from the church.

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GENERATIO



Things are changing....

“The children now love luxury; they have bad manners, contempt for authority; they show disrespect for elders and love chatter in place of exercise. Children are now tyrants, not the servants of their households. They no longer rise when elders enter the room. They contradict their parents, chatter before company, gobble up dainties at the table, cross their legs, and tyrannize their teachers.”

Socrates (469-399 BC)

... up quantities at the
...rannize their teache

Socrates (469-399 BC)



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mil·len·nial

/miˈlenēəl/ 

noun

plural noun: **millennials**; plural noun: **Millennials**

a person reaching young adulthood around the year 2000; a Generation Yer.
"the industry brims with theories on what makes millennials tick"



Definition of Generations

A generation can be defined as a society-wide peer group, born over a period roughly the same length as the passage from youth to adulthood (in today's America, around twenty or twenty-one years), who collectively possess a common persona. The length need not always be the same. A generation can be a bit longer or shorter, depending on the coming-of-age experience and the vagaries of history. Of the nine American generations born over the past two centuries, none has been less than seventeen years or longer than twenty-four years in length.

Generational shifts are like the tide. They are predictable and only rarely harmful.



WHAT IF I TOLD YOU

**THIS HAS BEEN SAID ABOUT
EVERY GENERATION EVER**

America's Living Generations

Author	Generation	Birth Years	Influences
<i>The next America: Boomers, Millennials, and the Looming Generational Showdown</i> by Paul Taylor	Silent Generation	from 1928 to 1945	Conservative and conformist, Silents are uneasy with the pace of demographic, cultural, and technological change. Icons: Clint Eastwood, Neil Armstrong, Marilyn Monroe, Tom Brokaw, Hugh Hefner.
	Baby Boomers	from 1946 to 1964	Led the countercultural upheavals of the 1960s. Now on the front stoop of old age, Boomers are gloomy about their lives, worried about retirement. Icons: Bill and Hillary Clinton, George W. Bush, Barack Obama, Steve Jobs, Tom Hanks.
	Generation X	from 1965 to 1980	Savvy, entrepreneurial loners. Distrustful of institutions, especially government. Children of the Reagan revolution – and the divorce revolution. More comfortable than their elders with an increasingly diverse America. Icons: Quentin Tarantino, Will Smith, Adam Sandler, Tiger Woods, Robert Downey Jr.
	Millennials	after 1980	Empowered by digital technology; coddled by parents; respectful of elders; slow to adulthood; conflict-averse; at ease with racial, ethnic, and sexual diversity; confident in their economic futures despite coming of age in bad times. Icons: Mark Zuckerberg, Lena Dunham, LeBron James, Carrie Underwood, Jennifer Lawrence, Lady Gaga.
Author	Generation	Birth Years	Influences
<i>Global Mission Handbook</i> by Steve Hoke and Bill Taylor	Builders	1945 or earlier	Experienced World War II, the Cold War, the beginning of the civil rights movement
	Boomers	from 1946 to 1964	Experienced the Vietnam War, Watergate, the civil and women's rights movements
	Generation X	from 1965 to 1976	Experienced the Reagan presidency, the collapse of the Soviet Union and the Berlin Wall, the advent of HIV/AIDS, globalization
	Millennials	from 1977 to 1994	Experienced the tsunami, the presidencies of Clinton, Bush and Obama, 9/11, terrorism, the Iraq War, hurricanes Katrina and Ike
Author	Generation	Birth Years	Influences
<i>Millennials and Mission: A Generation Faces a Global Challenge</i> by Jim and Judy Paymo	G. I. Generation	from 1901 to 1926	
	Silents	from 1927 to 1945	deferred to the G. I. generation – All about rights
	Baby Boomers	from 1946 to 1964	<ul style="list-style-type: none"> Save the world revolutionaries of the 1960s Self-improvement partiers of the late 70s and 80s All about values
	Generation X	from 1965 to 1981	All about survival
	Millennials	from 1982 to 2000	All about action
Author	Generation	Birth Years	Births
<i>The Millennials: Connecting to America's Largest Generation</i> by Thom and Jess Fainer	G. I. Generation	from 1904 to 1924	59.6 million
	Silents	from 1925 to 1945	55.4 million
	Baby Boomers	from 1946 to 1964	75.9 million
	Generation X	from 1965 to 1979	51.5 million
	Millennials	from 1980 to 2000	77.9 million

Digitals

Echo-Boomers

Generation-Next

I-Generation

Baby-Busters Mosaics

Generation-Why

Boomlets

Net-Generation

Nexers

Generation-Y

Millennials

Ethnically Diverse

“[Millennials] represent the most diverse North American generation to date, with 38 percent of eighteen to twenty-four year olds coming from minority ethnic backgrounds.”

Jim, and Judy Raymo, *Millennials and Mission: A Generation Faces a Global Challenge*, by Jim and Judy Raymo (Kindle Location 283)

The Millennial generation is more ethnically diverse, including about twice as many persons of Hispanic origin (19% of all Millennials) as did the Boomer generation (10%). (From Pew Research Center)

"Millennials in Adulthood." Pew Research Centers Social Demographic Trends Project, accessed August 13, 2014

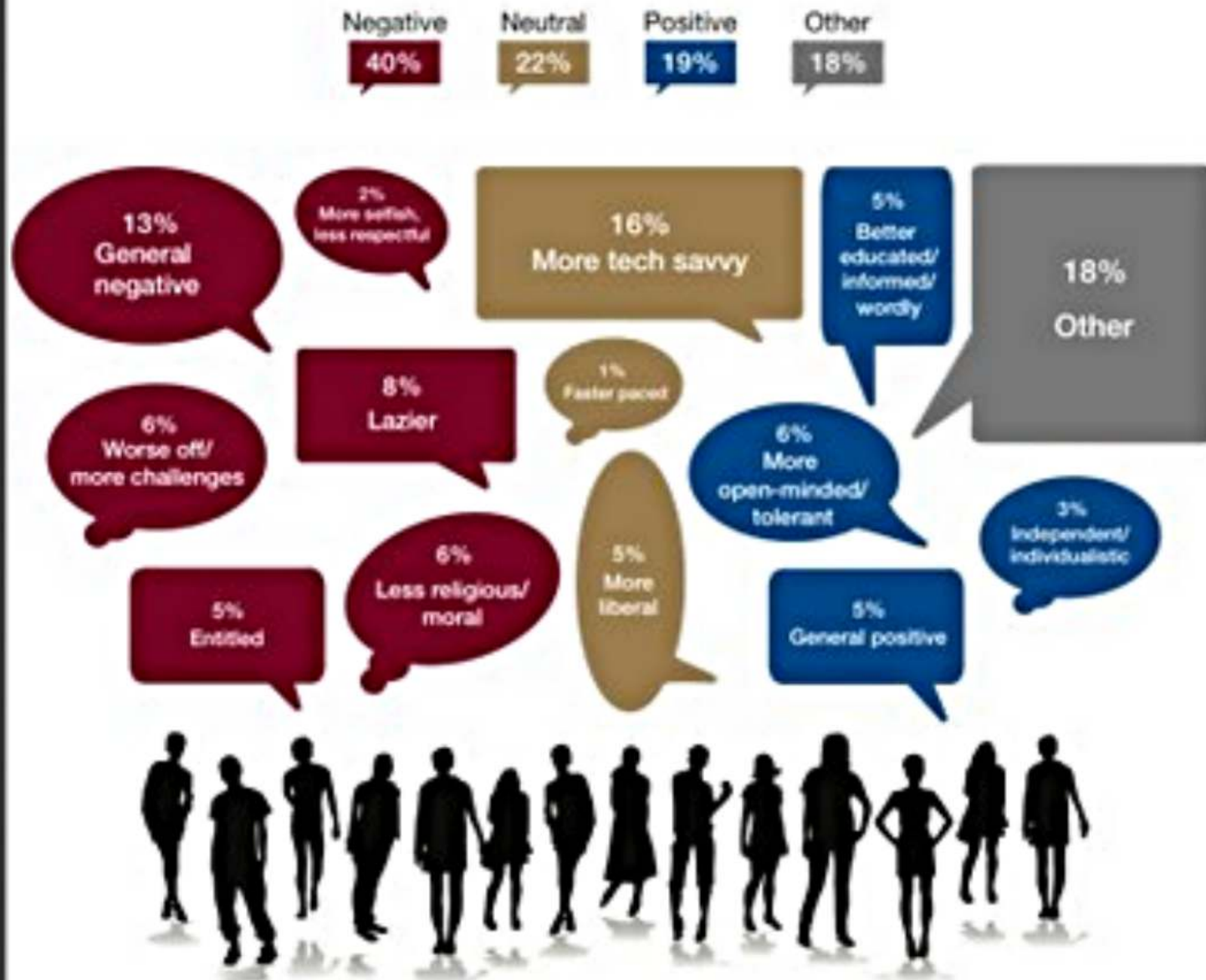
The Millennials...

- Have never known life without a barista
- Have always had digital technology
- Have never owned a cassette tape (don't know what an 8-track is)
- Life is accessed by touch screen
- Expectations of instantaneous everything
- Never not had the Internet
- They commonly experience a “quarter-life crisis.”
- 40% have at least one tattoo
- 25% have body piercing (other than ears)
- 60% from two parent homes – lowest ever
- 20% are married (half of Boomers at this age)
- 33% are parents
- 39% over 22 live with parents (Boomerang generation)
- 83% sleep with their cell-phones

More about the Millennials

- Millennials will comprise more than one in three of adult Americans by 2020.
- Millennials will make up as much as 75% of the U.S. workforce by 2025.
- 89% expressed a stronger likelihood that they would buy from companies that supported solutions to specific social issues.
- 87.5% of Millennials disagreed with the statement that "money is the best measure of success," compared to about 78% of the total population.
- 63% of Millennials want their employer to contribute to social or ethical causes they felt were important. About half of older Gen Xers and Boomers felt the same.
- 64% of Millennials would rather make \$40,000/year at a job they love than \$100,000/year at a job they think is boring.
- 19% of Millennials agreed with the statement, "most people can be trusted." This compares to 31% of Gen Xers, 37% of the Silent Generation (those born during the Great Depression and World War II), and 40% of Boomers.
- The average investor aged 21 to 36 has 52% of their savings in cash, compared to 23% for other age groups.

"In Their Own Words": Millennials Compare their Generation to their Parents



Source: Public Religion Research Institute, Millennial Values Survey, March 2012 (N=2013)

A Negative Perspective

Ready or not, they are now entering the adult world. And unless we wake up and make some adjustments in the way we interact with them, I predict rough waters ahead. We can already see several unintended consequences of this new world we've created for them - a world that allows for high speed, constant connection, sedentary lifestyles, pitiful relational skills, and a large dose of narcissism.

A Positive Perspective

As a group, Millennials are unlike any other youth generation in living memory. They are more numerous, more affluent, better educated, and more ethnically diverse. More important, they are beginning to manifest a wide variety of positive social habits that older Americans no longer associate with youth, including a new focus on teamwork, achievement, modesty, and good conduct. Only a few years from now, this can-do youth revolution will overwhelm the cynics and pessimists. Over the next decade, the Millennial Generation will entirely recast the image of youth from downbeat and alienated to upbeat and engaged – with potentially seismic consequences for America.

Millennials Rising: The Next Great Generation, by Niel Howe and Bill Strauss, p. 4

What should be our perspective?

1 Corinthians 9:29-23 To the Jews I became as a Jew, in order to win Jews. To those under the law I became as one under the law (though not being myself under the law) that I might win those under the law. To those outside the law I became as one outside the law (not being outside the law of God but under the law of Christ) that I might win those outside the law. To the weak I became weak, that I might win the weak. I have become all things to all people, that by all means I might save some. I do it all for the sake of the gospel, that I may share with them in its blessings.

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Generational Differences

America's Living Generations

Generation	Approx. Birth Years	Approx. Population (Millions)
Traditional	1928-1945	10
Boomer	1946-1963	20
Generation X	1964-1981	18
Millennial	1982-1999	18
Generation Z	2000-2017	10

Generational Theory

Generational Theory

How Will the Millennials

The Millennials