

5 Ways to Reach Out to the Millennial Generation

The millennial generation poses many challenges to our church life and our evangelism. How can we reach out to people whose parents rejected the Christian faith and who are totally ignorant about what it means to be a Christian? But even those young people who have grown up in our churches often need a new approach to live out their faith. This workshop will develop five lessons David has learnt from his experience in central Paris, where the majority of people in his church are students or young professionals.

David Brown has been involved in church planting in France since 1976 and has planted three churches (two in Nancy and one in the Paris suburbs). At present he is “replanting” a church in central Paris (Église Protestante Évangélique de Paris-Cardinet). For many years he was involved with GBU (Groupes Bibliques Universitaires), the French student movement affiliated with IFES, first as General Secretary, and then as chair of the board. He also chairs the Evangelism Commission of the French “National Council of Evangelicals” and teaches church planting and revitalization at the Geneva Bible Institute. He is married to Mary, and they have four adult children and a growing number of grandchildren.

I. Millennials: who are they?

A. Born between 1981 – 2000

B. Digital natives

1. Hyper-connected
2. Great capacity for adaptation and innovation
3. Impatient and difficult to channel
4. Try to manage their image on social media

C. Relational

1. Friends and family are very important
2. Want to work in partnership
3. Learn interactively

D. Consumers

1. Less afraid of economic crisis than their elders
2. They don't challenge things, they just do their thing
3. No contact with a church or Christianity

II. The working world

- A. What they want at work
- B. What they hope for at work
- C. What makes for a good climate at work

III. What model of church for today?

- A. Three models of church
 1. The formal church
 2. The praise and worship church
 3. A model better adapted to the millennials
- B. Society is very diverse

IV. Five ways to reach out to the millennial generation

- A. Variety of style and time

- B. Creativity and interactive learning
- C. Relationships
- D. Joyful discipleship
- E. Give ownership for short term projects

Suggested Readings:

The New Copernicans Millennials and the Survival of the Church John Seel (Publisher Thomas Nelson)

Abandoned Faith: Why Millennials Are Walking Away and How You Can Lead Them Home Alex McFarland and Jason Jimenez (Focus on the Family)

You Lost Me: Why Young Christians Are Leaving the Church . . . and Rethinking Faith David Kinnamon (Baker Books)