



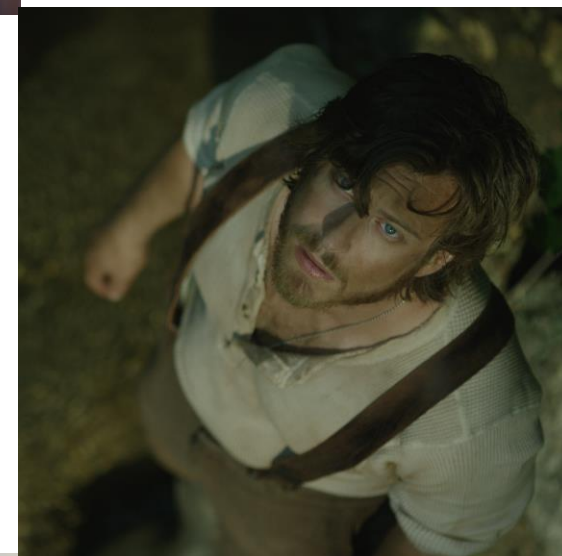
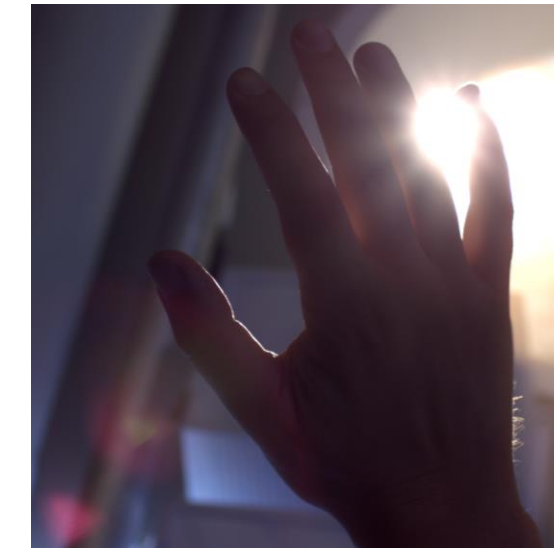
CHRISTIANITY
EXPLORED
MINISTRIES

Reaching under-30s
with the gospel



Acts 17:22-31

²² Paul then stood up in the meeting of the Areopagus and said: “People of Athens! I see that in every way you are very religious. ²³ For as I walked around and looked carefully at your objects of worship, I even found an altar with this inscription: TO AN UNKNOWN GOD. So you are ignorant of the very thing you worship—and this is what I am going to proclaim to you.

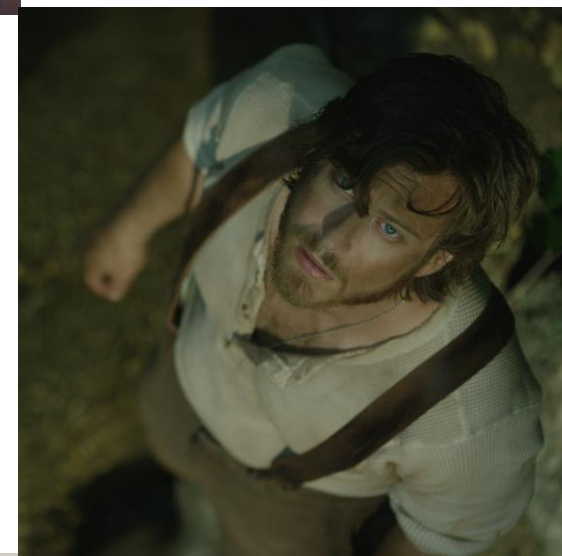
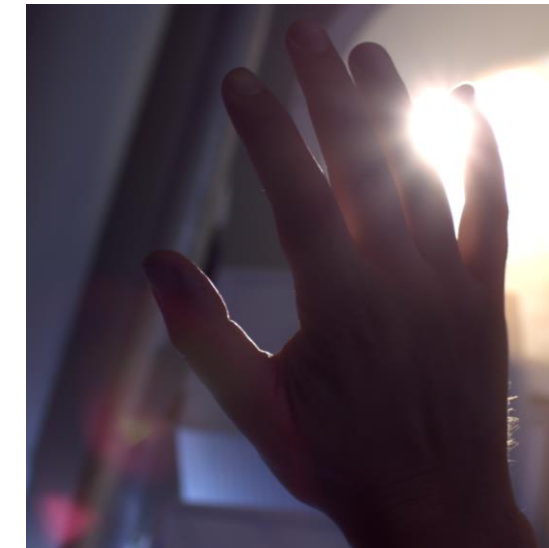


CHRISTIANITY
EXPLORED
MINISTRIES

²⁴ “The God who made the world and everything in it is the Lord of heaven and earth and does not live in temples built by human hands. ²⁵ And he is not served by human hands, as if he needed anything. Rather, he himself gives everyone life and breath and everything else. ²⁶ From one man he made all the nations, that they should inhabit the whole earth; and he marked out their appointed times in history and the boundaries of their lands. ²⁷ God did this so that they would seek him and perhaps reach out for him and find him, though he is not far from any one of us.

²⁸ ‘For in him we live and move and have our being.’^[b] As some of your own poets have said, ‘We are his offspring.’^[c]

²⁹ “Therefore since we are God’s offspring, we should not think that the divine being is like gold or silver or stone—an image made by human design and skill. ³⁰ In the past God overlooked such ignorance, but now he commands all people everywhere to repent. ³¹ For he has set a day when he will judge the world with justice by the man he has appointed. He has given proof of this to everyone by raising him from the dead.”



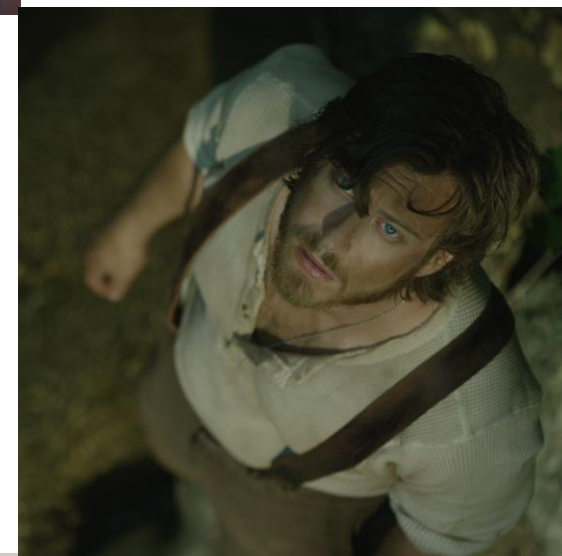
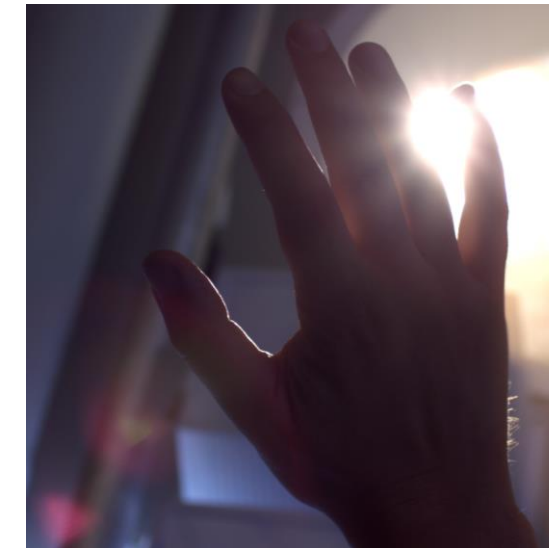
Paul was mindful of the customs of the Areopagus

First they prove that the gods exist;
next they explain their nature;
then they show that the world is governed by them;
and lastly, that they care for the fortunes of mankind.

²⁴ “The God who made the world and everything in it is the Lord of heaven and earth and does not live in temples built by human hands. ²⁵ And he is not served by human hands, as if he needed anything. Rather, he himself gives everyone life and breath and everything else. ²⁶ From one man he made all the nations, that they should inhabit the whole earth; and he marked out their appointed times in history and the boundaries of their lands. ²⁷ God did this so that they would seek him and perhaps reach out for him and find him, though he is not far from any one of us.

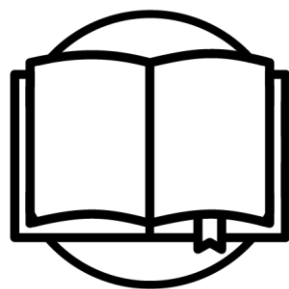
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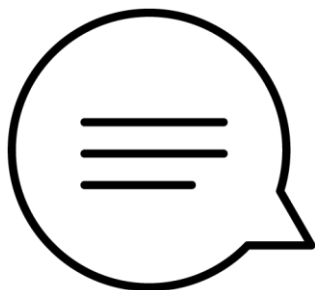
The Acts 17 framework

CONSIDER



Paul is culturally informed

CONNECT



Paul finds points of contact

CONFRONT



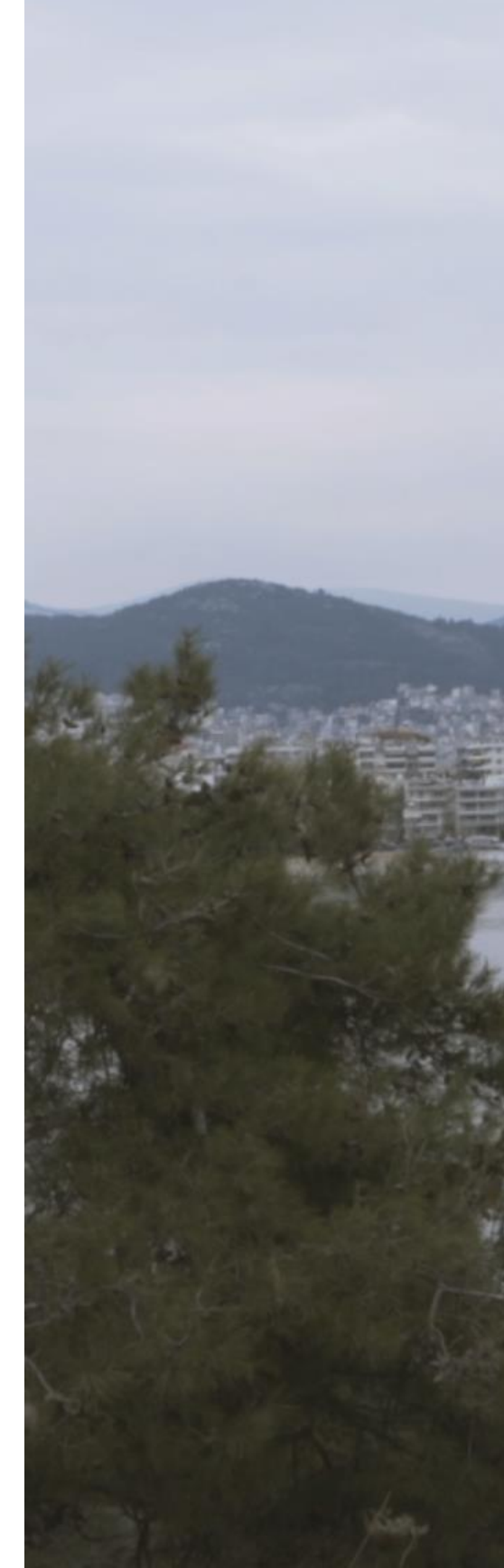
Paul is clear about the truth

CONTENT

DELIVERY

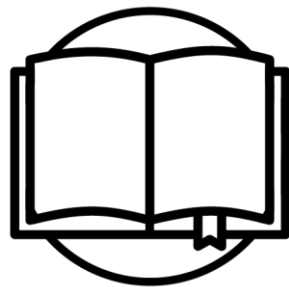
What the research shows

- Europe and UK
- Shaping the message
- Delivering the message
- Young adults and teens
 - Connected Generation
 - Open Generation



The Acts 17 framework

CONSIDER



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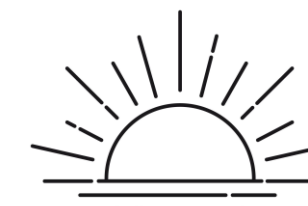
CONFRONT



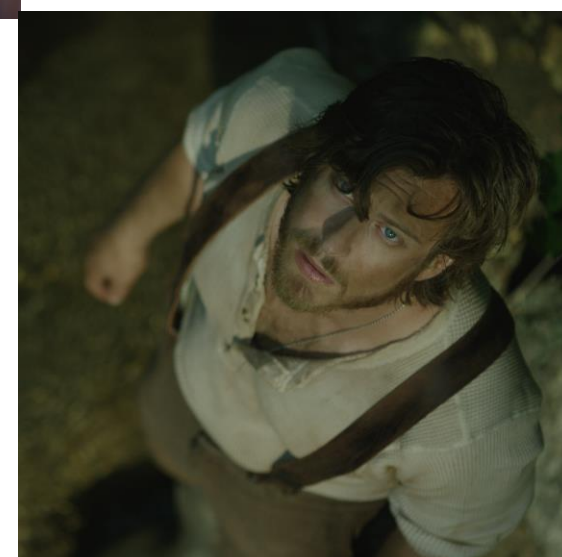
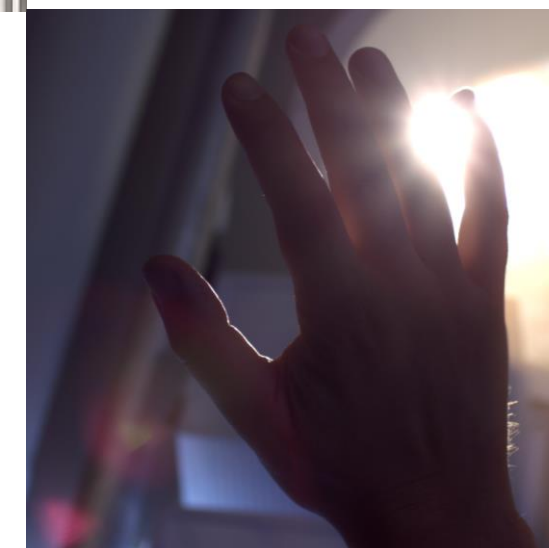
Paul is clear about the truth

CONTENT

DELIVERY



Shaping our message content for young adults



CHRISTIANITY
EXPLORED
MINISTRIES

Shaping our message **content** for young adults

01



Pessimistic and
anxious

Have deep concerns
about their future

Shaping our message **content** for young adults

01



Pessimistic and
anxious

Have deep concerns
about their future

02



High levels of
isolation

This generation lacks a real
sense of connection and
community

Shaping our message content for young adults

Young adults are anxious
and pessimistic, and
experience high levels
of isolation

In this connected generation,
pessimism about the future
runs rampant; fears and
worries drive decisions; and
isolation and loneliness are
creating a significant
population of people who feel
they have to make it on their
own ... The research shows
that those facing anxiety lag in
connection and community

Connected Generation, Barna, 2019

Shaping our message **content** for young adults

01



Pessimistic and
anxious

Have deep concerns
about their future

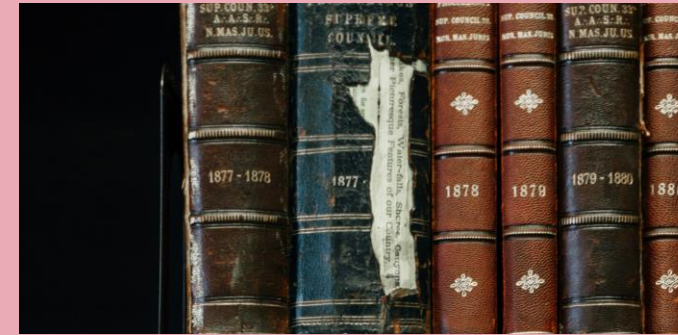
02



High levels of
isolation

This generation lacks a real
sense of connection and
community

03



Apathetic about
Christianity

Young adults are open to
"spirituality" but
ambivalent to Christianity

Shaping our message content for young adults

Young adults are apathetic about Christianity

Many members of this generation show a deep ambivalence toward religion – and in some cases, a deep antagonism. While a majority of young adults says they believe in spiritual forces, when that spirituality is tied to a religious group, doubts and opposition crop up

Connected Generation, Barna, 2019

Shaping our message **content** for young adults

01



Pessimistic and
anxious

Have deep concerns
about their future

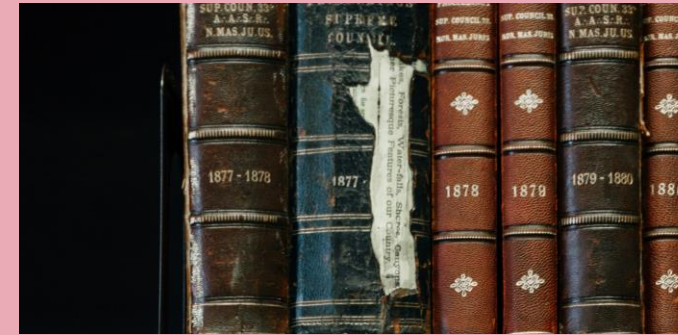
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Apathetic about
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Young adults are open to
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04



Disillusioned by
those in authority

Pessimism is fueled by a
sense that leadership is
inadequate

Shaping our message content for young adults

Young adults are
disillusioned by those
in authority

85% of 18-35s in the UK agree
with the statement:

*Our society is facing a crisis in
leadership because there are
not enough good leaders right
now*

Connected Generation, Barna, 2019

Shaping our message **content** for young adults

01



Pessimistic and
anxious

Have deep concerns
about their future

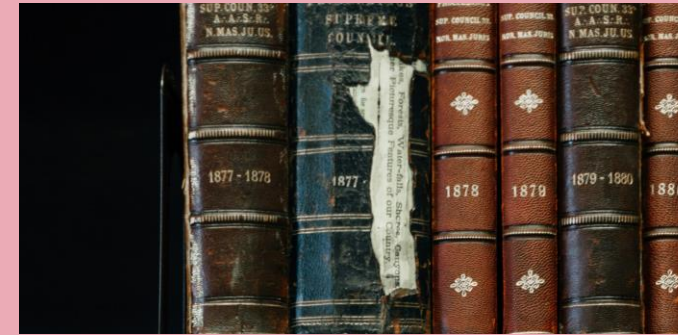
02



High levels of
isolation

This generation lacks a real
sense of connection and
community

03



Apathetic to
Christianity

Young adults are
ambivalent to Christianity,
or even suspicious of it

04



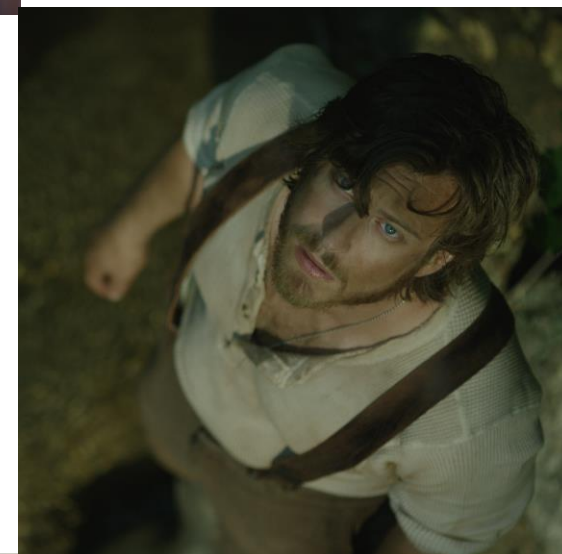
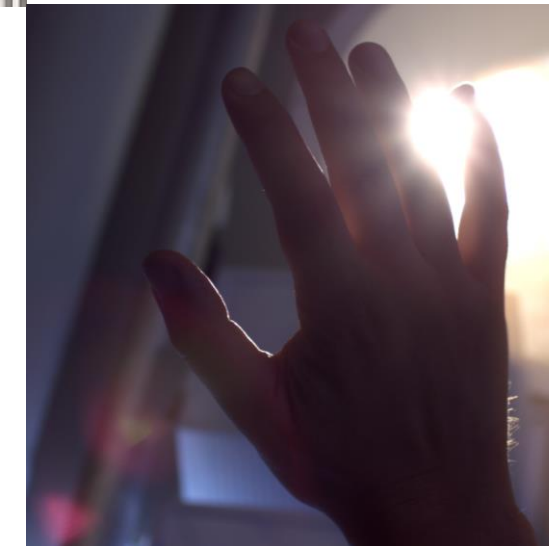
Disillusioned by
those in authority

Pessimism is fuelled by a
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Shaping our message **content**

for teens



CHRISTIANITY
EXPLORED
MINISTRIES

Shaping our message **content** for teens

01



Optimistic and
curious

Teens have not followed
in the footsteps of the
previous generation

Shaping our message content for teens

Teenagers are typically optimistic and curious

As we have explored the profile that emerges from the aggregated data, we have used words like 'optimistic', 'engaged', 'malleable', 'curious', 'authentic', 'inclusive' and 'collaborative'. From a global vantage point, there is a lightness of being among today's teens that is less common among young adults even just a few years ahead of them

Open Generation, Barna, 2023

Shaping our message **content** for teens

01



Optimistic and
curious

Teens have not followed
in the footsteps of the
previous generation

02



Interested in
activism

In common with young
adults, teens want to make
a difference through
causes that matter to them

Shaping our message content for teens

Under-30s want their church to make a positive difference in the world

Teens:

Although global climate change is of greatest concern to teens in the United Kingdom, teens say that they want to attend churches that prioritise ending extreme poverty.

Open Generation, Barna, 2023

Young adults:

When asked what's missing from their communities of worship, these respondents cite opportunities to fight injustice and for other Christians to join them

Connected Generation, Barna, 2019

Shaping our message **content** for teens

01



Optimistic and
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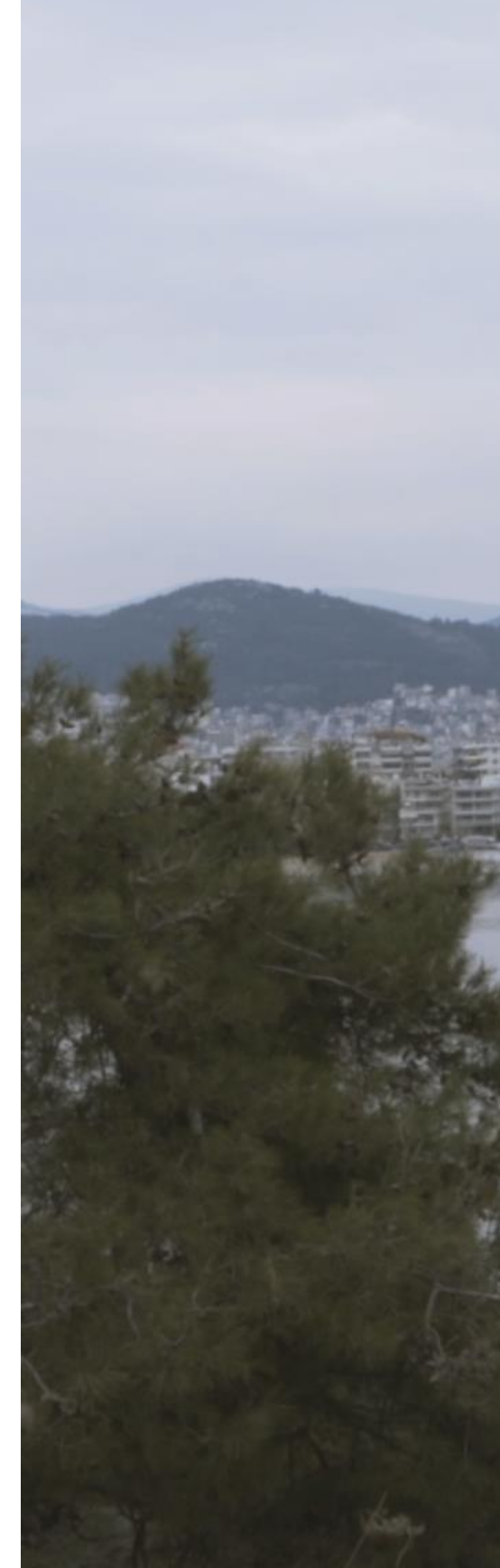


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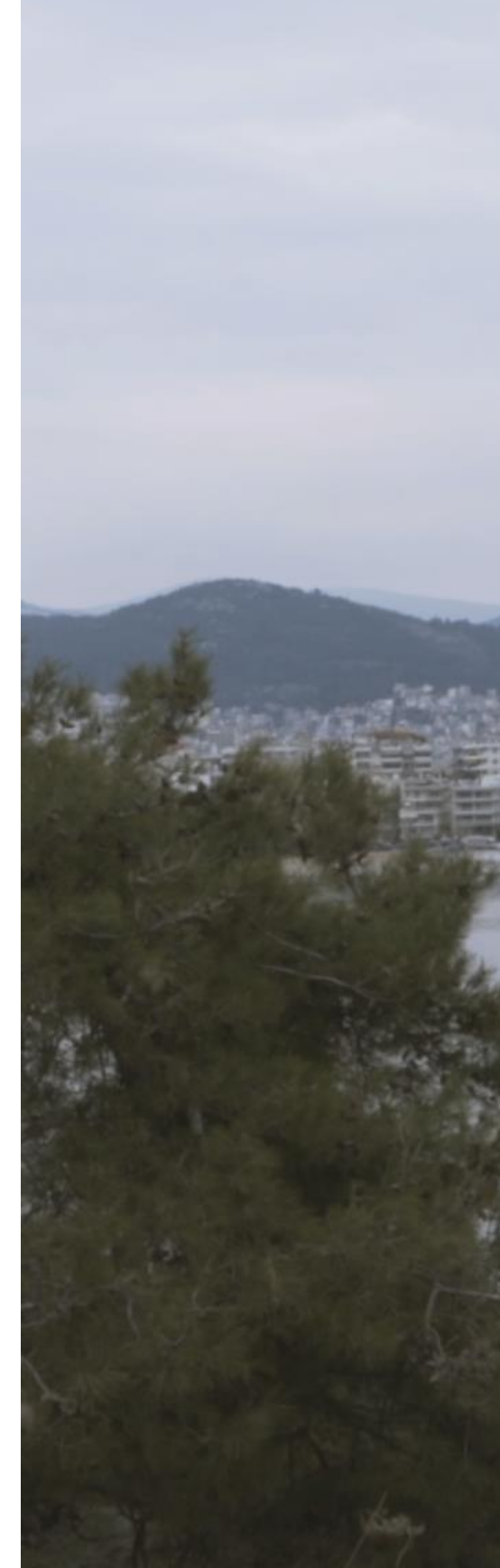
A message that **connects**

- A diagnosis for the world's brokenness
- A gospel of hope in contrast with anxiety and pessimism
- Bible stories of exile that minister to a generation which feels lost
- A community to be part of
- We have a real opportunity to draw young people in as we fight injustice and poverty — both Christians and non-Christians



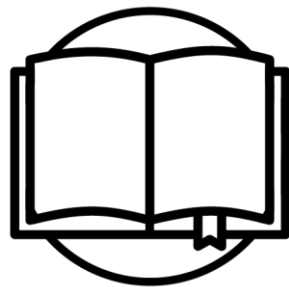
A message that **confronts**

- Spirituality isn't fuzzy, God has revealed himself
- The answer to the world's brokenness can't be found in activism, we are the problem and we need Jesus to save us
- While we may feel let down by leaders we see in the world, Jesus's authority is selfless and good



The Acts 17 framework

CONSIDER



Paul is culturally informed

CONNECT



Paul finds points of contact

CONFRONT



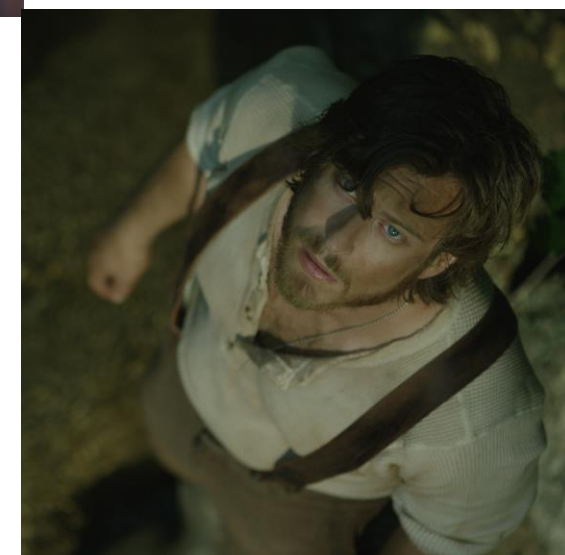
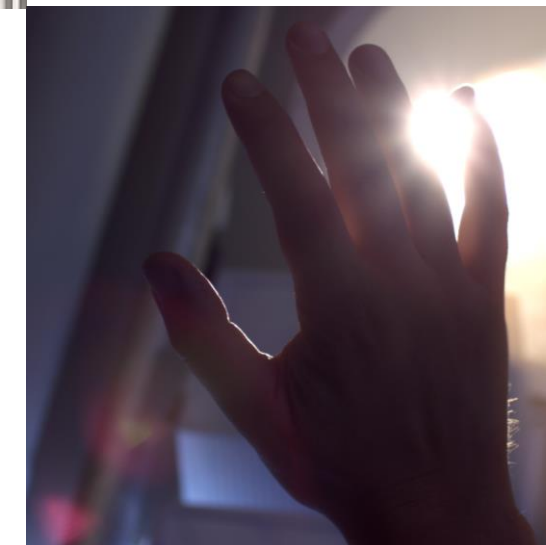
Paul is clear about the truth

CONTENT

DELIVERY



Delivering our message
to all ages



CHRISTIANITY
EXPLORED
MINISTRIES

Delivering our message to all ages

01



People come to faith
by reading Scripture

After growing up in a
Christian family this is the
number one driver of faith

Delivering our message to all ages

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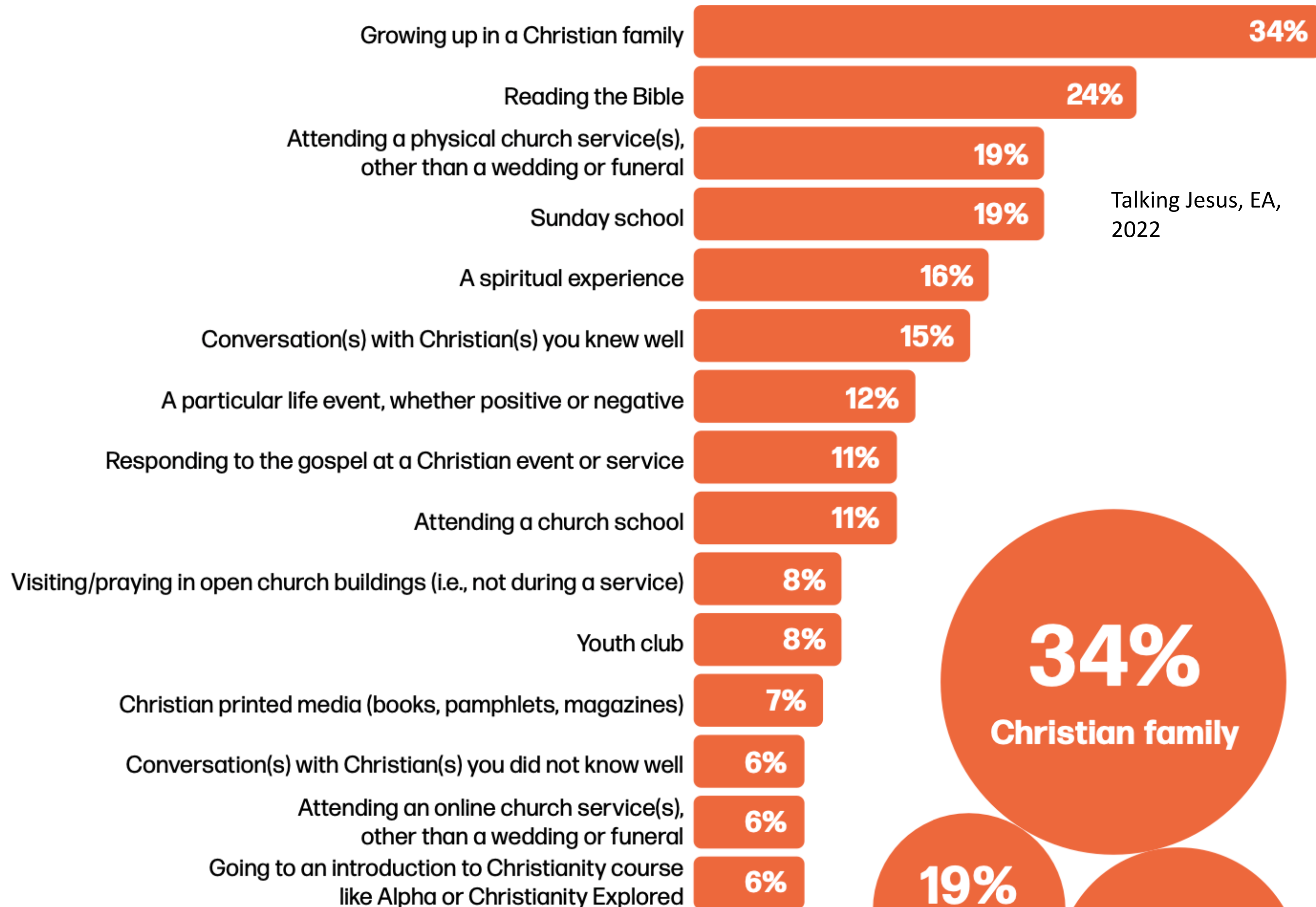
02



The power of
Church services

Going to Church is the
third most significant
factor in conversion

How do people come to follow Jesus for themselves?



Delivering our message to all ages

01



People believe after reading Scripture

After growing up in a Christian family this is the number one driver of faith in the UK

02



The power of Church services

Going to Church is the third most significant factor in conversion

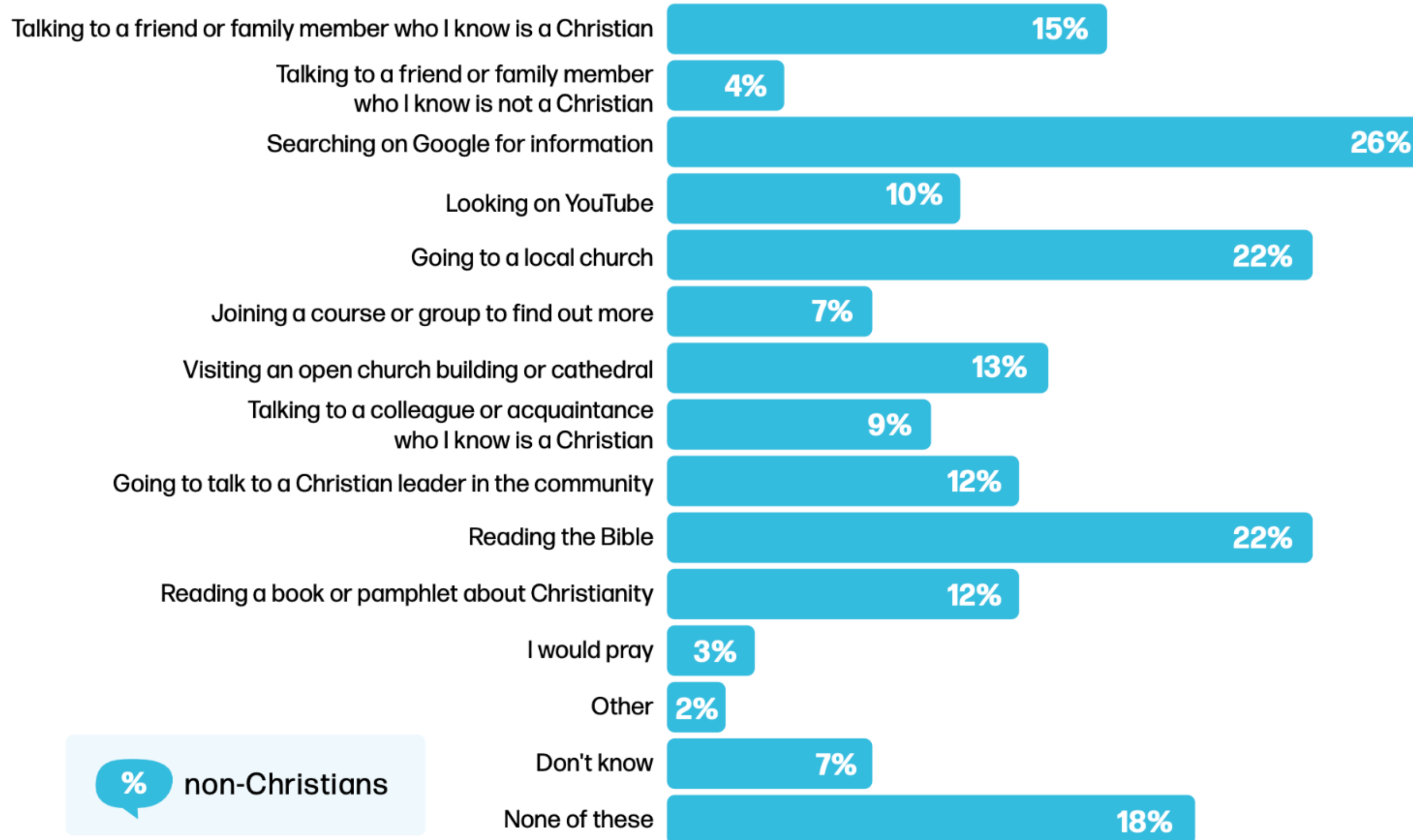
03



A preference for online learning

When people want to know about faith, the place they are most likely to turn is Google

Where would people go to find out about the Christian faith?



Delivering our message to all ages

01



People believe after reading Scripture

After growing up in a Christian family this is the number one driver of faith in the UK

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The power of Church services

Going to Church is the third most significant factor in conversion

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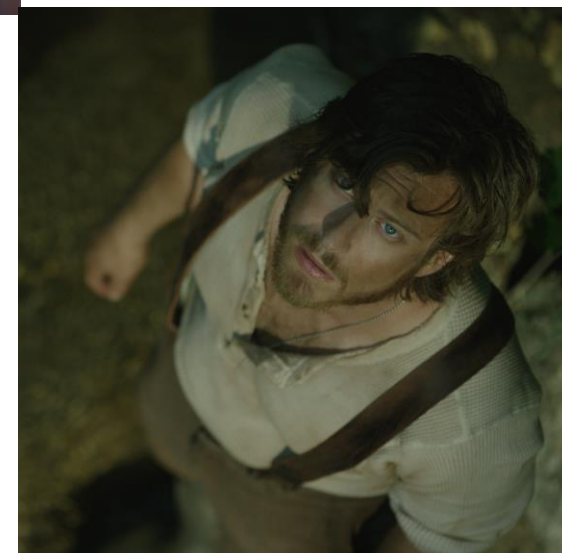
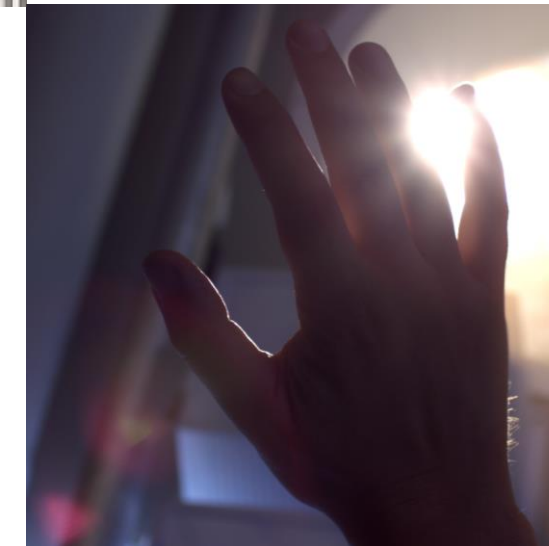


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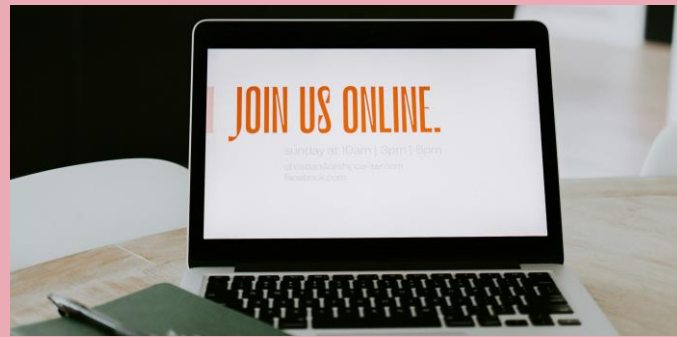
Delivering our message
to young adults



CHRISTIANITY
EXPLORED
MINISTRIES

Delivering our message to young adults

01



New ways to try church

During the pandemic
young people took the
opportunity to try online
services

One in two

young adults have attended
services (online or offline) during
the coronavirus pandemic.

Delivering our message to young adults

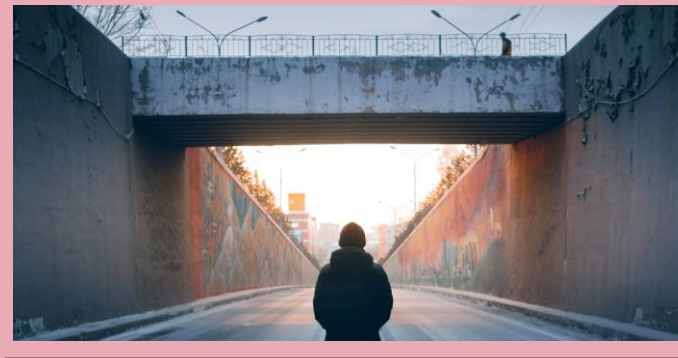
01



New ways to try church

During the pandemic
young people took the
opportunity to try online
services

02



Conversion in a relational vacuum

This generation lacks a real
sense of connection and
community

Delivering our message to young adults

People are becoming Christians in a relational vacuum

A number of stories of people coming to faith without the involvement of an evangelist or a church initiative; these people have seemingly just been drawn to God and have found a church on the internet

Changing Church, EA, 2020

Delivering our message to young adults

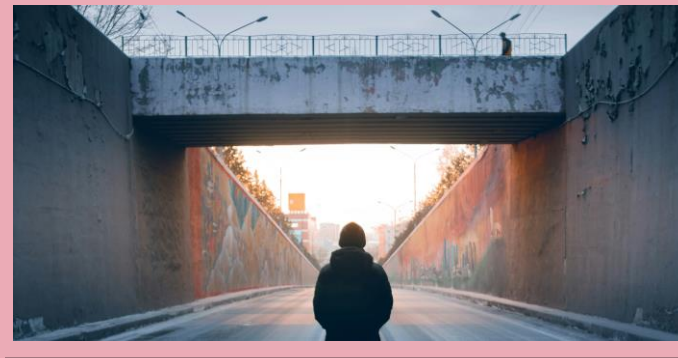
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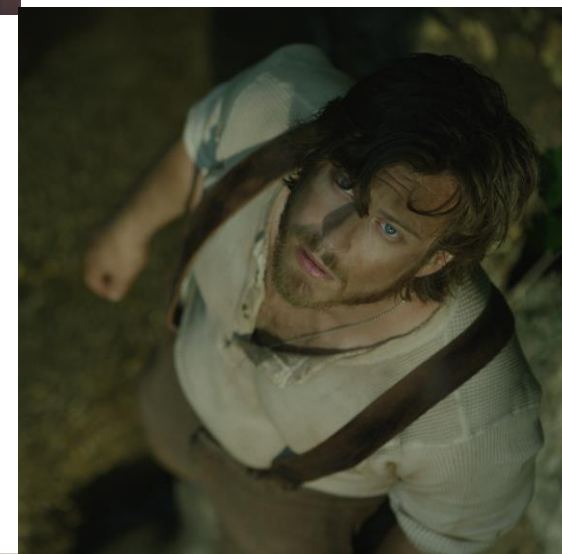
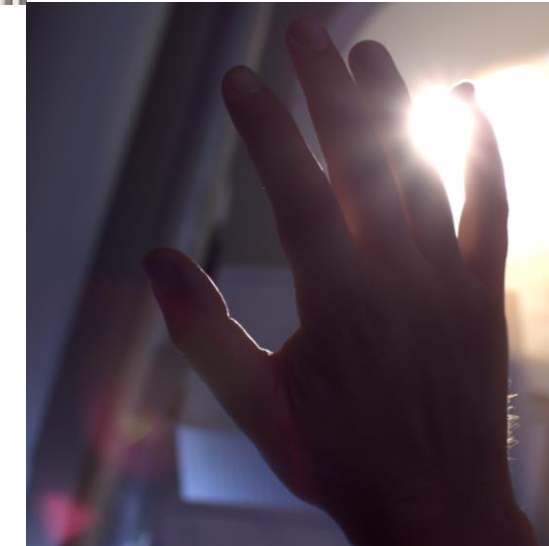


Conversion in a relational vacuum

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Delivering our message to teens



CHRISTIANITY
EXPLORED
MINISTRIES

Delivering our message to teens

01



Teens ask families
their faith questions

Unlike other generations,
teens turn to families
rather than friends or
social media influencers

Delivering our message to teens

Teenagers turn to families with questions of faith

Teens in the United Kingdom may place a significant amount of trust in their family members and the Bible. Teens are more likely to report looking to these sources than to church leaders, the internet, their friends or influencers

Open Generation, Barna, 2023

Delivering our message to teens

01



Teens ask families
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02



Opportunities
for leadership

Teens feel a responsibility
to lead on issues that
matter to them

Delivering our message to teens

Teenagers are looking
for leadership
opportunities to
make a difference

When asked what they need in order to be a part of global change themselves, teens have high expectations for their peers. The average UK teen mostly needs their generation to step up as leaders

Open Generation, Barna, 2023

Delivering our message to teens

01



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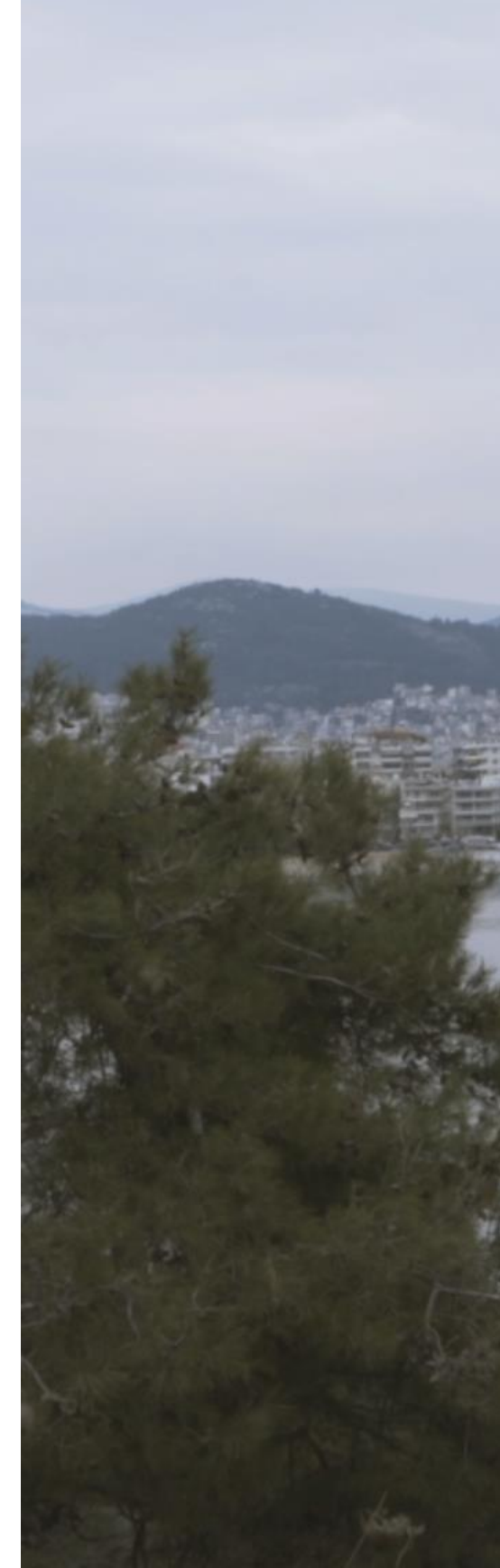


Opportunities
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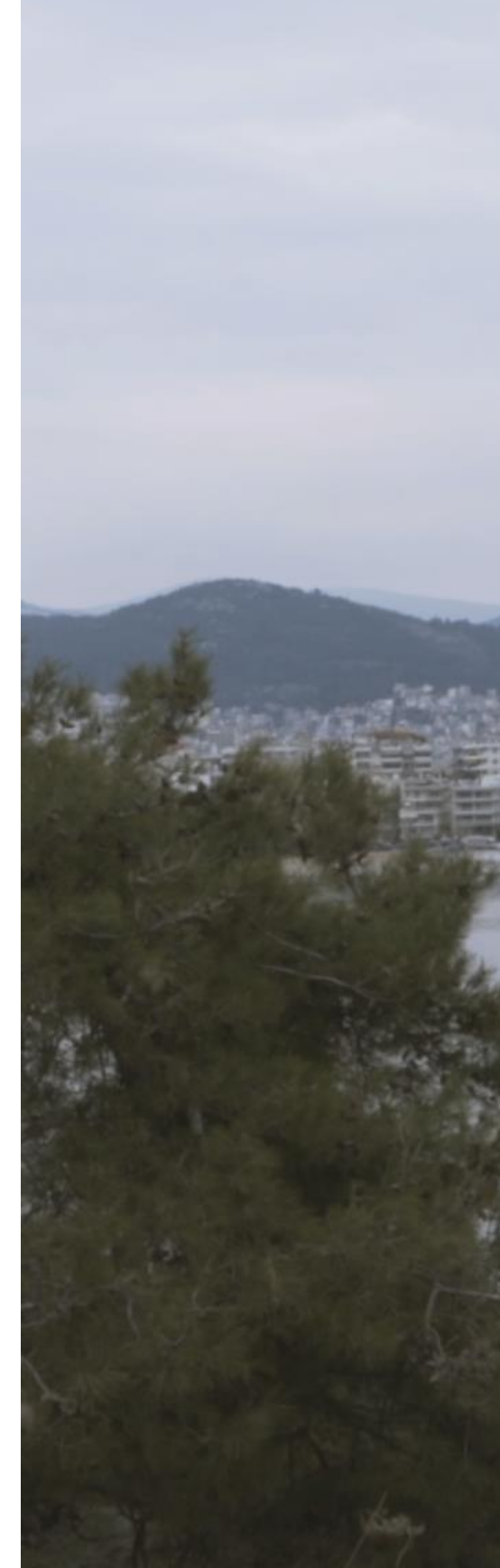
Delivering to **connect**

- Bible-centred evangelism
- Find effective ways of drawing in people who are exploring church online
- We need to be the content that explorers find when they Google Christianity
- Reach out to teens alongside their families
- Find appropriate opportunities for teens to lead



Delivering to **confront**

- Christianity isn't supposed to be practised in isolation. We need a strategy to successfully encourage people who find faith online to join churches

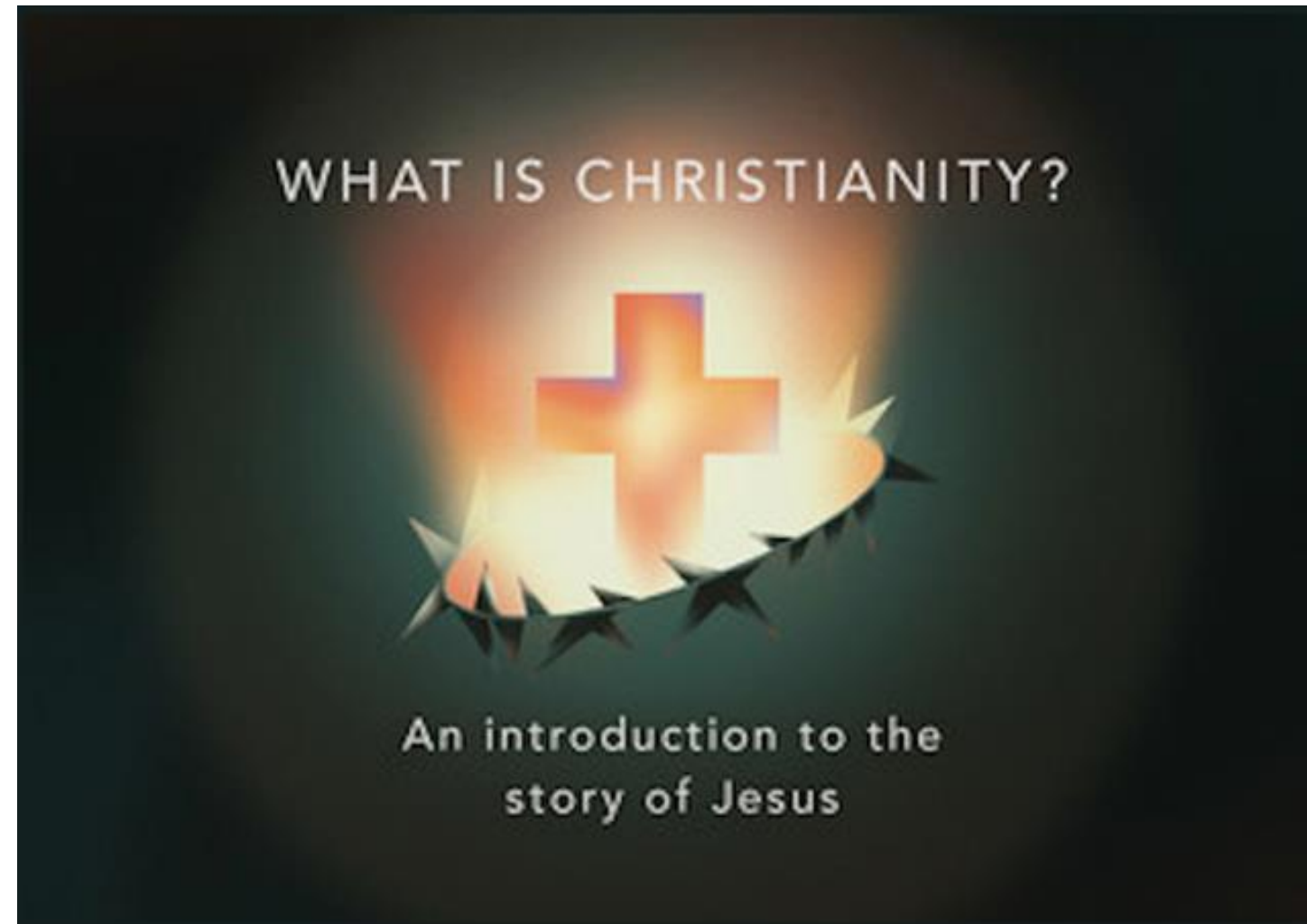


A full-page background image showing a view of Earth from space. The Earth's horizon is a bright, glowing arc across the upper half of the frame, with a bright sun rising directly behind it, creating a lens flare effect. The rest of the image is a deep black space.

CHRISTIANITY
EXPLORED
MINISTRIES

Reaching under-30s
with the gospel

Digital resources



Available in

- French
- Ukrainian
- Czech
- Catalan
- Portuguese
- Italian
- (Turkish)

www.christianityexplored.org/what-is-christianity

