

# 24th CME Convocation

## Louisville, NY

Nurturing Congregational and  
Denominational Loyalty among children,  
youth and young adults.

Understanding the Generational Divide in the 21<sup>st</sup>  
Century

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Facilitator

Wednesday, September 22, 2010

***The “Essential Church”: Poised for 21st Century Ministry***

**Nurturing Congregational and Denominational Loyalty among children,  
youth and young adults.**

**New Trends for Ministry in the 21st Century**

***Post-Millennial Church***

Understanding the Generational Influences operating within the Church  
Proverbs 22:6; 2 Timothy 1:3-5

***Emerging Church\****

*Better understanding the interrelationship between the Generation*  
1 Timothy 4:12; 2 Timothy 4:1-5

***Missional Church***

The Platinum Rule

The Great Commandment vs. The Great Commission  
Matt 22:34-40; Matthew 28:18ff

\*Highly Recommended Resources: ***They Like Jesus, but Not The Church: Insights from emerging generations***, by Dan Klmball

***Essential Church? reclaiming a generation of dropouts***, by Thom S. Rainer and Sam Rainer III

# A Starting point...

## 1) **Good Christian educators need to know the basics:**

Bible & CME Discipline

Have a good working knowledge of CME Polity and History

Know and understand the Connectional Church

Know and understand the function of Officers, Boards & Auxiliaries

Know who are the leaders in our Church

Most important - comprehend and fully understand the role and ministry of

Christian Education/ Christian nurture - from a connectional perspective, regionally, within the Presiding Elder's District and especially within the local church.

Be familiar with CME resources at our disposal or that is as the CME Publishing House

**Bottomline:** To instill **denominational and congregational loyalty**, we must be resources of knowledge about the faith, the church history, doctrine and polity, and know your giftedness, strength and/or expertise as a Christian educator.

2) When we have this grounding, only then can we dare to **think outside the box that is often needed to reach, retain and recruit the younger generation leaving our churches.**

**For many families and churches**, (as much as we don't want to admit it but,) **denominational loyalty** as we once knew it is fading. We must therefore explore and examine differences of the generations to get a glimpse of why we may not be reaching the younger generations for the Kingdom of God.

3) The following slides are designed to help us to begin a dialogue about the differences with the generations and to ***better understand the concepts*** of the **post-millennial church & the emerging church** .

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## • **Some Practical Applications**

Practical ideas for drawing and/or retaining our members of our younger generations

- Rev. Dr. Jeremiah Wright** spoke recently in Rochester, NY at a 100th anniversary celebration of the oldest baptist congregation in the city. One of the things he focused on was about **drawing more youths to the church**. Dr. Wright said the way to do that is *“by offering young people what they need: frank conversation, guidance and counseling about drugs and sexuality; a place where they feel listened to, not talked at; and outreach programs that speak to their interests.”*
- 1.) **First things first: Money, funds, financial resources** - set funds in our church’s budgets aside for Christian education ministry (for more than just Sunday School literature) but for materials, snacks, audio-visual equipment for power point presentation, movies, videos, etc.
  - 2.) **Children’s Ministry:** Acolyte Ministry, Children Message, **Children’s Church, Children’s Sunday School** class during worship (if your space and personnel is available.) Children’s Bible study class, liturgical dance, mime ministry, **puppet ministry**, stepping ministry. Fifth Sunday, if our churches does not have 5th Sunday as Missionary Sunday where children and/or youth can activity participate.
  - 3.) **Youth Ministry:** Youth Bible study class, liturgical dance, mime ministry, stepping ministry, poetic expressions (Spoken Word Ministry); **Scheduled rap sessions outside the church**, supervised and chaperoned; **missions projects** to needy shelters, half-way houses for youth. Youth coffee houses, or around National Youth and Young Adult week - **A Youth Explosion** - this would be opportunity for our youth as well as invited youth to show off their talents, gifts, and skills. Make it a weekend. *Friday Night preaching with a youth preacher (or two or three preachers giving a sermonette, followed by a workshop on Saturday morning, and Christian Talent Show Saturday afternoon, guest preacher of pastor preach a sermon geared towards, children, youth and young adults!*
  - 4.) **Young Adult Ministry:** Young adult Sunday School class, young adult Bible study class. **Offer workshops & classes** on various topics: parenting skills, career choices, professional development, living single lives, survival skills for young married couples, etc. Liturgical dance, mime ministry, stepping ministry, **poetic expressions (Spoken Word Ministry)**; include praise music in our Sunday worship repertoire; young adult coffee houses, or around National Youth and Young Adult week, a **Young Adult Explosion** similar to the Youth Explosion mentioned above. **Develop mentoring opportunities for Young Adult** to learn from Stewards, Stewardesses, Trustees, Local Lay Council. Where possible, **offer modest scholarships to your college students**, and/or **provide goodie boxes during fall and spring semesters** around final exam time. Send small love donation during the Christmas season, before they come home. For many YAs, taking time off in this very shaky economic time may be contributing to some, especially the young adults **not** being able to attend all of the meetings.

# GENERATIONAL DIFFERENCES

\* From the Federal Executive Institute

## Builders/Traditionalists

TIME: 1922 – 1943/46  
FOOD: Rumaki appetizers served with martinis  
MUSIC: A Mahalia Jackson record

## Baby Boomers

TIME: 1943/46 – 1960/64  
FOOD: Cheese and/or chocolate fondue with a Tab or boxed Lancer's Rosé wine  
MUSIC: An 8-track of Edwin Hawkins

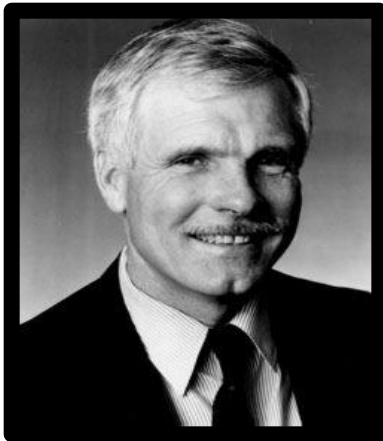
## Generation X'ers

TIME: 1960/64 – 1979  
FOOD: Micro-brewed beers with chips and salsas  
MUSIC: A Kirk Franklin CD

## Millennials

TIME: 1980 - ?  
FOOD: Instant Kraft macaroni and cheese and a frozen "break and bake" cookie washed down with a refreshing juice box.  
MUSIC: An eclectic mix downloaded from iTunes and played on an iPod or iPad (Lyte Jennings)

# Traditionalists / Builders



# THE FOUR GENERATIONS

- **Traditionalists / Builders - Who Are They ?**
  - Born pre-1946
  - **Ages 62 and older**
  - 52 Million people
  - 5-7% of the workforce
  - As of 2001, held close to 2/3<sup>rd</sup> of the nation's financial assets

# THE FOUR GENERATIONS

- **Traditionalist / Builder Historical Events**

Ages 62 and older

- Depression
- New Deal
- World War II
- Korean War

# THE FOUR GENERATIONS

## Baby Boomers



# THE FOUR GENERATIONS

- **Baby Boomers - Who Are They?**
  - Born 1943/36 – 1960/64
  - **Ages 48-62**
  - 75 million people
  - 45-55% of the workforce
  - A new 50 year old every 7 seconds

# THE FOUR GENERATIONS

- **Baby Boomer Historical Events**

**Ages 48-62**

- Civil Rights
- Space Race
- Women's Liberation
- Vietnam
- Assassinations
- Woodstock
- Earth Day

# THE FOUR GENERATIONS

- **Baby Boomer Cultural Factors**

**Ages 48-62**

- Self awareness
- Postwar prosperity
- Indulgence and expectations
- Television and marketing
- Activism

# THE FOUR GENERATIONS

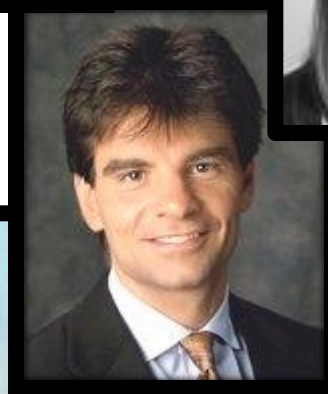
## Ages 48-62

- **Baby Boomer Strengths**
  - Residual idealism
  - “Can Do” attitude
  - Seek to please
- **Baby Boomer Challenges**
  - Judgmental
  - Control
  - Vulnerability

# THE FOUR GENERATIONS



Generation X



# THE FOUR GENERATIONS

- **Generation X - Who Are They?**
  - Born 1960/64 – 1979
  - **Ages 29-48**
    - Our Young Adults...(18-35)
    - Many of our young Parents...
  - 35-45% of the workforce
  - 46 million strong
  - The Hip Hop Generation

# THE FOUR GENERATIONS

Ages 29-48

- **Generation X Personality Traits**
  - Independent

Blondie



# THE FOUR GENERATIONS

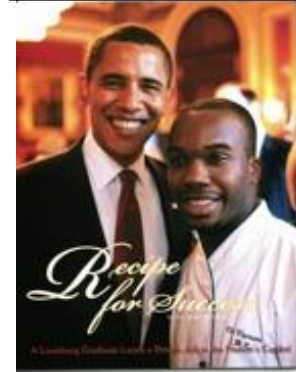
Ages 29-48

- **Generation X Strengths**
  - Independent
  - Results-oriented
  - Creative and adaptable
  - Questions establishment, systems, processes
- **Generation X Challenges**
  - People & political savvy / social networkers
  - Impatient
  - Cynical

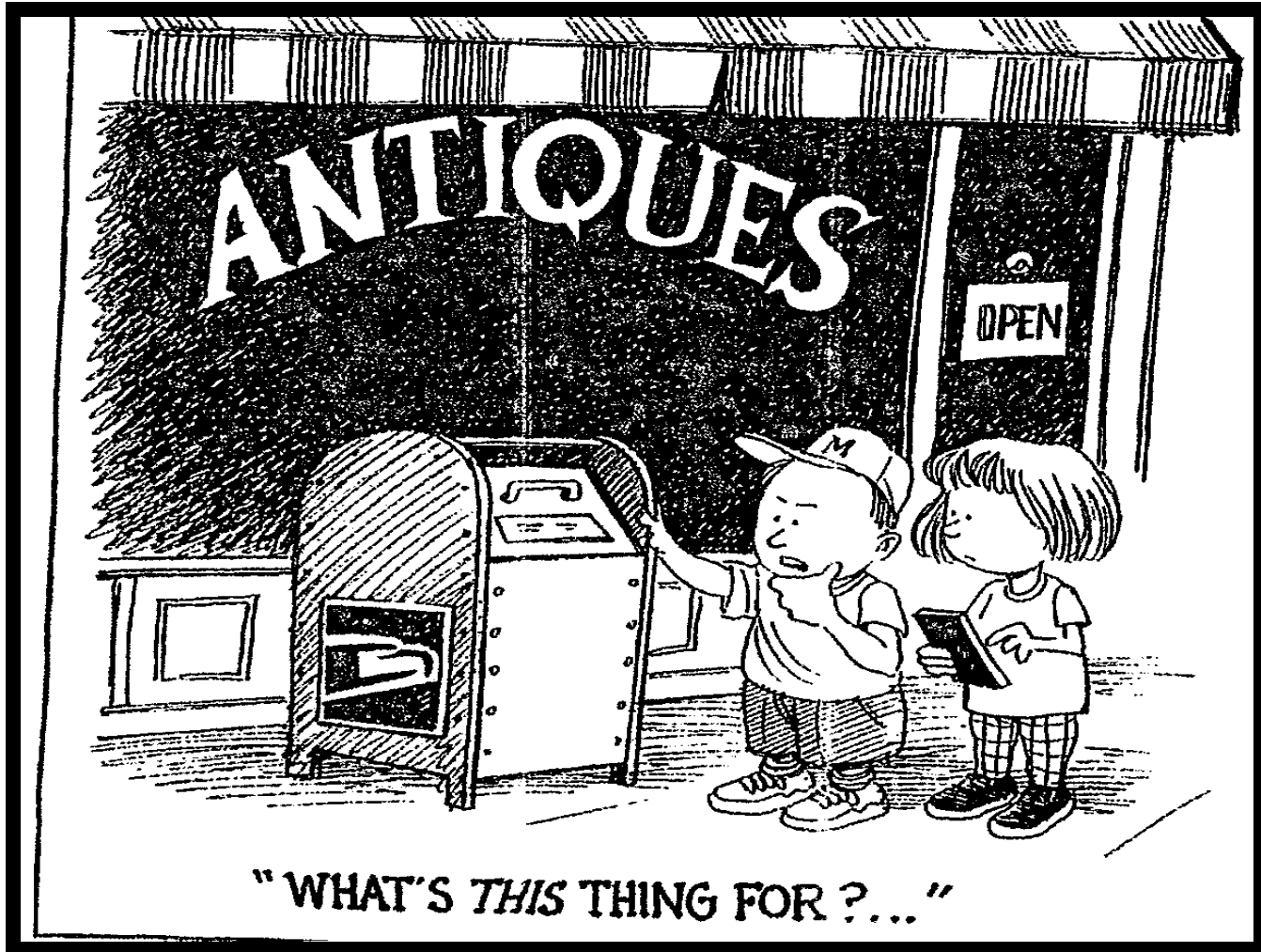
# THE FOUR GENERATIONS



The Millennials



# THE FOUR GENERATIONS



# THE FOUR GENERATIONS

- **Millennials - Who Are They?**

- Born around 1980 or later
- **Ages 28 and younger**
  - Young Adults (ages 18-35)
  - Children & Youth (11 & younger ~ 12-17 Youth)
- 70 million people
- 2-5% of the workforce
- Echo Boomers, Internet Generation, Netsters, **Generation Y\***
- \* dealt with later...

# THE FOUR GENERATIONS

Ages 28 and younger

- **Millennial Personality Traits**
  - Optimistic
  - Ordered
  - Respectful
  - Open-minded; non-judgmental
  - Technologically supreme

# THE FOUR GENERATIONS

Ages 28 and younger

- **Millennial Historical Events**
  - .com Boom
  - Oklahoma City
  - Clinton / Lewinsky
  - Columbine
  - Election 2000/ 2008
  - 9/11
  - 1<sup>st</sup> Black or Woman President

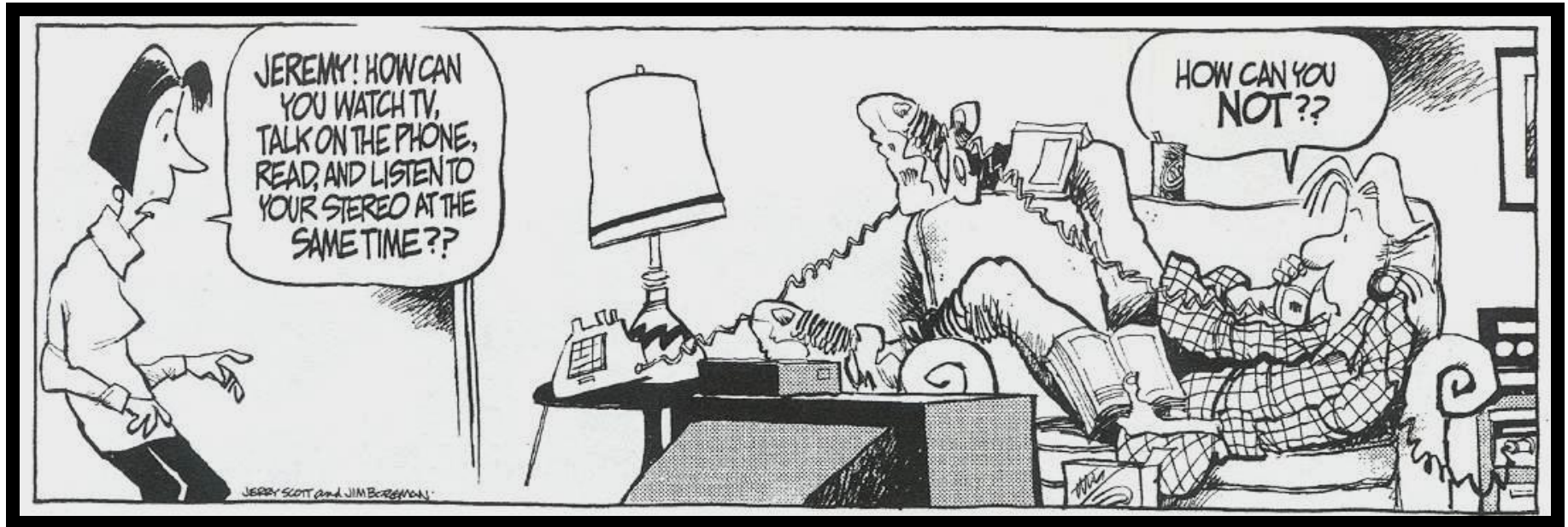
# THE FOUR GENERATIONS

Ages 28 and younger

- **Millennial Cultural Factors**
  - Peace
  - Prosperity / Opportunity
  - Globalization
  - Information revolution
  - Diversity
  - Structure

# THE FOUR GENERATIONS

- **Millennial Strengths**
  - Multi-taskers



- Lofty expectations

# THE FOUR GENERATIONS-Recently Added Generation Y - Ages Lower 20s

**Tech-Savvy:** Generation Y **grew up with technology** and rely on it to perform their jobs better. **Armed with BlackBerrys, laptops, cellphones and other gadgets, Generation Y is plugged-in 24 hours a day, 7 days a week. This generation prefers to communicate through e-mail and text messaging rather than face-to-face contact** and prefers **webinars** and **online technology** to traditional lecture-based presentations.

**Family-Centric:** The fast-track has lost much of its appeal for Generation Y who is willing to **trade high pay for fewer billable hours, flexible schedules and a better work/life balance.** While [older generations](#) may view this attitude as narcissistic or lacking commitment, discipline and drive, Generation Y legal professionals have **a different vision of workplace expectations** and **prioritize family over work.**

**Achievement-Oriented:** Nurtured and pampered by parents who did not want to make the mistakes of the [previous generation](#), **Generation Y is confident, ambitious and achievement-oriented.** They have high expectations of their employers, seek out new challenges and are not afraid to question authority. Generation Y **wants meaningful work and a solid learning curve.**

**Team-Oriented:** As children, Generation Y participated in team sports, play groups and other group activities. **They value teamwork** and **seek the input and affirmation of others.** Part of a no-person-left-behind generation, Generation Y **is loyal, committed and wants to be included and involved.**

**Attention-Craving:** Generation Y **craves attention in the forms of feedback and guidance.** They **appreciate being kept in the loop and seek frequent praise and reassurance.** Generation Y may benefit greatly from **mentors** who can help guide and develop their young careers.

# MOTIVATIONAL INCENTIVES

- **Leading Traditionalists / Builders**

**Ages 62 and older**

- Appreciate and respect their experience
- Use them as mentors
- Human interface
- Tokens that indicate their experience (status) and /or affiliation

# MOTIVATIONAL INCENTIVES

- **Leading Boomers - Ages 48-62**
  - Recognition / Rewards / Credit
  - Opportunity to work in teams
  - Work to build consensus; gather their input
  - Opportunities for personal and professional development
  - Capture their experience

# MOTIVATIONAL INCENTIVES

- **Leading Generation Xers - Ages29-48**
  - Allow autonomy
  - FAST Feedback- Frequent, Accurate, Specific, Timely
  - Opportunities for continued learning and development
  - Open communication, information
  - Flexibility
  - Access to info and decision-makers
  - Challenge, fun, and excitement

# MOTIVATIONAL INCENTIVES

- **Leading Millennials - Ages 28 and younger**
  - Provide structure and guidance
  - Ask for their input (they may give it anyway)
  - Team orientation
  - Maintain technology
  - Manage projects, not time
  - Challenge and increasing responsibility
  - Stress mission and values

# MOTIVATIONAL INCENTIVES

- **Feedback Guidelines**

- **Boomers – ages 48-62**

- Judicious feedback,  
i.e. coaching approach, asking questions

- **Generation Xers – ages 29-47**

- Frequent and direct feedback

- **Millennials – ages 28 and younger**

- Frequent feedback on-demand  
and positive reinforcement

# MOTIVATIONAL INCENTIVES

- **Implications for the Church**

- **Boomers – ages 48-62**

- Largest make up of church (adults & retirees)

- Must be willing to make room for younger generation to come

- **Generation Xers – ages 29-47**

- Young Adults** with skills, education and energy

- Needs to be groomed for leadership

- **Millennials – ages 28 and younger**

- Transitional group, many **still young adults**, but included in the **youth age**.

- We must tune into what motivates this age group and develop new sensitivities

- **Further Implications for the Church**  
***They Like Jesus Not The Church***  
by Dan Kimball

- What Emerging Generations Think about the Church...

- The church is an organized religion with a political agenda
- The church is judgmental and negative
- The church is dominated by males and oppresses females
- The church is homophobic
- The church arrogantly claims all other religions are wrong
- The church is full of fundamentalists who take the whole Bible literally

- **Further Implications for the Church**  
***They Like Jesus Not The Church***

by Dan Kimball

- What Emerging Generations feel would draw them back to church...

- The church would provide more opportunities to dialogue about issues important to them
- The church respect their intelligence
- The church place less focus on the building (building & maintenance)
- The church is more loving
- The church would care more about the poor and the environment
- The church is offer more prayer & formal meditation time
- The church lifts up and teaches more about Jesus