



Instructions for Module D009

MINISTERING TO MILLENNIALS

Goal(s): The goals of **Module D009: Ministering to Millennials** are:

- To help congregations better understand the unique way millennials think in general, and about church/religion in specific, as well as understanding why millennials think that way.
- To help congregations honestly evaluate how they are doing in retaining millennial members and/or reaching potential millennial members.
- Share some “best practices”—tactics congregations might consider implementing in their effort to serve millennials with the gospel.

This module consists of:

- Four videos about who millennials are and how they think.
- Discussion guides for each of the videos.
- A “playbook” of best practices congregations may try to utilize in their attempt to serve millennials with the gospel.

We recommend using the module as follows:

1. Recruit a task force to utilize the resources of this module. The task force should include some members of leadership, as well as members of the congregation who are in the millennial generation. The task force should consist of male and female members.
2. Meeting #1. Open with prayer. The task force views video #1, then works through the discussion questions. The task force views video #2, then works through the discussion questions. The playbook is disseminated. “homework” for the task force is to begin reading through it. As they do, the task force members take notes on what they believe might be viable tactics in their local congregation. This meeting runs 90 minutes–2 hours.
3. Meeting #2. Open with prayer. The task force views video #3, then works through the discussion questions. The task force views video #4, then works through the discussion questions. “homework” for the task force is to conclude reading the playbook. As they do, the task force members take notes on what they believe might be viable tactics in their local congregation. This meeting runs 90 minutes–2 hours.
4. Meeting #3. Open with prayer. Task force meets to discuss the playbook. Members share what they believe would be viable tactics to retain current millennials and/or reach new millennials. The task force concludes by sending a list of recommendations to the congregation’s governing body.
5. The governing body approves the recommendations, and then converts them to an action plan, assigning responsibility, due dates, and a budget as needed.

Blessings on your efforts!