

Five Reasons GenZ Could Ignite the Next Great Awakening

Infographic: McCrindle Gen Z Infographic

I. Five Trends Influencing Global Youth Ministry

- A. Globalization
 - 1. The end of monolithic silo'd cultures
 - 2. Communication of information
 - 3. More potential power to shape world culture

- B. Urbanization
 - 1. Mega cities are increasing worldwide.
<http://www.un.org/en/development/desa/news/population/world-urbanization-prospects-2014.html>
 - 2. Urban mindset shift
 - 3. Cultural shift

- C. Secularization
 - 1. Non-religion globally

Wikipedia Chart: World Religious Beliefs /

http://en.wikipedia.org/wiki/Growth_of_religion

- 2. By country
<http://www.pewforum.org/2012/10/09/nones-on-the-rise/>
- 3. Gen Z projections
<http://www.pewforum.org/2012/10/09/nones-on-the-rise/>
<http://www.pewforum.org/religious-landscape-study/generational-cohort/>
<http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0121454>

- D. Pluralization
 - 1. Values-orientated but not traditional
 - 2. Diversification
 - 3. Tolerance

- E. Digitalization
 - 1. Technology is second nature.
 - 2. They speak in code.
 - 3. Their social circles are global.
 - 4. 50% of children ages 8-12 are online daily.
 - 5. We must communicate online.

II. Five Unique Characteristics of Generation Z

- A. Visual
 - 1. They think in 4D.
 - 2. Many opt to watch a video.
 - 3. They are non-auditory learners.

- B. Proactive
 - 1. They are highly educationally savvy.
<http://blog.penelopetrunk.com/2015/03/24/what-leadership-will-look-like-when-generation-z-takes-over-and-i-love-pope-francis/>
 - 2. They lack product trust.
 - 3. They have strong influence on parental spending.
 - 4. Volunteerism is high.
 - 5. They are taking leadership roles.
<https://www.youtube.com/watch?v=TN79Qyddsf0> (Adora Svitak)

- C. Cause-driven
 - 1. They want a better world.

2. They are willing to spend their money on a cause.
http://www.sustainablebrands.com/news_and_views/stakeholder_trends_insights/andy_last/5_reasons_generation_z_could_be_ones_save_us
 3. They want to connect missions with a cause.
- D. Relational
1. They suffer from F.O.M.O. (Fear Of Missing Out).
 2. They desire true community.
 3. They value authenticity in leadership.
 4. They prefer face-to-face communication.
- E. Professional
1. They are entrepreneurial.
<http://www.businessinsider.com/charlis-crafty-kitchen-makes-127000-a-month-on-youtube-2015-4>
 2. They are creative.
 3. They are collaborative.

III. Ten Action Steps to Reach Generation Z

- A. Communicate one-on-one more frequently across multiple media platforms.”
- B. Develop youth leaders for urban ministries.
- C. Tap into their entrepreneurial spirit providing opportunities in the ministry.
- D. Tell the Gospel story in a narrative using images and multiple screens when possible.
- E. Use live stream to communicate to them periodically.
- F. Use creative tools and ideas when sharing the Truth of the Word.
- G. Connect “cause” with “ministry outreach.”
- H. Feed them (real food); remember they are foodies.
- I. Personal face-to-face interaction is vital; technology is not a replacement.
- J. Be a student of youth culture so you can communicate fluently and effectively the Truth of Jesus Christ.

IV. B.T.W. . . . The Next Generation

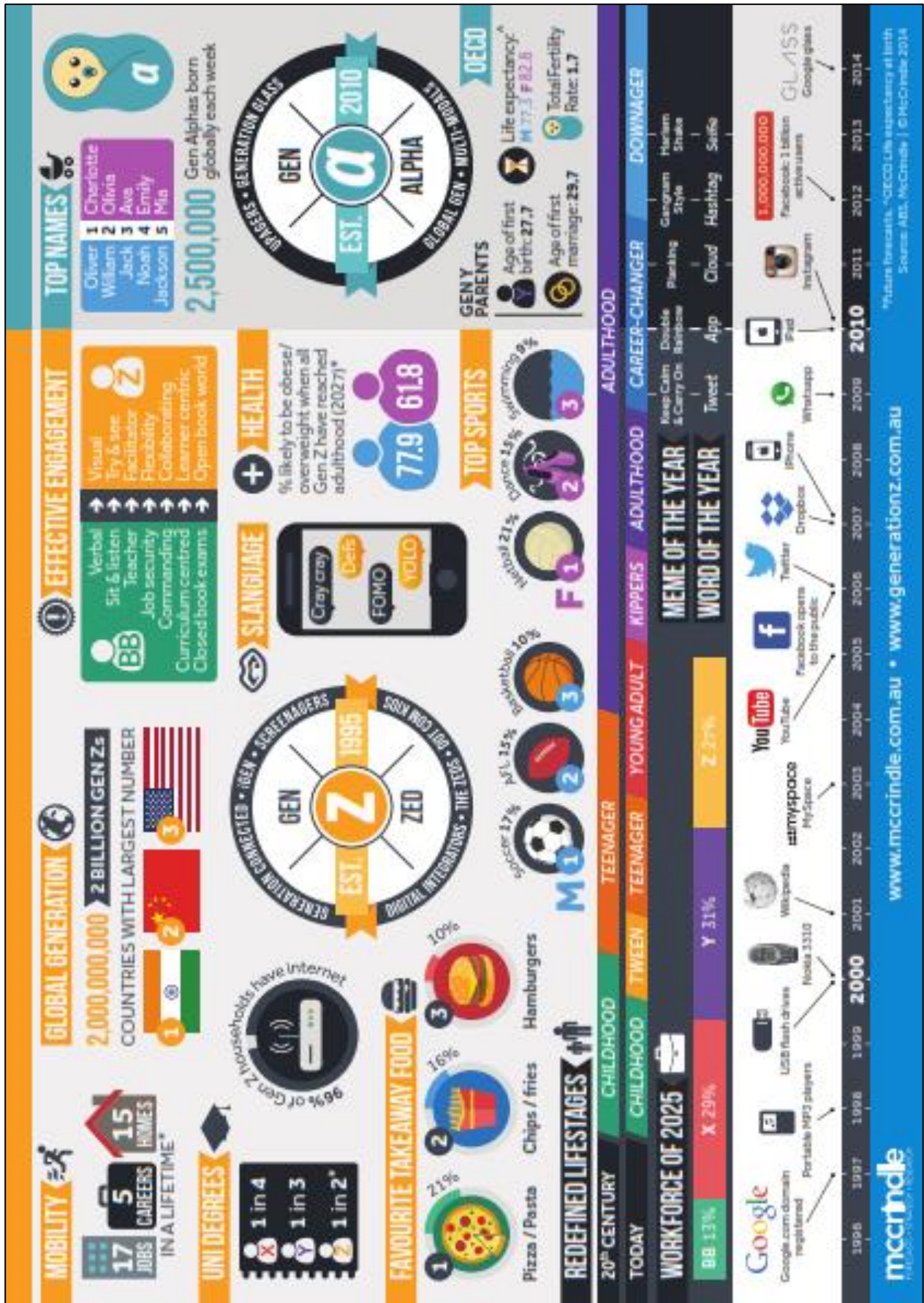
- A. Born 2010 –
- B. Mark McCrindle has called them the Alpha Generation.
- C. Other possible names being considered: Google Kids & Red Bull Generation

Online Resources:

- *AFRICAN DIGITAL STATISTICS 2014*, Kayobi, February 3, 2014, <http://socialmediaweek.org/lagos/2014/02/03/african-digital-statistics-2014/>
- *Social Media Usage in the Asia Pacific: Statistics & Trends [Infographic]*, <http://www.adweek.com/socialtimes/social-media-asia-pacific-stats/614053>
- *The Latin American Digital Consumer [Infographic]*, <http://www.tnooz.com/article/a-comparison-of-latin-american-and-us-consumers-infographic/>
- *Get Ready for Generation Z*, Anne Kingston, July 15, 2014, <http://www.macleans.ca/society/life/get-ready-for-generation-z/>
- *2015 Ford Trend Report Explores Generation Z and How Youngest Consumers Are Shaping View of the Future*, December 29, 2014, <https://media.ford.com/content/fordmedia/fna/us/en/news/2014/12/29/2015-ford-trend-report-explores-generation-z.html>
- *Gen Z: Unlike the Generation Before*, Elizabeth Beltramini & James Buckley, *The Bulletin*, Volume 82, Issue 5, October 2014, <http://www.acui.org/publications/bulletin/article.aspx?issue=49827&id=26390>
- *Engaging and Cultivating Millennials and Gen Z* (Denison University) <http://www.slideshare.net/Ologie/engaging-and-cultivating-millennials-gen-z>
- *Gen Z: The first generation of the 21st Century has arrived!* Final White Paper <http://www.slideshare.net/AENC/gen-z-final-white-paper?related=2>

Recommended Books:

- *In This Generation: Looking to the Past to Reach the Present*, Todd Ahrend, Book Villages
- *Student Power in World Missions*, David M. Howard, InterVarsity Press
- *The ABC of XYZ: Understanding the Global Generations*, Mark McCrindle with Emily Wolfinger, UNSW Press
- *Word Up*, Mark McCrindle, Halstead Press



World religious beliefs / Non-beliefs by adherents, 1910–2010

Religion / Irreligion ↕	1910		2010		Rate*	
	Adherents ↕	% ↕	Adherents ↕	% ↕	1910–2010 ↕	2000–2010 ↕
Christianity	611,810,000	34.8	2,260,440,000	32.8	1.32	1.31
Islam	221,749,000	12.6	1,553,773,000	22.5	1.97	1.86
Hinduism	223,383,000	12.7	948,575,000	13.8	1.46	1.41
Agnosticism	3,369,000	0.2	676,944,000	9.8	5.45	0.32
Chinese folk religion	390,504,000	22.2	436,258,000	6.3	0.11	0.16
Buddhism	138,064,000	7.9	494,881,000	7.2	1.28	0.99
Ethnoreligion	135,074,000	7.7	242,516,000	3.5	0.59	1.06
Atheism	243,000	0.0	136,652,000	2.0	6.54	0.05
New religion	6,865,000	0.4	63,004,000	0.9	2.24	0.29
Sikhism	3,232,000	0.2	23,927,000	0.3	2.02	1.54
Judaism	13,193,000	0.8	14,761,000	0.2	0.11	0.72
Spiritualism	324,000	0.0	13,700,000	0.2	3.82	0.94
Daoism	437,000	0.0	8,429,000	0.1	3.00	1.73
Bahá'í Faith	225,000	0.0	7,306,000	0.1	3.54	1.72
Confucianism	760,000	0.0	6,449,000	0.1	2.16	0.36
Jainism	1,446,000	0.1	5,316,000	0.1	1.31	1.53
Shinto	7,613,000	0.4	2,761,000	0.0	-1.01	0.09
Zoroastrianism	119,000	0.0	197,000	0.0	0.51	0.74
Total Population:	1,758,412,000	100.0	6,895,889,000	100.0	1.38	1.20

*Rate = average annual growth rate, percent per year indicated

Source: Todd M. Johnson and Brian J. Grim^[112]