

COMMUNICATING TO MILLENNIALS AND GEN Z

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TRENDS WITH MILLENNIALS AND HOW WE COMMUNICATE TO OUR ADVANTAGE

- Educated but Not Wealthy
 - Health Food
 - Not buying homes
 - Student Debt
- So how do we communicate?
 - Theology on Tap
 - Invite without Cost
 - Yet not afraid to spend

TRENDS WITH MILLENNIALS AND HOW WE COMMUNICATE TO OUR ADVANTAGE

- Lack of Commitment
 - Marriage
 - Kids
 - Reassessing Priorities
- So how do we communicate?
 - Theology of the Body
 - How do we journey with them and their goals?

TRENDS WITH MILLENNIALS AND HOW WE COMMUNICATE TO OUR ADVANTAGE

- Seeking Adventure
 - Travel
 - Willing to spend money
- So how do we communicate?
 - Young Adults will Travel
 - How do we build excitement?

TRENDS WITH GEN Z AND HOW WE COMMUNICATE TO OUR ADVANTAGE

- Distrust of Government and Big Organizations
 - Covid
 - Politicians
 - Catholic Church Leaders
- So how do we communicate?
 - Transparency
 - Vulnerability
 - Courageously Living the Gospel

TRENDS WITH GEN Z AND HOW WE COMMUNICATE TO OUR ADVANTAGE

- Embracing Different Cultures and Viewpoints
 - Longing for community
 - Desire for individuality
 - Cancel Culture
- So how do we communicate?
 - Don't shy away from tough questions
 - Can we celebrate individual gifts?
 - Rabbit Holes

TRENDS WITH GEN Z AND HOW WE COMMUNICATE TO OUR ADVANTAGE

- Digital Natives
 - Truly the First Generation Immersed in Digital
 - Mental Health Issues
- So how do we communicate?
 - YouTube Ads vs Parents
 - Do we provide immediate information?
 - Can we help to destress?
 - Relational Ministry
 - Physical Print