

# Courageous Leaders and our 21<sup>st</sup> Century Mission Field





# Mission Field?

- **Who are they?**
- **Where are they?**
- **How do we reach them?**

## ONE NATION, UNDER GOD

America has always been a religious country. But a recent study finds that might be changing; The percent of the country who considers themselves atheists is rising rapidly. While they still make up a small minority in comparison to the major religions, the current trends indicate that we may not be one nation, under God, forever. Here is a look at what we believe.



A COLLABORATION BETWEEN  
GOOD AND CHRIS KORBEY

SOURCE: The 2009 American Religious Identification Survey

GENERIC CHRISTIAN: Born Again, Evangelical, Non-denominational, Unspecified  
MAINLINE CHRISTIAN: Episcopalian, Lutheran, Methodist, Presbyterian, United Church of Christ



## Who are they?

- Traditionalists”                      born < 1945
- “Boomers”                              born     1946 - 1964
- “Gen X”                                    born     1965 - 1977
- “Millennials”                            born     1978 - 2000
  - (31 – 9 yr. olds)
  - gen-Y (gen-WHY?)
  - Echo Boomers (children of boomers)
  - Net Gen
  - Largest population group in HISTORY



# Experience Starved

“In high school I did everything – student council, golf, volleyball, theater, choir...in the past two years I’ve run a marathon, gone skydiving, been to surf camp, learned how to shoot a handgun. Once I finish one thing, I check it off my list and look for the next thing.”

- 26 year old copywriter

Fast Company Jan/Feb '06



# the NetGeneration

- Freedom
- Customization
  - Scrutiny
  - Integrity
- Collaboration
- Entertainment
  - Speed
  - Innovation





## Where are they?

- **ONLINE in a SOCIAL NETWORK**
  - the share of adult US internet users who have a profile on a social networking site has more than quadrupled in the past four years—from 8% in 2005 to 35% now
  - For adults aged 18-24, it's 75%
  - For tweens, it's close to 100%

» (Source: Pew Internet, January 2009.)



# Where are they?

- **Face Book**
  - 200 M unique users
  - 100 M log-on daily
  - 3B minutes each day
- **MySpace**
  - 130 M members
- **YouTube** – 72 M unique visitors
  - 100M downloads per MINUTE !**
  - » 10B videos downloaded each MONTH
  - » (Jan.09) avg. viewer watch 101 videos



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Did you Know 4.0?

<http://www.youtube.com/watch?v=6ILQrUrEWe8>



# Where are they?

**98% (Millennials) use Internet DAILY**



**55% sent/received text this hour**  
**45% use Facebook or MySpace daily**  
**62% use cell phones to deliver media**  
**54% prefer to watch TV on the Internet**  
**c.100% used Internet for NEWS & OPINIONS for last year's Presidential race**

# Millennials – PoMos



- **PREmodernism**

- God-centered
  - Oral culture
  - Church formed base of knowledge
  - Faith/Belief precede knowledge
- 
- “I believe in order that I may understand”
    - Anselm (1033-1099)

# Millennials – PoMos

## » Modernity

Human – Centered

- » Reason = Truth
- » Science is King
- » Linear thinking
- » Gutenberg 1450s
  - » Printing press
  - » Power of Writing



# Millennials – PoMos

- **POST** modernism



- TRUTH must be *experienced*
- No *ABSOLUTES* !
- *CONVERGED* communication
- Power of STORY (narrative)



# Personal Essentials

- Value personal INTEGRITY
  - **Honesty**
  - **Authenticity**
  - **Vulnerability**
  - **Values**





# Style Essentials



- Value FLEXIBILITY
  - \*Personal
  - \*In New Leaders
  - \*In new products
  - \*In church



# Relational Essentials

- RELATIONSHIPS
- “My story”
- “Your story”
- Personal investment
- Understand their world/needs/dreams





## Perceptions of the Church: *unChristian*

- Anti-homosexual
- Judgmental
- Hypocritical
- Too political
- Out of touch with reality
- Old fashioned
- Insensitive to others
- Boring
- Not accepting of other faiths

(16-29 yr. olds)

David Kinnaman (2007)



# Rubber meets Road time

- To better the world
- Provide them a *cause*
- Forget *traditions*; renew *ancient faith*
- To be *relationally authentic*
- Avoid denominational *clutter*
- Politically *savvy*; not politically *driven*
- To be technologically *current*
- To be *environmentally sensitive*



# E.P.I.C.

- **Experiential**
- **Participatory**
- **Image Driven**
- **Connected**

Leonard Sweet  
“Post Modern Pilgrims” (2000)



## The LUKE 10 Model

- v. 5 “...When you enter a home, greet the family, Peace.”
- v. 7 “Stay at one home, taking your meals there...”
- v. 9 “...heal anyone who is sick...”
- v. 9b “... tell them, ‘God's kingdom is right on your doorstep!’ ”



## E.P.I.C. meets Luke

- **Experiential** – “*BLESS the house*”  
– *Create a good First Impression*





## E.P.I.C. meets Luke

- **Participatory** – *“DWELL with them”*  
– *Become part of their LIFE*





## E.P.I.C. meets Luke

- **Image Driven** – *“HEAL all the sick”*  
– *Evokes a holistic Picture*





## E.P.I.C. meets Luke

- **Connected** – *“PROCLAIM the Kingdom”*





## Our Job

- **To make Him known**
  - **Colossians 1:27**

**“To them God has chosen to make known among the Gentiles the glorious riches of this mystery, which is *Christ in you*, the hope of glory.”**