



Engaging All Generations In the Pews

Katie Price
The Center for Discipleship and Stewardship



Agenda

- I. Intro
- II. Challenges?
- III. Overview of Generations
- IV. The W's for Each Generation
- V. How: Practical Tips for All
- VI. Questions and Answers

**Aren't all Catholics the same in
practice, teaching, and
evangelizing?**



Challenges

Currently, our parish pews can be filled with five generations at one time

Communications:

Baby Boomers- TV expansion

Generation X= Computer Revolution

Millennials= Internet Explosion

Gen Z= On-Demand, Anytime, Anywhere

Work-Life Balance: In 1965, 58% of women were NOT in labor force, today 71% of women ARE in the labor force

In 1965, the typical American woman first married at age 21 and the typical man wed at 23. By 2017, those figures climbed to 27 for women and 29.5 for men.



Challenges

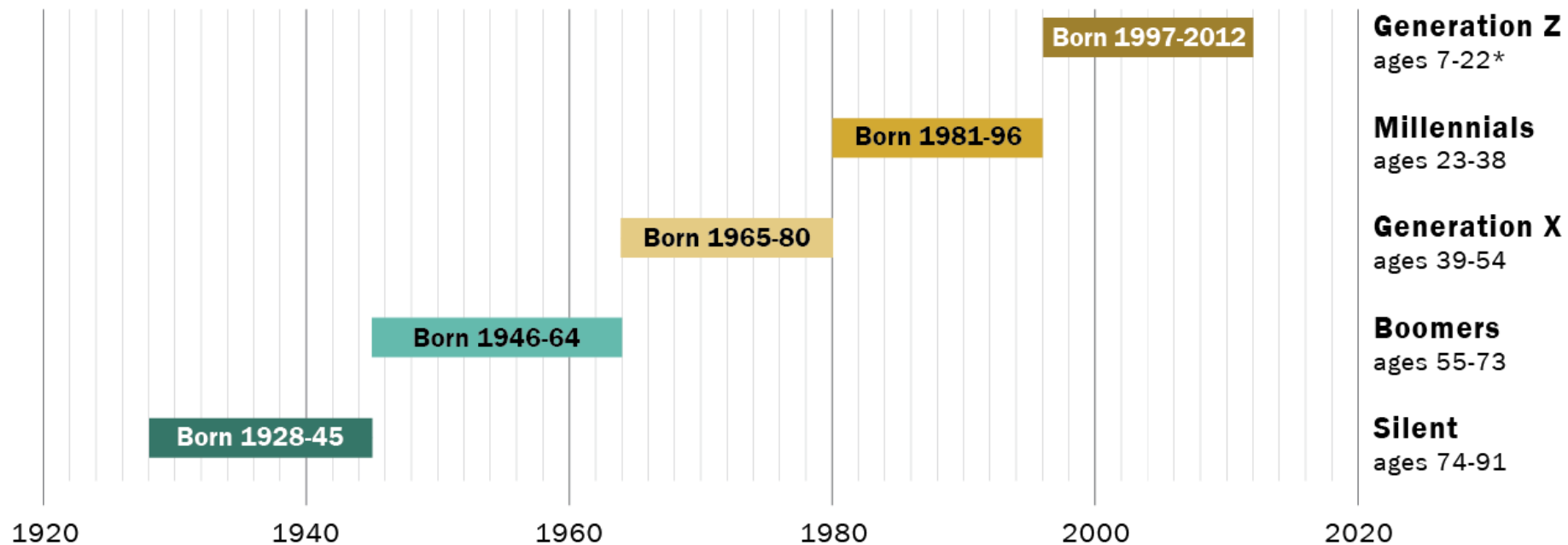
Overall, adults ages 18 to 39 are less likely than those ages 40 and older to say religion is very important to them

When cultural generations clash in a workplace, the results often include conflict, misunderstanding and miscommunication.

...when they clash in the parish level the results include conflict, misunderstanding and lack of mission effectiveness

The generations defined

GENERATION AGE
IN 2019



*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER



Who Is Who?

The Silent Generation (1928-1945, 74+ Years old)

This generation grew up in the years following the Great Depression. The harsh economic climate of childhood taught them discipline and self-sacrifice. Over the course of their lives, this generation saw their affluence increase. *They tend to be team players who are loyal to organizations. They have a huge knowledge legacy to share and a strong work ethic.*



Who Is Who?

The Baby Boomers (1946-1964, 73-55 years old)

Boomers grew up in a time of unprecedented economic prosperity and post-war hopefulness. They were typically raised in nuclear families, most often with a stay-at-home mom. Boomers worked hard and were rewarded for it. They tend to be optimistic and driven by success. Because of their sheer numbers (they are no longer the largest generation alive today), they have dominated the workforce for decades. *Boomers fill our pews, run our ministries, and are the dominant age group of religious.*



Who Is Who?

Generation X (1965-1980, 54-39 years old)

Many in this generation demonstrate characteristics of independence, resilience and flexibility. Gen Xers came of age during a major recession. They saw their parents laid off after decades of service. *Many graduated from university to find few jobs and opportunities. As a result, Gen Xers became loyal, not to organizations, but rather to their work, their team or their boss. They are looking for meaning in their work. First to "church-shop," mega-church growth, traditional meets digital communications- evolving communications at the Parish level, want leadership positions their parents currently hold.*



Who Is Who?

The Millennials (1981-1997, 38 -21 years old)

Raised in a child-centric world, this generation has been showered with attention and held in high regard by the adults in their lives. As a result, they are self-confident and achievement-oriented. Technology has surrounded them from birth, and they are more techno-savvy than any previous generation. Their parents involved them in many social, sports and school activities, and they are masters in multi-tasking.

However, millennials are split. Will be heavily involved in Restored Order and the sacramental life of their parish...because it is relevant to them! Just like Boomers who fill the pews, millennials fill our schools/PSR!



Who Is Who?

Gen Z (1998-Present, 20 or younger):

Gen Z, the most diverse generation in U.S. history, is only now beginning to enter the workforce. Research on this generation is limited thus far, but early observations suggest Gen Z's attitudes are a blend of the previous generations.



When/Where We Meet the Generations

Gen Z: Youth ministry, Elementary Alumni
and young alumni

Young Millennials: Marriage, Baptisms

Millennials: Parent of RE/School children

Gen X: Parents of young alumni, social
groups, Confirmandi parents

Baby Boomer/Silent Generation: Ministry
Leaders, long-term volunteers, Snowbirds

Stewardship Through Generations

**Many feel like they don't have the
"know-how"**

Pray

Sundays, where generations meet- Grandparents Mass

LOW/Share the Word taught by different generations/confirmandi

Many feel like they don't have the "know-how" - what digital resources can you provide...digitally

Prayer service with women's club and the Girl Scouts...find ministries praying together!

Serve

Do your ministries serve together? Youth with Men's club, Legion of Mary with RE's?

Family service opportunities, serving at Mass, greeters/hospitality, etc.

Family based mission trips/service days, parent/child or grandparent/grandchild retreats, age-integrated Bible studies, social programming

Give

Stewardship is multi-generational- introduce kids envelopes

Encourage multi-generational opportunities- special event fundraising...photog or FB live

Provide opportunities for and acknowledgement of gifts received electronically or print

Consider assessing generations giving patterns and making more appropriate asks

Leadership

Let them lead! Plan succession within each ministry!

Communication teams/ministry- for younger generations

Traveling Teachers- Into your home to train other grandparents or parents!



"Age-specific ministries, like the traditional Sunday school, children's church, and adult Bible studies, are great for teaching the stories and concepts of the faith.

Age-integrated ministries, however, teach us how to incorporate those truths into relationships. There needs to be a place for both."



Articles and Resources

<http://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>

<https://www.christianitytoday.com/pastors/2002/spring/3.37.html>

<http://collegiatecollective.com/multigenerational-intergenerational-churches/>

https://www.jstor.org/stable/3512320?origin=JSTOR-pdf&seq=1#metadata_info_tab_contents

Q & A

kprice@dio.org

discipleship.dio.org

