



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip Aug 19, 2024 Lets engage Gen Z

Dear Ministry Leader,

We started the conversation last week about steps to better engage Generation Z. As a reminder, this audience was born between 1997 - 2012. Only half of them are even adults at this point, but already they are the third most populous generation and in another 10 years (as boomers pass away), they will move into the #2 position.

We can't get started soon enough in thinking about our engagement and communication strategies to this specific audience.

To quickly recap the three ideas from a week ago, it occurs to me that I would slightly rewrite them in this way.

1. Their Impact
2. Their Content
3. Their Experiences

To further add to this list of how to engage them, research (and much of it marketing and buying trends) tells us to consider these issues as well.

4. Their Values - Here's a tricky one. Let's face it, a lot of their values will likely not match ours, but that doesn't mean you can't still do your best to cast your mission and vision in a way that aligns with the values they do have that we want to honor.

5. Their Community - This is everything for Gen Z. They thrive on connection and want to feel and know they are part of something bigger. Foster this with your communications, but create new and innovative ways to also help create this "offline". Given them opportunities to "taste and see" what they are a part, combined with an interactive opportunity to meet others like them, will take you to the top in this arena.

6. Their Style - I suppose this is a catch all for the areas mentioned

above, but it is so important I mention it again. Everything from their channels (they hate the phone) to how they view and interact with their relationships give insight to how you can best engage this very unique generation. Blessings and viel Gluck.

Passionately,

Rick

P.S. Questions? Need more ideas on how to accomplish the above thoughts or suggestions? You can reach me at (209) 541-5720 or rjf@multiply417.com.

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