

# 5 must-haves

TO ENGAGE MILLENNIALS



## SOLUTION GUIDE

The ministry ideas, how-to's, tips, and advice you need to engage millennials at your church. PLUS... how our software, Realm ® can help you achieve this ministry goal.

# WHAT'S THE PROBLEM WITH MILLENNIALS ANYWAY?



The goal of this guide is to provide resources and ways to help you and your church tackle this generation.

Despite what you may have read, millennials still believe in God, hold to absolutes of right and wrong, and pray as much (or in some cases more) than their age group in the past. But at the same time...

*"Millennials are far less engaged with church affiliation than any generation in recent American history."*

source: **Pew Research Center**

So what's the deal? Where is the disconnect? Why are millennials just as spiritual but far less religious? Why are some churches busting at the seams with millennials while others are losing them?

There's no shortage of opinions about what millennials are wanting and needing from a local church. It's not always easy to figure out what they need. But, that's exactly what this guide is intended to do.

# A MATTER OF WORDS

When discussing and researching this topic over time, there are certain keywords or phrases that seem to resonate with millennials and their thoughts about the church. When asked what they want, words like authenticity, purpose, relationships, community, and serving seem to be a common theme. The importance behind these words is the beliefs they embody.

Millennials want to be part of something that matters. They see through the fake stuff, the moving lights and the lasers. They want to discover God in the context of community and be on mission to make a difference in their neighborhoods.



# 5

## MUST-HAVES

As you look at the trends and follow the conversations, there are 5 must-haves that are the keys to unlocking engagement for millennials.

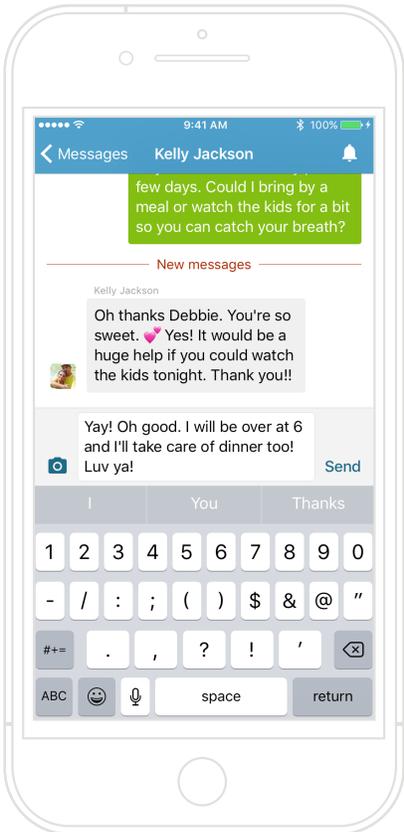
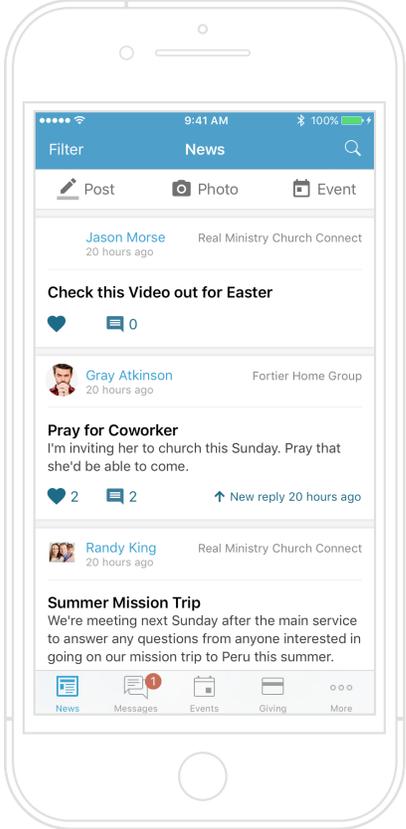


# CAST BIG VISION

Seeing the big picture is appealing to anybody. It's especially appealing to young adults who are planning for their future and dreaming of making it a better place. If your vision is small and your expectations are not communicated, it will be tough to get millennials engaged in your church's mission.

*Casting a big vision requires great communication.*

Communication of all types is required to reach people in the ways they are listening. Targeted messages delivered in context are much more likely to be heard. Even better, when you are able to communicate at both a big and small level, it becomes easier to tie in the bigger vision with specific actions and events.



For example, if your vision is to eliminate poverty in your neighborhood, you could set up a group devoted to connecting people with job opportunities. Then, when the next job fair rolls around, you can send a message to that group with details of how they can be involved and, as important, how their involvement serves the bigger vision to eliminate poverty. Now instead of just telling people about a local event, they recognize that their involvement is a critical part in eliminating poverty in their streets.

A mobile app with churchwide, group, and personal communication tools is the best solution for making sure you're casting a big vision to a big audience, in small but powerful ways. Use the Realm Connect app to send messages, comments, notifications, alerts, and invites to exactly who you want, when you want, wherever they are.

# #2

## BE CONNECTED

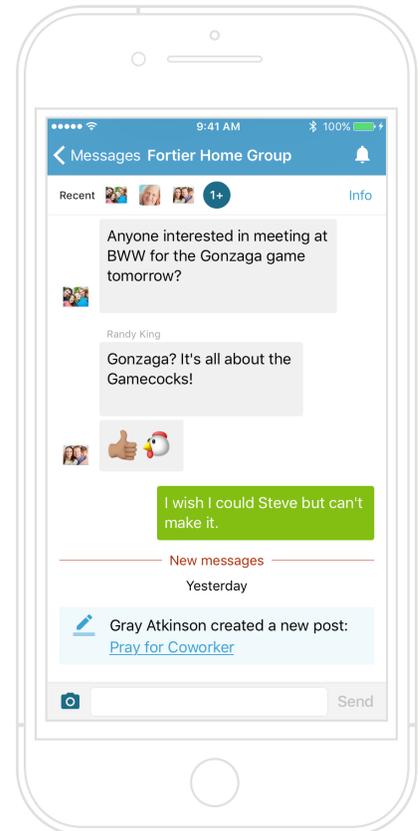
It's all about relationships. Millennials, like all generations, want to connect, be in the loop, and form relationships that mean something. According to the **Barna Group**, community relationships are the number one most important reason millennials go to church.

*Simply put, if your church is not promoting strong relationships and connected community millennials won't be engaged.*

Groups are one of the best ways to develop relationships. People are connected like never before because of technology but are also disconnected because of a busy and hectic life. The challenge for churches becomes how to foster connected groups.

The church needs to spend time together. But to accommodate an ever-shifting, mobile culture, people are actually getting less face time than ever before.

To help your groups make the most of the time they are apart, consider using a group communication app that lets them talk throughout the week. Whether it's sharing prayer requests, cracking jokes, asking for help with any variety of needs, sharing digital resources, posting encouraging remarks, or just chatting, a great way to connect in community is to connect online with a safe, convenient mobile app.



# #3

# BE TRANSPARENT

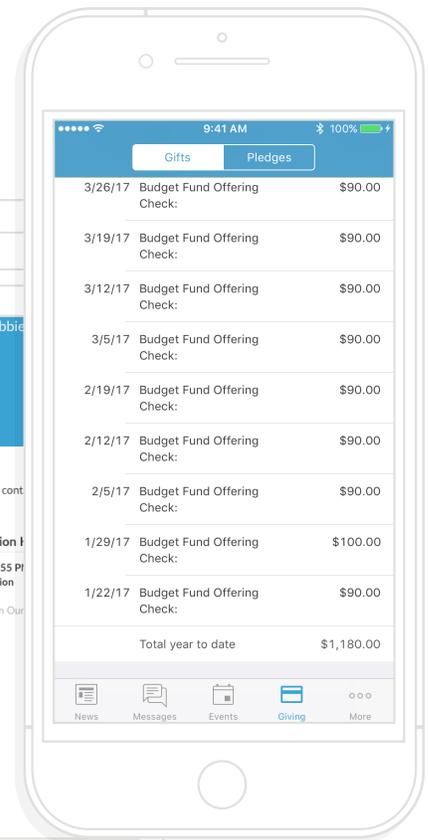
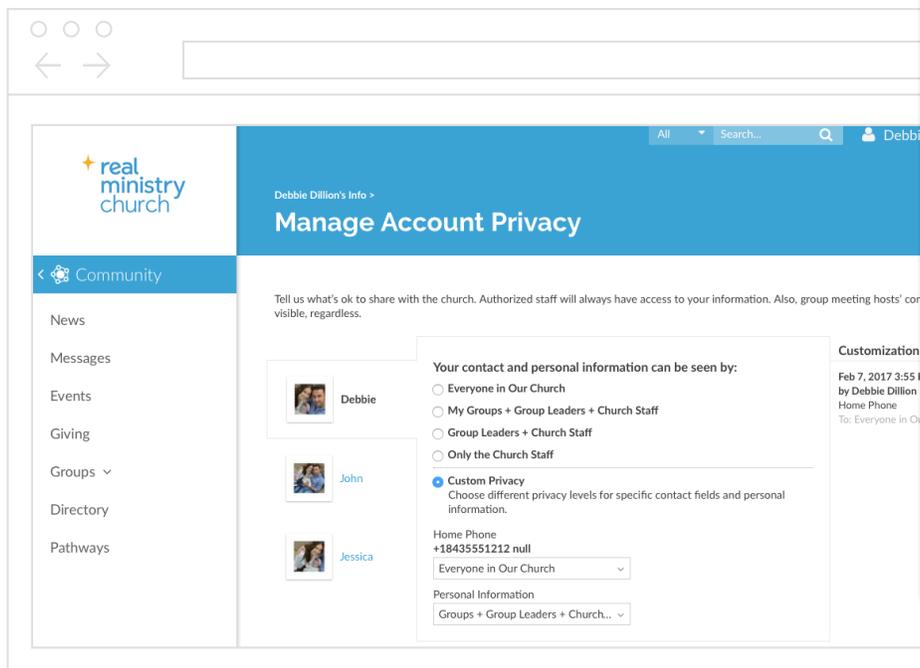
While the number one reason millennials will stay at a church is relationships, the number one reason they'll leave is hypocrisy. No matter what blog post you read or study you examine, you'll find that millennials hate all things fake.

Raised with commercials on every channel and ads inside every cereal box, millennials know when someone is lying to them. Even more, they know when things are being hidden, when cliques are forming, and when someone is trying to manipulate them.

A good church management software should provide tools to bring things to light. Giving and spending reports, online directories, group listings, and multiple giving options let people know that whether they're a leader, a member, or a visitor, you're all working hard to keep everything out in the open, while at the same time, keeping personal matters and private information secure.

As a subtle example, even something simple like letting people manage their online giving from their phones lets them see that no one is trying to trick them into giving more money. There is no manipulation, just provision of the right tools to help them with stewardship.

*Keeping things in the dark is not an option when dealing with a bright generation.*



Make group listings and individual directories public. This lets people see who is part of the church and how they are involved. It lets people share in the experience but still gives them private controls to decide what personal information to share and what to keep safe.

The key to being transparent is keeping things secure. With the right balance, people will feel safe enough to share and share enough to build trust.

# #4

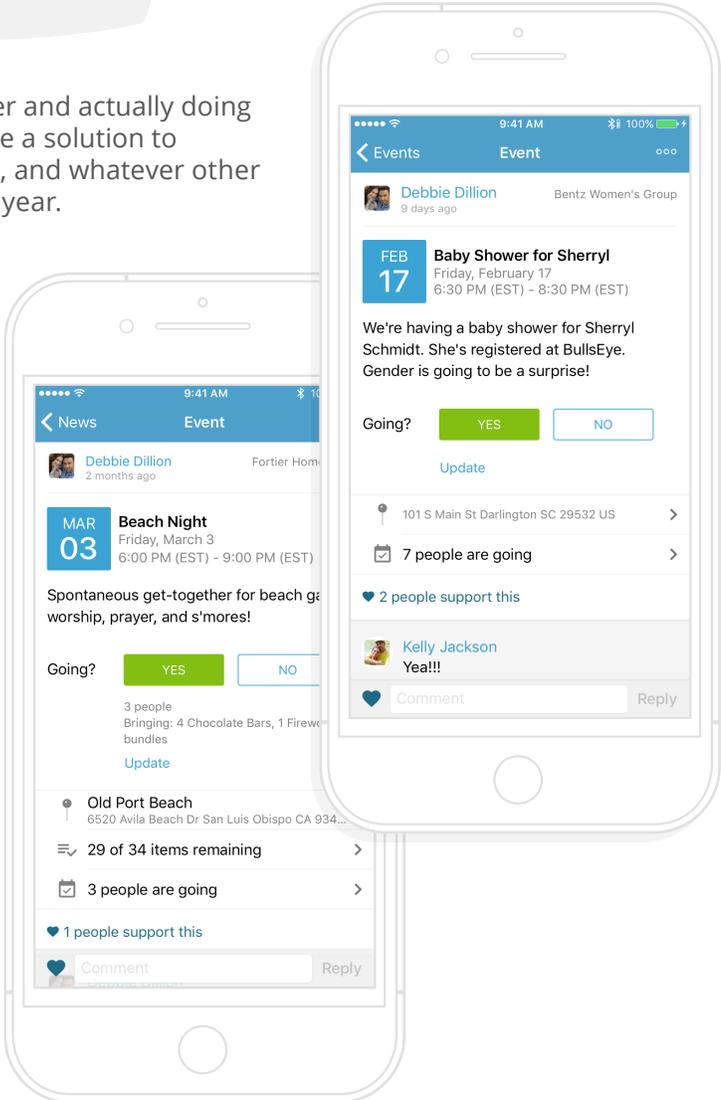
# DO IT TOGETHER

So now that you've cast a big vision and are getting people connected, you need to stick together. One of the best ways to engage millennials is to share a common purpose. It's not enough just to hang out. You have to live outward.

*Millennials want to do something together that actually matters.*

Doing real ministry means getting together and actually doing ministry. That can be hard unless you have a solution to manage your service projects, outreaches, and whatever other events you have planned throughout the year.

Using Events in Realm, people can register, check in on the Connect mobile app, invite lists of people, and coordinate all the little details. It's a great way to keep doing great ministry together.



# #5

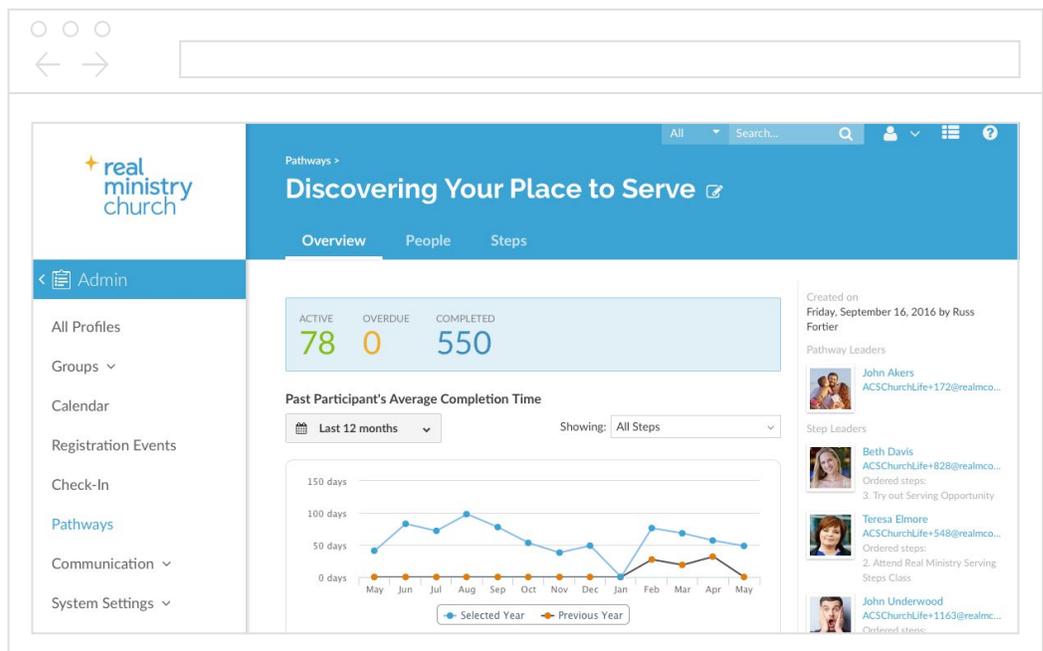
## CALL THEM OUT

Millennials aren't scared of a challenge. They come to church to discover, to grow, and to matter.

*Millennials are serious about growing in their faith.*

Your discipleship plan for millennials should include a clear path for every person to take that calls them to greater things. They want to be participants, not spectators.

Pathways in Realm is the perfect tool for moving millennials further in their faith by providing a solution that moves them through processes at your church. It empowers staff and leaders to assign steps, check in, and follow up. No more guessing how people are engaged. You'll know.





# THE MILLION-DOLLAR OUTCOME

The future of the Church rests in the hands of the largest generation in the country. Engaging millennials matters more than most might think. If you're reading this guide, you're probably not one of those who thinks millennials are all spoiled brats who just want things their way. You're smart enough to know that they make up a unique and diverse generation that needs to be uniquely reached for greater Kingdom impact.

When your church goes the extra mile for millennials, your church will be busting at the seams with people who are passionate about their purpose and on fire for God. It'll feel like a million bucks.

So what are you waiting for? Take this guide, then go online at [realmchurch.com](https://realmchurch.com) to discover why Realm is the solution you need to engage millennials. Get started with engagement today!



Throughout this guide, you have seen several ways that Realm helps churches reach new people and manage the life and operations of a church. We're excited to share more about our revolutionary ministry tool, Realm.

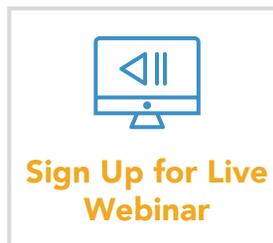
Realm provides solutions that will make your ministry and life way easier. It is cutting-edge church management software that combines administration, accounting, and community into one system. It also connects your entire church and personalizes each person's involvement in your ministry.

We'd encourage you to explore all that Realm makes possible by taking a demo, walking through a self-guided tour, or speaking with an associate today!



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