

Hi Nancy,

I have some info for the Discernment Process concerning Young Adults. I spoke with my daughter, Beccie, and her friend Bri. Both of them are 30 years old.

Beccie is single; Bri is married and has two little girls ages 6 & 4. Neither are part of a Faith Community at this time.

Here's a summary of my conversations with them.

Bri

Bri and her family would be interested in a church that is truly open to everyone no matter race or sexual orientation.

She would like there to be some type of program or some other way to show that the Faith Community accepts everyone in Christian love.

Children's programs would be important. (I told her about the Children's Choirs & Children's Worship programs & invited her to try them out.)

They are not interested in "Fire & Brimstone" preaching. Would like for the sermons to include life lessons and assist you in feeling like you're a better person for having attended.

Would be interested in small group activities. (I told her about your Family Night Dinner/Bible Study/Homework & she was very interested in the concept)

Beccie

With Beccie we talked more about Millennials & Gen Z and how to get their attention. She is the Admissions Counselor for Rudy Kelly School of Cosmetology, so she deals with this on a daily basis.

These generations are big into Branding: they like T-Shirts, Bumper Stickers, Graphics, Pop Sockets (those things that glue to the back of your cell phone so that you can put your finger through the ring to maintain a secure hold on your phone while taking a selfie. These are often "branded" with the name or logo of a company, church, etc.), etc.

Research has shown that it takes 7 "touches" before someone shows interest,. Touches meaning different ways they see information about something.

Instagram is the new Facebook for these young folks. To get their attention, we need to have an Instagram account and keep it updated regularly.

We need to find ways to make QMPC friendly & relatable.

Gen Z is into Instagram, YouTube, & researching things they're interested in.

Beccie suggested that we post some videos of Youth Sunday, Youth Activities, Children's Choirs, etc. However, these videos need to be done well and be interesting. I thought Alex Haney might be someone to approach about this since he's young and would have more of a feel for how to do this. The Sr High Youth might also be interested in working with Alex on this.

Gen Z likes "Give Aways"; contests or such where they can win T-Shirts, etc.

They are very big on "Influencers"; people on social media who have lots of followers. Christina Welch is a church member that we could approach about that. She's a model and has a big social media presence. Her mom, Nan Welch, attends Quaker.

Gen Z are digital natives. They've never known a world without digital media, etc. We need to use Cell phones to our advantage.

They are also big into relationships, so involving parents is crucial.

Bri's husband wasn't home when we talked, so she's going to ask him if he has any other ideas/suggestions for us. If he comes up with anything different, I'll let you know.

Hope this helps.

Vita Abundantior,

Julia Bryan

PS Just thought of one more thing. Rob Palmer could help us with getting T-Shirts, Pop Sockets, etc with our "Brand" (once we come up with one & the youth definitely need to be in on it.) as he's in sales and has contacts with companies that make these things.