



Diocese
of Toledo

ACC
09.12.19

**THE
MILLENNIAL CHURCH
CONFERENCE**

UNDERSTAND ► EMPOWER ► CONNECT





WE ARE SO HAPPY YOU ARE HERE!

Thank you for joining us at the 4th Annual Diocesan Pastoral Conference! We know it's not easy to take an entire day away from your normal work. We believe today's conference is an incredible opportunity for our diocese. Thank you, once again, for being a part of it!

What's the goal?

We want to equip our Catholic leaders to effectively engage the current young adult generation. This unique day-long conference will empower clergy, staff, and lay leaders to reach out to Millennial adults in simple, practical, and personal ways.

We hope this is helpful.

We created this bulletin as a resource to accompany this conference. To make it as helpful as possible, you'll see contact info for team members at the Pastoral Center of the Diocese of Toledo who are specialists in some of the areas presented. This bulletin also includes a place to write down your next steps (during Lab Time) and a place to take notes.

What can we do for you?

Employees from the Pastoral Center are here to make this day outstanding for you. If you have questions or need anything, ask a Pastoral Center team member. We are wearing gray polo shirts, and we are happy to help you. We hope you enjoy the conference!

The Conference Planning Team

Alice Jacobs . Annie Lust . Justin Combs . Andrea De la Roca
Erin Gomez . Katie Kellmurray . Richard Maume . Peter Range

WHAT THE DAY LOOKS LIKE

Here is what you can expect.

Today's conference takes place in the main ballroom with presentations from the Millennial Church Conference team.

| | |
|---------|---|
| 8:00am | Registration Opens & Breakfast available |
| 9:00am | Conference Begins Bishop opening prayer & Introduce Strategic Plan Strategic Plan Presentation Millennial Church Conference Team Introductions Session #1: Mission of the Church Session #2: Who is a Millennial? Break Session #3: Dos and Don'ts of Engaging Millennials |
| 11:30am | Lunch Session #4: What has the Church been saying to Millennials? MCC Strategies Lab Time & Q&A Session #5: The Power of the Holy Spirit Millennial Church Conference Team Closing Thoughts Bishop Thomas Closing Remarks & Blessing |
| 3:30pm | Departure |

Meet the Millennial Church Conference Team.

The Millennial Church Conference is a response of a few Catholic young adult ministers wanting to equip more Catholic leaders to engage the Millennial generation.



PETE BURAK
Director of i.d.9:16
Young Adult Ministry



SARAH KACZMAREK
Associate Director of
Alpha Catholic Context



ALI HOFFMAN
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WHY IS THIS IMPORTANT?

"How many are leaving? The short answer is: a lot," stated Bishop Robert Barron. At the United States Conference of Catholic Bishops (USCCB) meeting in June, he spoke about this issue, calling this "the second greatest crisis facing the Church today."

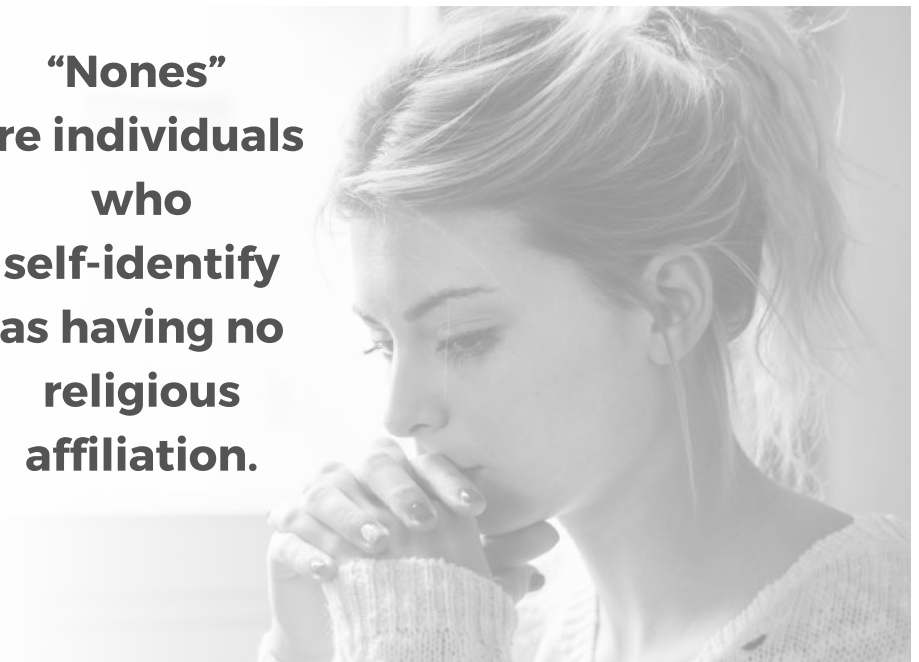
The statistics are staggering.

The Millennial Church Conference reports that 80% of Millennials who were raised Catholic stop practicing their faith by the age of 23. The majority of an entire generation of Catholics are not attending Mass.

Becoming "nones"

Bishop Barron also noted that the majority of Millennials who leave the Church are becoming "nones," individuals who self-identify as having no religious affiliation.

**"Nones"
are individuals
who
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as having no
religious
affiliation.**



WHO ARE MILLENNIALS?

Young adults born roughly between 1981-1996 are Millennials. They make up 1/4 of the population of the United States.

Characteristics & Generalizations about this generation:



Experience driven



Vocal

Immediate



Low self-esteem

Ideal driven



Extended adolescence



Entitlement

The events that shaped Millennials.

- Rise of internet and social media
- 9/11
- The Great Recession
- Student Loan Crisis
-



ARE YOU BEING AUTHENTIC?

Get real.

Millennials crave authenticity. In a world with "fake news" and filters, they look for things that are real and true. Being fake or disingenuous will never appeal to Millennials.

Millennial Input: "Give me beauty, give me grandeur, but above all give me truth." - Matthew

Live it first.

Step one is authentically living the Catholic faith in your life. Millennials - particularly the unchurched - will be skeptical. They might even expect us to be hypocrites. The only way to combat that is to continue to apply our faith to our daily lives. Our actions must match our words.

Be honest.

Don't pander to your audience. Don't apologize for what we believe. Don't try to be something we are not. Share the truth of what we believe with kindness and compassion. Not everyone will agree and not everyone will like it. That's okay.

Millennial Input: "We don't want the Church to try to be like the world. We want someone to challenge us to be saints." - Tom

As a conversation starter, we asked Millennials on **SOCIAL MEDIA** what they wanted the Church to understand about them. We received more than 1,000 responses from young adults. Common responses included:

- Tradition/Orthodoxy
- More reverence for the Eucharist
- More Confession times
- High quality music
- Opportunities to give input
- Latin Mass Availability
- More Eucharistic Adoration
- Better Catechesis
- Support for families
- Community
- Involve Millennials in parish life
- Preach and teach truth

Some responses were sent as private messages or emails, but you can read hundreds of responses on the Diocese of Toledo Facebook page.

ARE YOU BEING CHARITABLE?

Every interaction is important.

Everytime we interact with someone - in-person, on the phone, and electronically - it gives a visitor an impression of your parish, school, or institution. It is so important that these interactions are a true reflection of Jesus Christ. Be kind! Be joyful!

Questions about hospitality?



BRET HUNTEBRINKER

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You are welcome.

Catholic Churches have a bad reputation when it comes to hospitality. We need to change that! Just having a greeter at the door does not make a hospitable environment. We need to re-imagine what hospitality looks like.

Millennial Input: "Community is what pulled me back into the Church and then once I was there I began rediscovering the beauty and falling in love with the Mass. But the support, encouragement and community is what lit the spark and led me to discover the truth!" - Jamie

Taking evangelization opportunities.

There are a couple of times that Millennials do come to us. It's when we offer something that they want, like Marriage and Baptism. It's a fantastic opportunity to evangelize, particularly when the individuals are not already actively practicing their faith. These are joyful moments; make sure your attitude reflects that!



Questions about Marriage and Baptism prep?



NATHAN MAURER

Marriage & Family Life
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WHAT IS THE FIRST IMPRESSION? ARE YOUR SPACES BEAUTIFUL?

Looks matter.

The way something looks matters to Millennials. It is one of the reasons that Instagram and Pinterest are such popular platforms. That same concept translates to your parish or school.

Your physical space.

Churches come in a wide variety of looks, but make sure yours is putting its best foot forward. Make sure your physical spaces are well-maintained, clean, and organized.

Millennial Input: "If (an organization) doesn't put any effort into a website, it tells me that they don't care about young people." - Rose

Your online space.

You can sometimes attract or lose Millennials simply based on your online presence. Your website doesn't need to be complex, but it should be aesthetically pleasing. The same concept applies to your social media.

Pro tip: High quality photos of your people make the best content.

ARE YOU MAKING IT SIMPLE?

Make it easy.

Try to remove as many obstacles as possible for visitors.

Your online space.

Your online space, including your website and social media, needs to be easy to find and easy to navigate.

Pro tip: Google your organization. Ideally, your website and social media will be the top results. Be sure there are no defunct websites or social media pages that appear in the results.



Your physical space.

Your physical space needs to be easy to find and easy to navigate. A visitor should not have to guess which building is which, where to park, what the Mass times are, what office hours are, etc. Make navigating as clear as possible with good signage.

Millennial Input: "I panic if I don't know where to go. I have literally turned around and drove home if I couldn't figure it out." -Kayla

Consider...

- Is your website the first item when you Google it?
- Are the directions accurate when you Google it?
- Are Mass times listed prominently on your website?
- Is your website mobile friendly?
- Are your buildings clearly marked with signs?
- Is it obvious to a visitor where to park?
- Are Mass times listed outside the church?
- Are the office hours listed outside the building?

First Impression Audit

It's difficult to look at the spaces you are used to seeing with a fresh set of eyes. We can help!
Contact Bret Huntebrinker
bhuntebrinker@toledodiocese.org
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ARE YOU WHERE THEY ARE?

On social media.

There is no doubt that Millennials use social media. In fact, 2019 reports show that 90% of Millennials are active on social media and use it for multiple hours each day on average. Facebook is currently still the most-used social media website amongst Millennials, but Instagram is widely used, as well.

Questions about social media?

Millennial Input: "Social media is my one place to go for all the information I need. I follow friends, news sources, pages related to hobbies, pages related to my faith. Almost everything that I value is reflected in the content I see on social." - Allie



ANNIE LUST

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In the community.

When it is possible, go out in your community. Even if there aren't large numbers of Millennials in your pews, there are Millennials in your parish boundaries. Interact with them as much as possible.

Pro tip: Think about opportunities that allow you to be present in the community. Can some events (bible study, marriage preparation, etc.) be held in public places, like a local coffee shop? What community events can you get involved in?

CAN THEY CONTACT YOU?

Don't expect millennials to call.

Many millennials feel uncomfortable making phone calls. In fact, if you Google "Millennials afraid" the words "to talk on the phone" are one of the top predictions. Make it easy for millennials to communicate with you. Give them options to email and, ideally, to text.

Millennial Input: "I don't like calling places. I actively try to avoid it. It gives me anxiety and it's usually awkward. The worst is when I talk to someone who is rude, annoyed with me, unfriendly, or seems to think my questions are unimportant or stupid." - Brandon

But they will text.

To put it simply, you need to have the cell phone numbers of your millennial parishioners. You need to have the ability to text them.

Pro tip: Check out Evangelus from "Diocesan". You can create your message once and Evangelus automatically formats your message for email, text, app, social, and web. It is the easiest way to message more people. To learn more, contact Tommy Shultz at tshultz@diocesan.com or 616-438-1944.

DO YOUR HOURS WORK FOR THEM?

Make it possible for them to be present.

Our parish schedules are often catered to retirees. Look at the times that you offer Confession, Eucharistic Adoration, daily Mass, and even Sunday Mass. Do they work for younger people?

Millennial Input: "I want to help and be part of church leadership but often times I'm ignored because there are people who've been doing the same ministry for 20 years. I'm not asking for them to be replaced, but I'd love to be a lector, too. And I would love to be consulted in church decisions (times for adoration, Church website, young adult group, etc.)." - Jenna

DEBUNKING

the "we don't have enough Millennials, so why should we bother making these changes?"

ARGUMENT

You do have Millennials in your parish boundaries, even if they are not in your pews. You need them and they need you. What will your parish look like in 10, 20, 30, or 40+ years if we fail to evangelize and bring home this generation (and their children)? This is much bigger than just one generation; the future of our Church is at stake.



WHAT MAKES MILLENNIALS WANT TO GIVE?

Millennials tend to be generous when they believe in the cause they are donating to and know exactly what the money is going towards. They give to causes more than organizations.

Tell your story.

Inspire giving by telling your story. Think of GoFundMe. Stories that move us are what millennials want. Your parish (or school) has a powerful story. Figure out how to tell it!

Emphasize the social outreach.

Millennials overwhelmingly care about social issues and supporting causes that benefit the greater good. They feel responsible for helping others, especially those in marginalized populations. Make sure your potential donors know about the social outreach that you do.

Questions about giving?

Make it easy.

Most millennials do not carry cash. Make it easy for them to give. Consider Venmo, Google Pay, Apple Pay - or other similar options that allow young adults to give electronically, especially when it's an app they already use. Note: This is different than ACH giving!



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WHAT'S NEXT?

It's time to brainstorm. What are your next steps?

3 QUICK HITS

Examples: Choosing a simple, standard font for your bulletin, starting an Instagram account, talking to "Diocesan" about Evangelus

2 SIGNIFICANT IMPACTS

Examples: Re-imagine hospitality, make your website mobile friendly

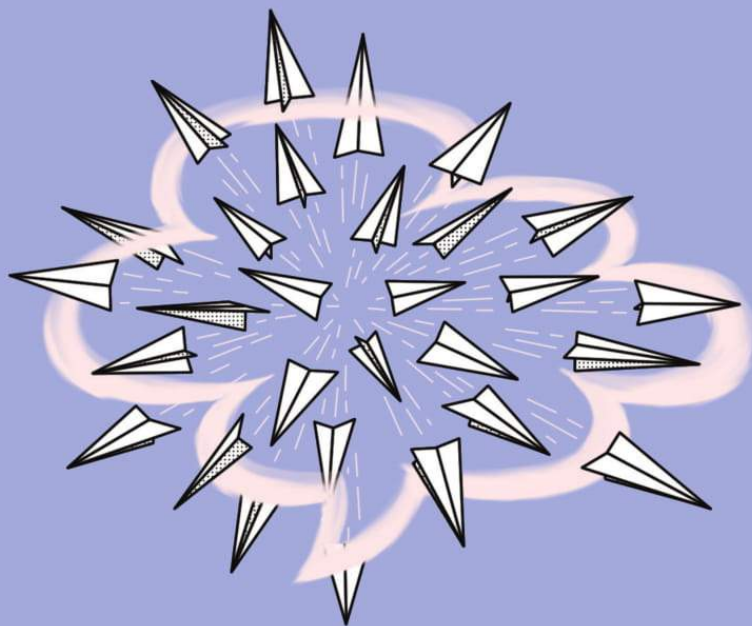
1 GAME CHANGER

Examples: Create a leadership pipeline for young adults

Announcing

Evangelus

All at once
Send **EMAILS**
Send **TEXT MESSAGES**
Message **MYPARISH APP**
Post to **SOCIAL MEDIA**
Update **WEBSITES**



Messaging Without Limitations

 Create and send unlimited email, text, app, social media, and website messages to unlimited numbers of people. Write your message once and choose which channels will deliver it. Evangelus automatically formats your message for each channel. Reach more people with ease.

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