



IFI TRAINING DAY 2024

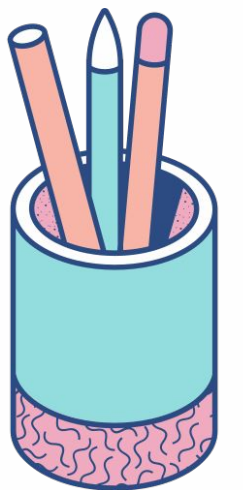
Understanding Gen Z

REACHING THE DIGITAL GENERATION



About Me

IFI VIDEO PRODUCTION SPECIALIST AND GEN Z REPRESENTATIVE





Who is Gen Z?

BORN 1996- 2010

AGES 13-27



Who is Gen Z?

BORN 1996- 2010

AGES 13-27

In Fall 2021

85% of full-time undergraduate
college students were under the
age of 25

National Center for Education Statistics. (2023). Characteristics of Postsecondary Students.

An illustration of various school supplies including a pink desk, a teal stapler, a pink smartphone with a cross pattern, an open book with a dotted cover, a closed book with a pink cover and a black strap, a teal cup, and two overlapping speech bubbles (one teal with a white star, one pink) at the top. The background is a solid dark blue.

FROM MILLENNIALS TO GEN Z:

“Their concerns were *no longer the same barriers* I was used to helping young people navigate. And the ideas and concepts that used to *motivate and embolden students to say yes* were now falling flat.”



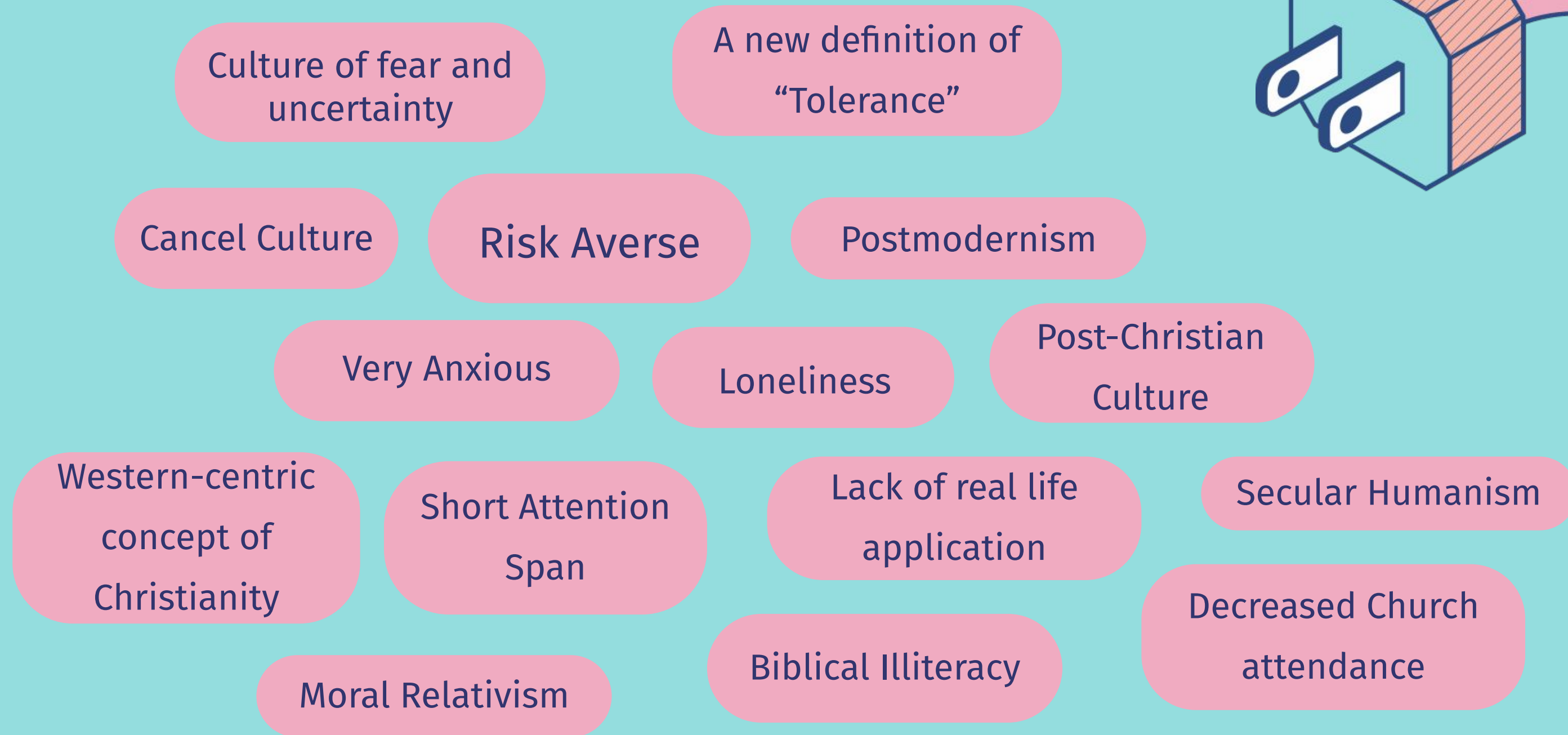
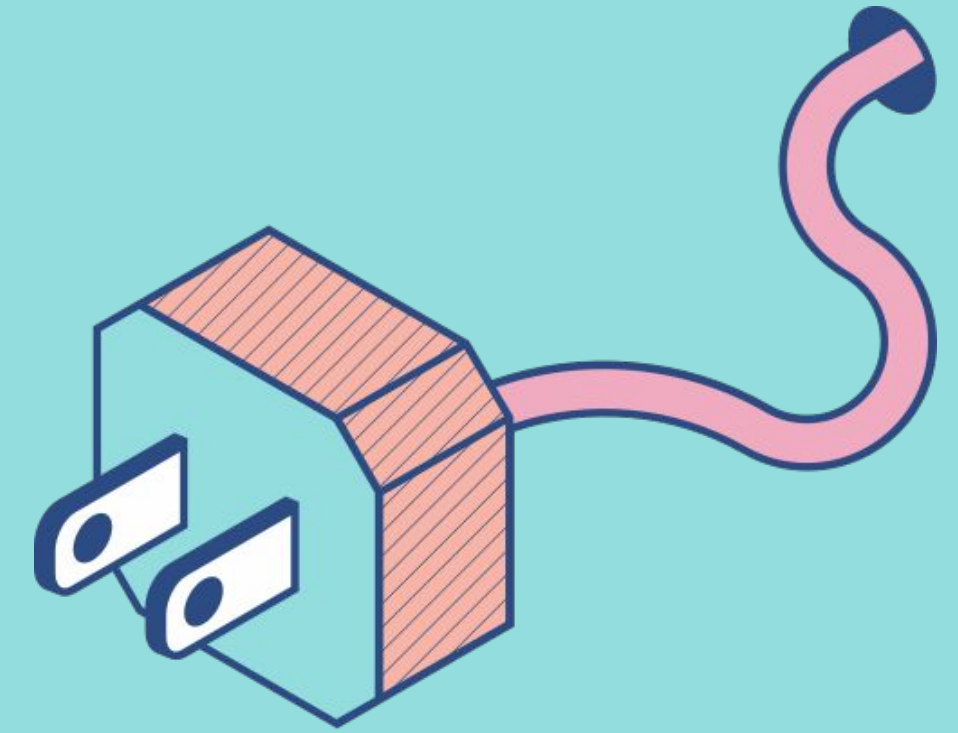
“The more I *understood generational trends*, the more insight I had into their *thoughts*, the more *empathy* I had for their *feelings*, and *the more success I had in connecting their interests and passions to God's global work.*”



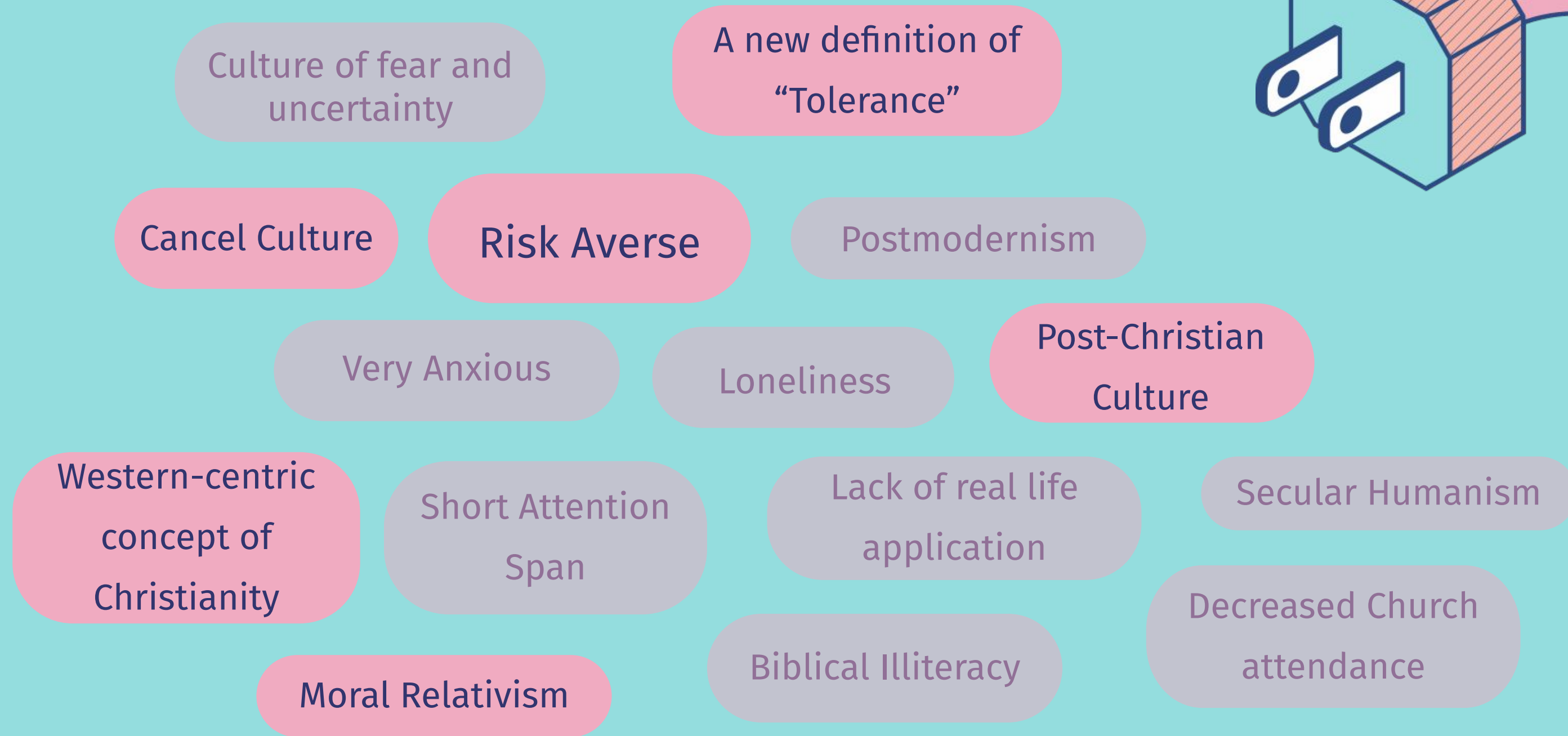
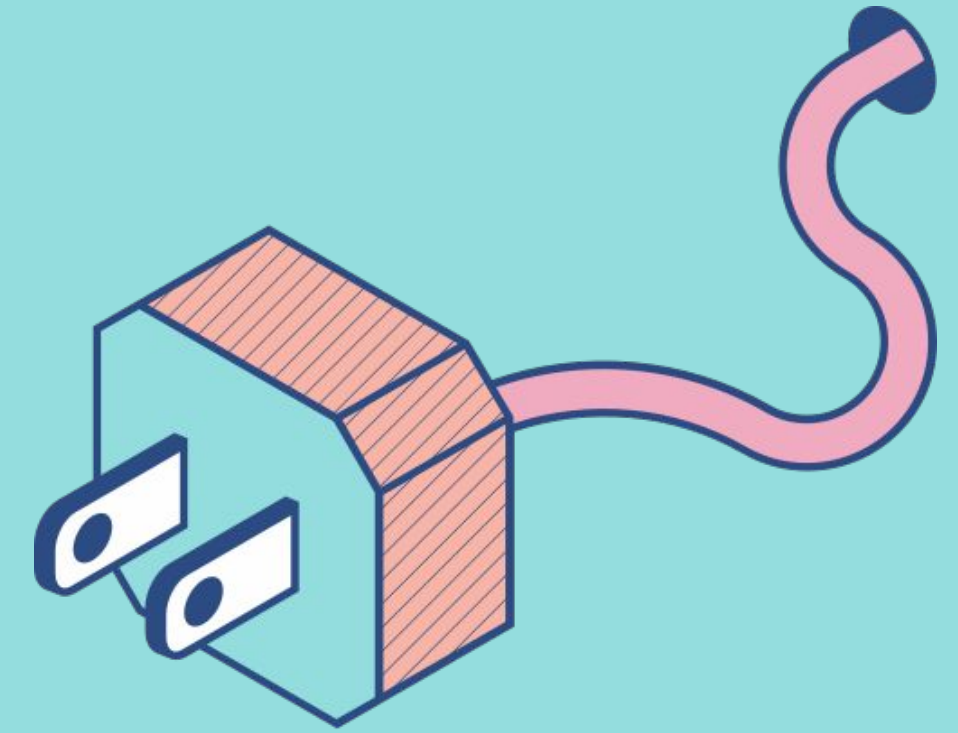
Turning Challenges into Opportunities

- “...connecting their interests and passions to God's global work”
- We have our own **worldview** and **culture**

Challenges



Challenges



Opportunities



Opportunities

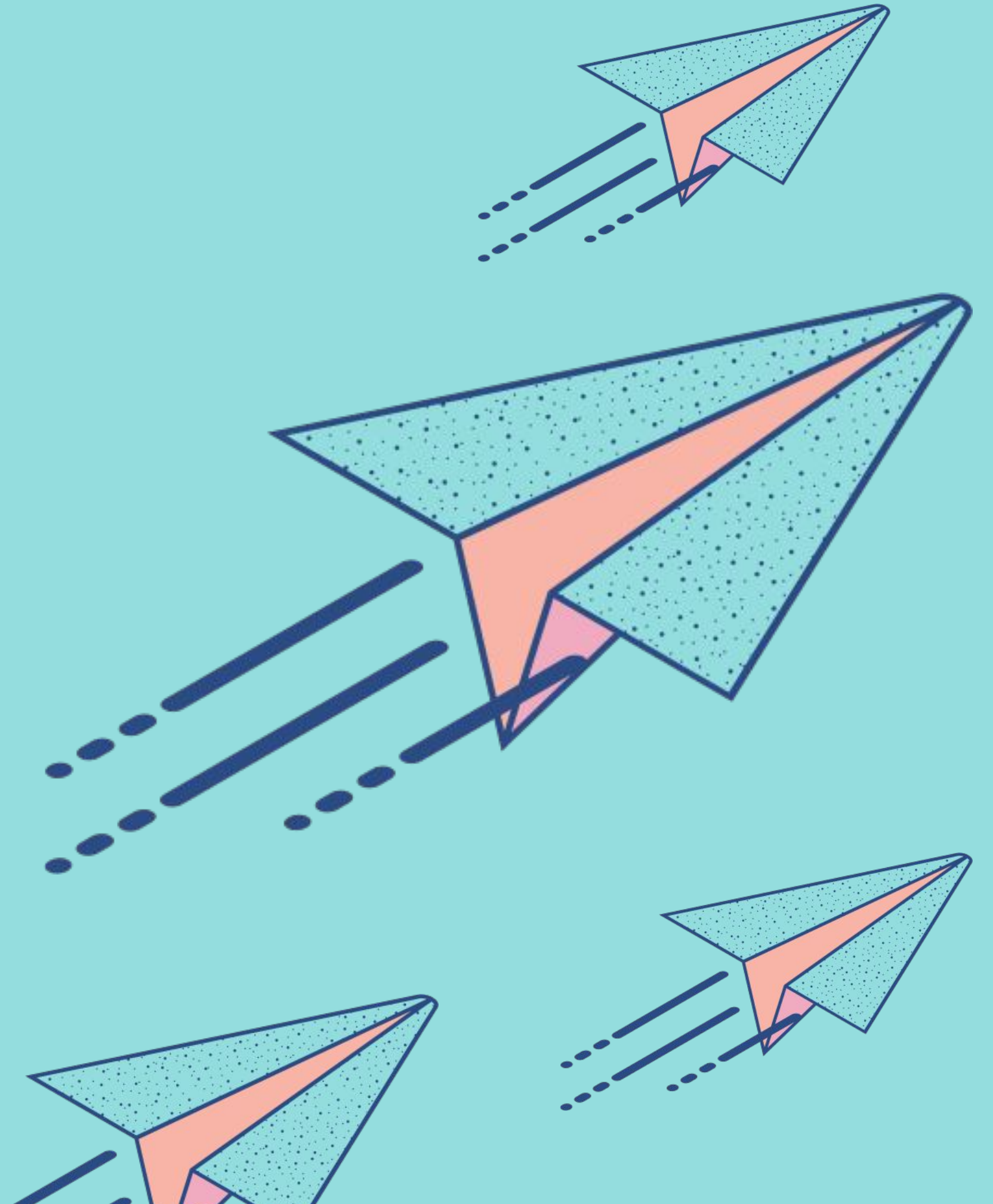




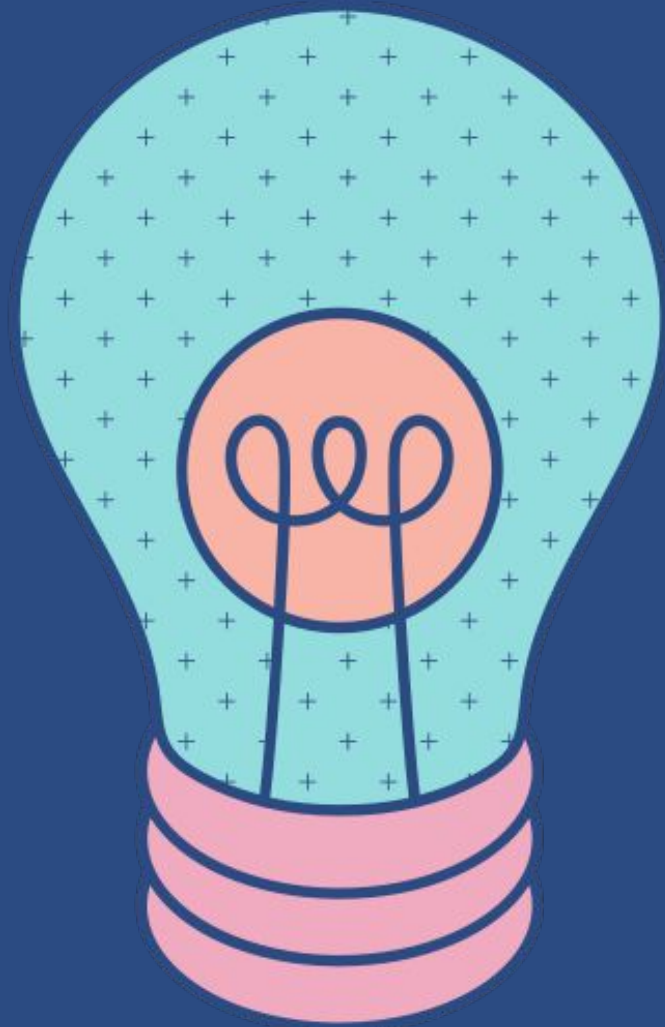
Discipling Gen Z

- Working with their brains - not against
- Individualized approach
- Seek them out!

Mobilizing



**Want to
learn more?**



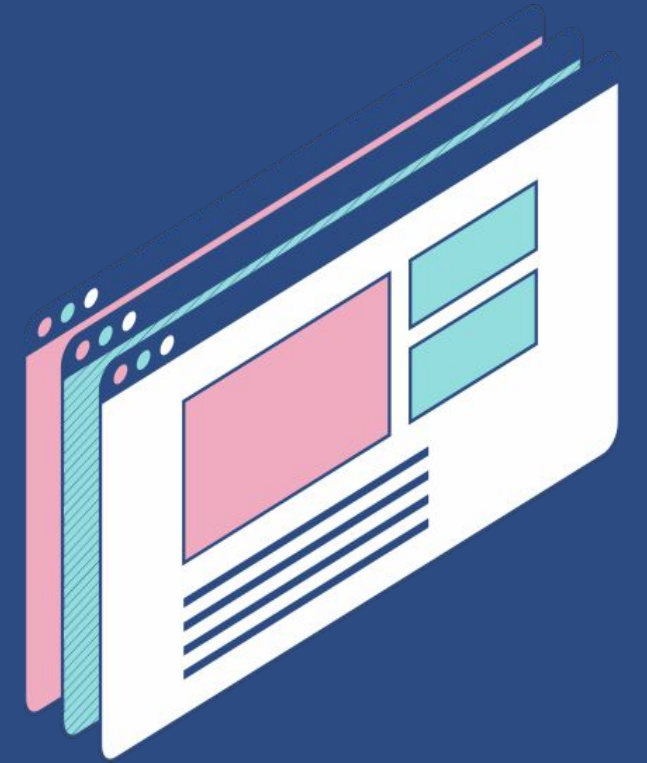
Jolene Erlacher & Katy White

Mobilizing **Gen Z**

Challenges and Opportunities
for the Global Age of Missions

Want to keep learning?

Visit GlobalAcademy.ifipartners.org to rewatch this talk and others.



Any Questions?

Feel free to email me at j.moorman@ifiusa.org

