



Reaching Millennials: Proven Methods for Engaging a Younger Generation

By David Stark



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Proven Methods for Churches to Attract and Engage Young People

One question faces every church leader looking to the future: How do we attract younger generations? Many things have been tried, but in this book, church consultant David Stark shares practical methods that have been proven to work in a variety of congregations.

Stark helps leaders identify and use their church's strengths to engage millennials, even those with negative views of Christianity. Based on principles that built the church of the New Testament, he shows how churches today can reach out to their communities in ways that align with the natural, positive interests of young people.

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Editorial Review

From the Back Cover

A Better Way to Reach Millennials With the Gospel

There's a reason you see fewer and fewer Millennials in your church. Typical evangelism methods often drive them away. People born between 1978 and 1998 have a different mindset than previous generations. But as nationally known church consultant David Stark shares, there are creative, biblical ways to engage Millennials outside the church, even those with negative views of Christianity.

In *Reaching Millennials*, you will learn how to

- Anticipate and overcome common barriers to faith
- Build trust and openness in genuine, welcomed ways
- Plan events that attract Millennials and energize your own people
- And much more!

Based on principles that built the church of the New Testament, Stark shows how any congregation today--large or small, established or new--can share God's love with a spiritually hungry generation.

"David Stark has written a penetrating and urgent analysis of a generation coming of age. This will be of interest to anyone concerned about the church and the future."--**John Ortberg**, senior pastor, Menlo Church

"*Reaching Millennials* is a must-read for every pastor, lay minister, and church leader. David Stark has done a brilliant job of identifying what Millennials believe and what motivates them. If you want to welcome, celebrate, and engage Millennials in your church, then devour this book!"--**Mark Crea**, CEO, Feed My Starving Children

About the Author

David Stark (davidstarkcollective.com) is president of BusinessKeys International, a consulting practice that serves churches as well as businesses. A former pastor, he has worked with churches for more than twenty years, focusing on strategy, leadership, small-group ministries, and lay empowerment. David's previous books include *LifeKeys: Discover Who You Are* and *Christ-Based Leadership*. He and his family live in Minneapolis.

Users Review

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Mike Yerkes:

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