



Welcome to The Table!

From Message to Movement:
Communicating Jesus in the Gen Z Era

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Brayden, Lydia & Parker

Shayla's Gen Z Kids



Gen Z Slang

COLOSSIANS 4:5-6

Be wise in the way you act toward outsiders; make the most of every opportunity. Let your conversation be always full of grace, seasoned with salt, so that you may know how to answer everyone.



State of the Union

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MILLENIALS THEN (2010S)

- 35% identified as “nones” — religiously unaffiliated (Pew Research)
 - 59% of Millennials raised in church had dropped out at some point (Barna)
 - Distrust of institutions; digital-first world; answers from Google > the church
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GEN Z NOW

- Gen Z adults showed a 37% increase in Scripture engagement from 2022 to 2023 (American Bible Society)
 - 68% of Gen Z say they are at least “slightly spiritual.” (Springtide Research Institute)
 - A surge in interest in spiritual practices: prayer, meditation, Scripture—even church.
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“The attractional era invited people to the table. Today's church? Needs to serve a real meal.”

-Carey Nieuwhof

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THEY WANT JESUS

Not production.
Not performance.
Not perfection.



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Pulse Check ...

- How does this make you feel?
- What thoughts/questions are coming to mind?
- How does this data affect your ministry? What you have/don't have?

What does this mean for your church's communications?

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Know Who You Are

- Clarify your Mission, Vision and Values.
- Get to the heart of your church's unique expression of Jesus.
- Your church is not for everyone—but it is for someone.

Know Who You're Talking To

- Gen Z spans ages 13-28
- Not all are the same — get to know the ones around your church
- Reflect back the life they're living—then point to hope

Communicate for Belonging. Not Just Attendance.

- Clear, consistent messaging across all platforms
- Visual identity and tone that matches your culture and people
- Everything communicates—what does your content say you value?



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Share your thoughts and ideas ...

- What does your church uniquely reveal about Jesus?
- What are the words we *own* that describe our personality and purpose as a church?
- What does our content say we value?

What Gen Z is looking for?



Authenticity > Aesthetic

Peace > Intensity

Service > Self

Community > Content



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Share your thoughts and ideas ...

- What is your church already doing well that Gen Z specifically cares about?
- What are shifts you can make to make the most of this cultural movement?

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Q&A

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Next Event

Wednesday, November 5

More information coming soon!

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