# Welcome to The Table!

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

fishhook



#### the table



# 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.



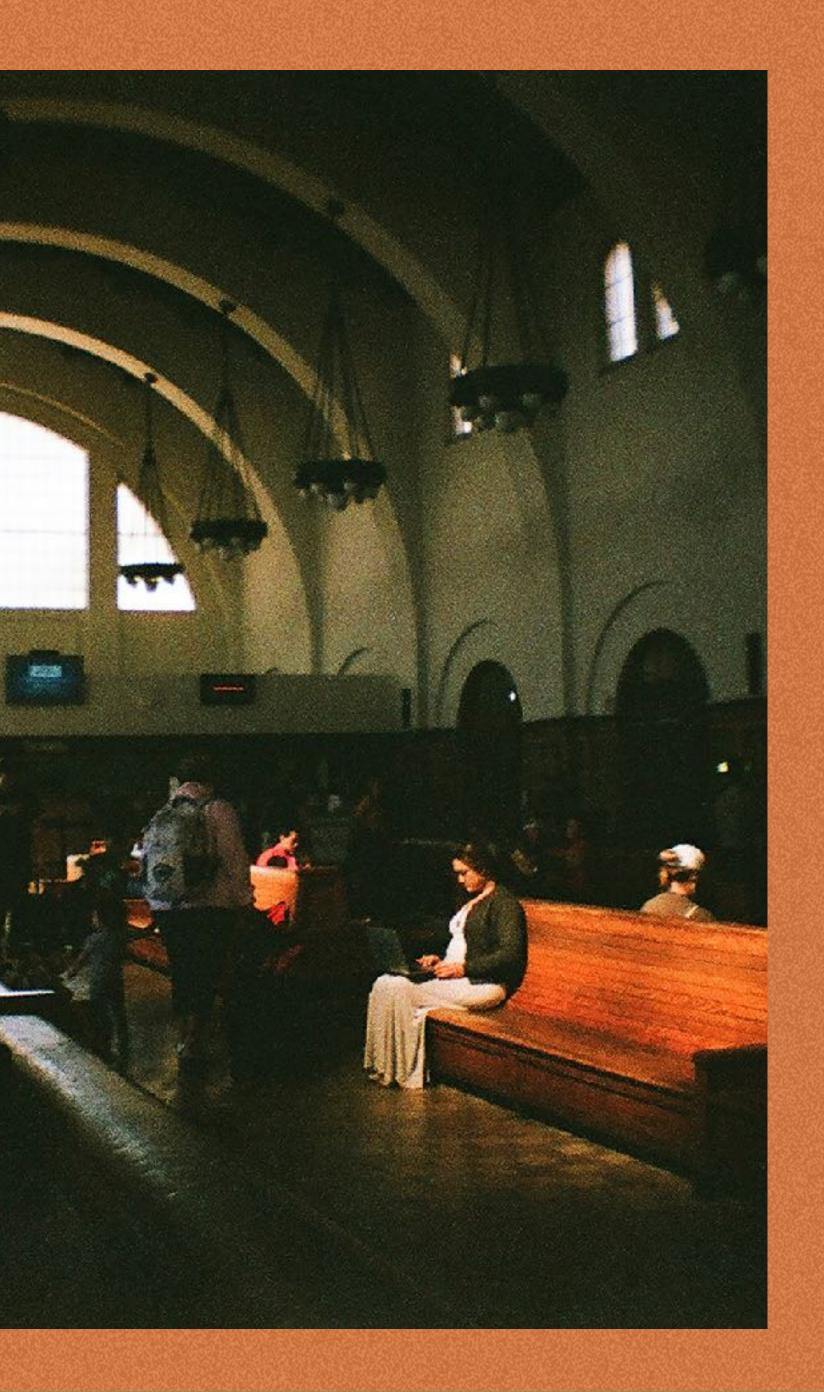












## State of the Union



#### 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







#### 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.









"The attractional era invited people to the table. Today's church? Needs to serve a real meal."

-Carey Nieuwhof







THEY WANT JESUS

## Not production. Not performance. Not perfection.













# Table Talk





#### 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?







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# What does this mean for your church's communications?







### 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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# Table Talk



### 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







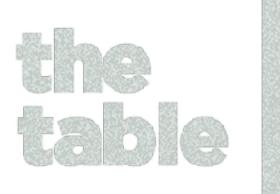
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# Table Talk



### 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?



















### Next Event

Wednesday, November 5

More information coming soon!

Join The Table's Facebook Group



# You and your work matter.





@fishhookhq

