

STEWARDSHIP VIDEO SERIES
FOR MILLENNIALS

WHY TO TARGET THE YOUNGER GENERATIONS?



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PERCENTAGE OF SDA MILLENNIALS (2014)

18% ----- Younger Millennials

14% ----- Older Millennials

32% ----- **Total Millennials**

(Source: Pew Research Center)



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TITHE PERCENTAGE: **ARE THEY SURE THAT TITHE PERCENTAGE IS 10%?**

Data (McIver): the church is receiving a smaller percentage of member's income as tithe each year, much less from younger members.



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TITHE FREQUENCY:
**DO THEY KNOW THAT TITHE
RETURNING IS TRIGGERED BY
THE PERCEPTION OF INCOME?**

Data (McIver): each
younger age group tithe
more infrequently (much
more infrequently)



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THERE IS HOPE: **THEY ARE WILLING TO TITHE!**

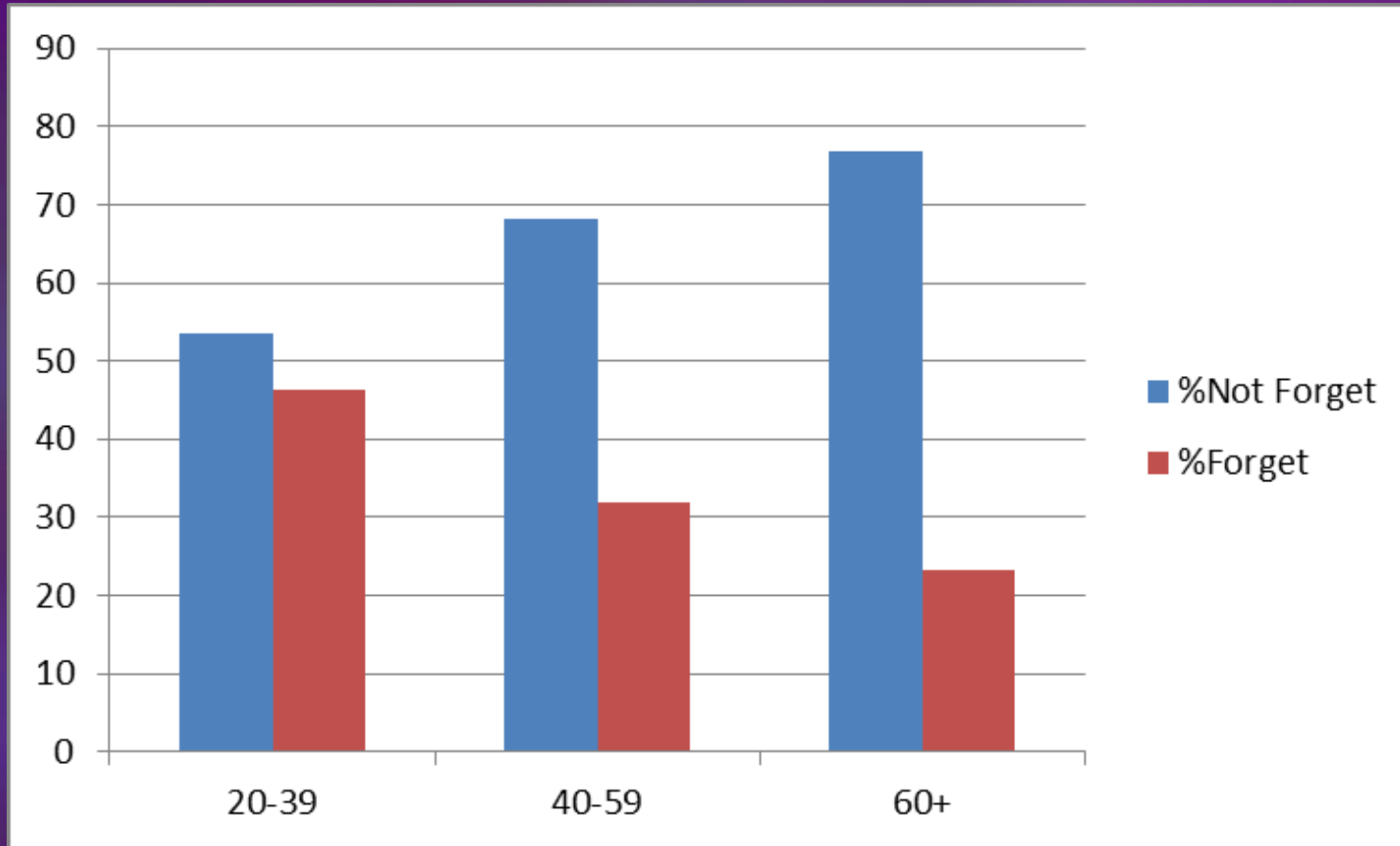
McIver: even those who do not tithe, say that “I think I should tithe, but I need to get into the habit of tithing regularly”.



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WHICH AGE GROUP FORGETS MORE TO TITHE?



HOW TO GET THEM ON BOARD?



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HOW TO GET THEM ON BOARD?

“In the study of figures the work should be made practical...”Ed. 238

- Learn the right use of money by using it
- Money: supplied by their parents or by their own earnings



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HOW TO GET THEM ON BOARD?

- Practical use: to purchase their own clothing, books/other necessities.
- To keep an accurate account of the income and outgoes.
- “Rightly directed it will encourage habits of benevolence.”



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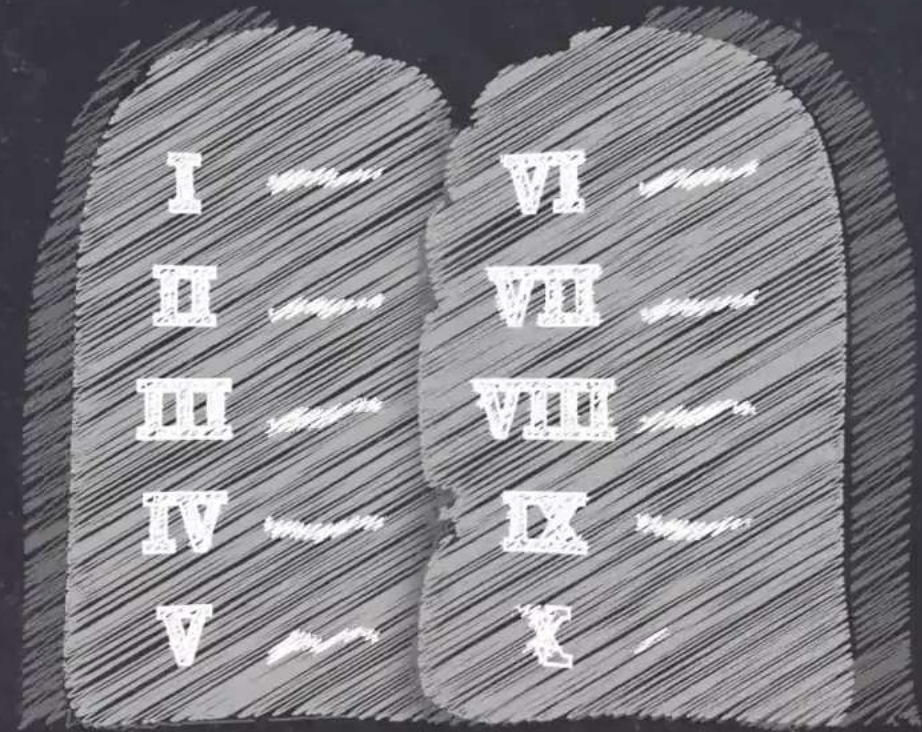
HOW TO GET THEM ON BOARD?

“... It will aid the youth in learning to give, not from the mere impulse of the moment, as their feelings are stirred, but regularly and systematically.” Ed. 238



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**Established by
God Himself**



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