

A network diagram background consisting of a complex web of thin grey lines connecting various nodes. The nodes are represented by circles of different sizes and colors, including dark blue, light blue, and grey. Some nodes are highlighted with larger, semi-transparent circles in the background. The overall aesthetic is clean and modern, suggesting a digital or social network.

REACHING MILLENNIAL VOTERS IN 2020

MILLENNIALS



AGES 24 – 39
BORN BETWEEN 1981 & 1996¹



72.1 MILLION
THE LARGEST LIVING ADULT
GENERATION²



27%
OF ELIGIBLE VOTERS ARE
MILLENNIALS³

¹<https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>

²<https://www.pewresearch.org/fact-tank/2020/04/28/millennials-overtake-baby-boomers-as-americas-largest-generation/>

³<https://www.pewsocialtrends.org/essay/an-early-look-at-the-2020-electorate/>

HOW TO CONNECT WITH MILLENNIAL VOTERS



USE WHO YOU KNOW

EARLY EDUCATION

REMOVE THE PRESSURE

USE WHO & WHAT YOU KNOW

- Connect with Millennials and Gen Z who are currently in your congregation who do vote
 - Voting advocates
 - Peer to peer interaction and discussion
- Use social media platforms to engage
 - Ex. Repost Christian celebrities encouraging people to vote on all your social media platforms
 - Brings out a different voice
- Know what you know and what you don't know
 - Genuine connection and concern

EARLY EDUCATION

- Voter information sessions
 - Identify someone or a group of persons in your congregation to answer questions and provide information on voting in your local area
- Knowing who stands for what
- Help to demystify voting
- Focus on the importance of all elections
 - Know when elections take place for your church's town and surrounding cities and towns

REMOVE THE PRESSURE

- Telling someone to vote similar to offering Christ
 - Why should they vote?
 - Don't apply the pressure
 - If someone chooses not to vote, that is their choice

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USE WHO & WHAT YOU KNOW

EARLY EDUCATION

REMOVE THE PRESSURE