

Of Many Generations

We are called to rebuild, raise-up and repair that which divides us and separates us by age and to accompany one another in the journey of faith. (Isaiah 58:12)

Builders/Civic/G.I. Generation (1926): They “saved the world” and then built a nation. They are the assertive and energetic do’ers. Excellent team players. Community-minded. Strongly interested in personal morality and near-absolute standards of right and wrong. Strong sense of personal civic duty, which means they vote. Faith based on knowledge and experience. Have heroes. Strong loyalty to jobs, groups, schools, etc. The labor-union-spawning generation. “Use it up, fix it up, make it do, or do without.” Avoid debt...save and buy with cash. Age of radio and air flight; they were the generation that remembers life without airplanes, radio, and TV. Most of them grew up without modern conveniences like refrigerators, electricity and air conditioning. Sometimes called The Greatest Generation. Live a life of sacrifice for the good of others.

Boosters/Silent/Adaptive Generation (1928-1945): Went through their formative years during an era of suffocating conformity, but also during the postwar happiness: Peace! Jobs! Suburbs! Television! Rock ‘n Roll! Cars! Korean and Vietnam War generation. Knows hymns by heart. Rooted in tradition, loyalty, and conservation of resources. Grew up listening to radio, comfortable with sermons and traditional music. Trust institutions, leaders. May care for elderly parents, children and grandchildren. Represent 39% of charitable giving. They are avid readers, especially newspapers. Strong sense of trans-generational common values and near-absolute truths. Disciplined, self-sacrificing, & cautious.

Boomers/Idealist Generation (1946-1964): Post WWII. The “me” generation. “Rock and Roll” music generation. An era when institutional organized church took over role of teaching and passing on the faith. Buy now, pay later. First TV generation. Shaped by incredible social---political change. Experienced assassinations of religious and political leaders, space exploration, civil rights, Viet Nam, women's movement, Watergate. Tend to be more positive about authority, hierarchal structure and tradition. Live to work and play. Creative, high standards. First generation to leave hometown for career. 80+ million preparing to retire.

Gen X/Busters/Survivors Generation (1965-1980): Latchkey kids. Individualistic. Self---reliant. Introduced to computers in mid---school. Searching for meaning and spiritual connection rather than a church connection. No loyalty to a denomination. Reached by non---denominational churches. Lives in the shadows of 3 generations. No Fear --- Just Do It! Concerned about making ends meet. Shaped by computers, collapse of Berlin Wall, AIDS crisis, divorce. Accepts diversity. Environmentally conscious. Visual & entertainment oriented. Close relationships with a few important. Gives online.

Millennium/Gen Y Generation (1981-1997): New civic generation. Community minded, public servants. They are significantly less religious but are still as spiritual as previous generations. Enormous academic pressure. Experience a frantic pace of life. They are nurtured by omnipresent parents, optimistic, and focused. Formative years spent in childcare, short attention spans. Want flexible work schedules. Prefer teamwork. Internet always apart of life. They schedule everything. Capable of networking and mass collaboration using technology. Desire bonds with caring adults for balance in an insecure world. Give online. Want to be directly involved.

Gen Z/Boomlets/Homeland Generation (1998-2010): Will become the largest generation. Communicate in real-time across the world. Grown up in a world that is connected through technology; they have never known a world without computers and cell phones. World is

marketed directly to them. Live with 'helicopter' parents. First generation to have never not known the existence of school/mass shootings. They want to change the world. They are cause-oriented and interested in tackling a myriad of problems and crises. They have huge, even apocalyptic fears about the future. Ability to process massive amounts of information, addiction to electronic devices, environmentally conscious, entrepreneurial, have some entitlement issues, tend to be morally conservative, are resourceful, self-directed, are socially empowered, and focused on social justice.

Alpha/Touch Generation (2011-2025): They are the first generation entirely born within the 21st century. So far, they are defined by the era of technological discovery they've been born into. All technology uses touch screens and interfaces. They'll be the wealthiest and most formally educated of all generations. They will live in the most diverse population of any generation before them. Going to the planet Mars and commercial spacecrafts will likely be a reality. They are the most tech-savvy. ... A.I. is their reality, their learning is highly personalized, social media will be their dominant mode of interaction. They don't play by the rules and religion/faith is mostly not a part of their upbringing.

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*Generation descriptions mostly compiled by Linda Staats Home Grown Faith
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