



*“Before we get lost in the weeds of Peter’s sermon at Pentecost, let’s take a 30,000’ level look at the overarching Gospel message of the sermon. Is it the same complete Gospel message Jesus preached? (Spoiler alert: It is). What does the Kingdom of Heaven look like now that the new Temple is God’s people, His presence lies within us? How do we share the Gospel of the Kingdom through our own experiences? What would our mini-sermon look like in light of our own experiences with the Holy Spirit?”*

## What Kind of Evangelism is Gen Z Looking For?

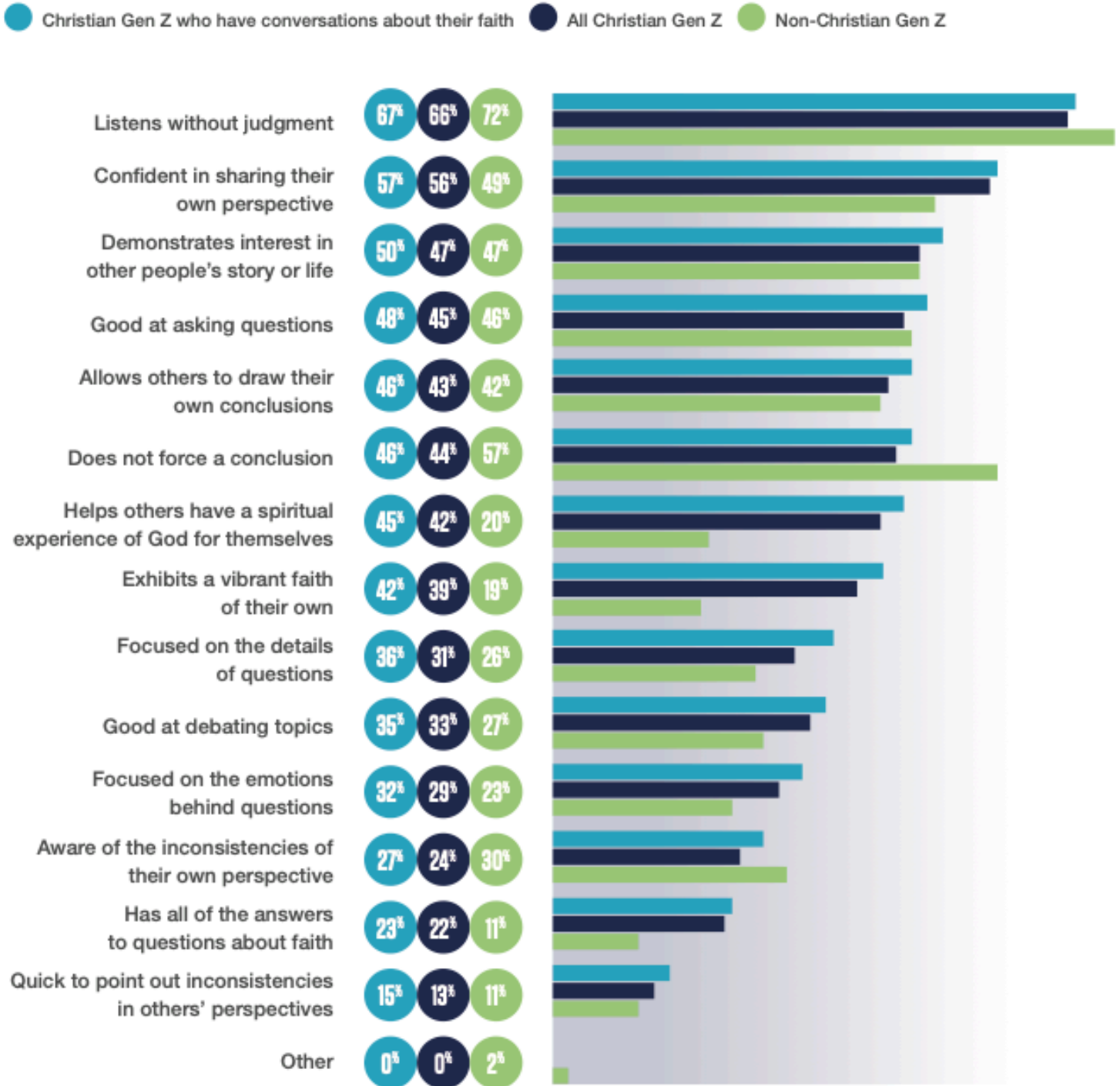
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Gen Z doesn’t care about polish and pizzazz. When it comes to faith—or life in general—they’re looking for authenticity. This couldn’t be more true for evangelism as well. While church leaders have noted this for some time, Barna’s most recent research on U.S. Gen Z, conducted in partnership with Alpha, once again highlights this trend.

So what characteristics do Gen Z believe make an authentic evangelist? What kind of evangelism is Gen Z looking for?

1. Judgment-free listening. Non-Christian Gen Z are most likely to say that they would be interested in learning about Christianity for their life if Christians were less judgmental of things like their personal beliefs (42%) or life-style (37%). Time and time again, we see this generation valuing listening as an important part of evangelism.
2. Mutual understanding. The majority of teens feel that the best outcome of faith conversations is gaining a better understanding of each other’s point of view (60%). Amicable understanding and care is a crucial step.
3. Calm and natural conversation. Half of Gen Z say they feel calm when they talk about their faith identity with someone who doesn’t share their point of view (50%). Christians and non-Christians alike hope for peaceful, unforced exchanges.
4. Words matched by action. Fifty percent of Christian teens believe that letting your actions speak as a way to explain your faith is an act of evangelism. Furthermore, 55 percent of non-Christians find “allowing a Christian’s actions to speak to explain their faith” to be appealing. Authenticity in deed is very important to this generation.
5. Healthy disagreement. Exploring disagreement is often a step on the path to understanding and connection. For this generation, disagreement does not equal relational conflict. The vast majority of teens (80%) disagree that “if someone disagrees with you, it means they’re judging you.”
6. Safe relationship. Most teens agree that conversations about faith perspectives are most effective when a significant relationship has already been established (82%). Trust comes first.

Which of the following characteristics would you use to describe someone who is comfortable sharing their faith? Select all that apply.



n=1,324 U.S. teens ages 13–18, March 5–April 16, 2021.