

One Church, Four Generations: Understanding and Reaching All Ages in Your Church

Gary L. McIntosh

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The challenge facing today's church is simultaneous and effective ministry to people of four widely divergent generations. More than at any time in history, pastors must plan programs that will appeal to a mosaic of groups and subgroups. This updated edition of Three Generations: Riding the Waves of Change in Your Church adds an entirely new section on Bridgers, the youngest generation and perhaps the most difficult one to reach for Christ. Characteristics, interests, and values of each groupBuilders, Boomers, Busters, and Bridgersare explored in relation to the historical events and social trends that have shaped them. McIntosh thoughtfully analyzes the factors that influence each generation's relationship to the church, and he gives helpful suggestions for types of ministry and worship styles to draw members of that group. Helpful tables offer summaries of information relating to each generation, including formative experiences, religious characteristics, and methods of ministry. Pastors, church leaders, seminary professors, and students will find One Church, Four Generations a valuable resource in mapping out strategies for relevant church programming in the twentyfirst century.



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