



Financial Advisor to Catholic Institutions

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Are you Generationally Savvy?

There is an interesting new book out titled “Reverse Mentoring”, by *Earl Creps*. The book discusses ways that older church leaders can learn from younger leaders who are more conversant with the culture, technology, and social context for the current generation. The old and the young look at the world in very different ways. For instance, the younger crowd considers bi-weekly attendance as “regular” attendance. If you are building up parishioners for a “special Sunday event”, that just may be the week these “regular” members don’t attend, and now you’ve lost their participation. Similarly, while the older generation welcomes communication via the church bulletin, the younger generation is waiting for your bulletin to arrive in their “inbox” via email. The older generation contributes via check, cash or ACH; the younger generation relies on their check card. How many parishes do you know that accept check card donations? If we want to be viewed as welcoming to the Gen Xs or Ys, we need to make our parishes just as comfortable and inviting for them as we do for the Baby Boomers and the Greatest Generation.

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