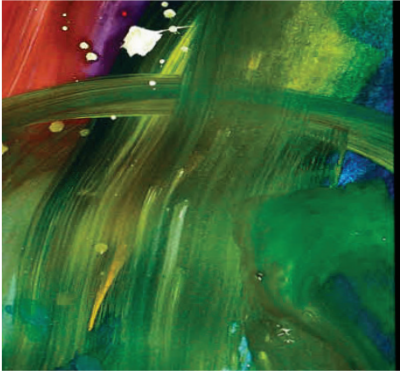



# GENERATIONAL GIVING

## Major Gifts





### Notes:

## Articles/Blogs

“Millennials are increasingly group of nones”, Pew Research Center  
 <http://www.pewresearch.org/fact-tank/2015/05/12/millennials-increasingly-are-driving-growth-of-nones/>


“Want Millennials back in the pews? Stop making Church ‘cool.” Rachel Held Evans, Washington Post, April 2015  
 [https://www.washingtonpost.com/opinions/jesus-doesnt-tweet/2015/04/30/fb07ef1a-ed01-11e4-8666-a1d756d0218e\\_story.html](https://www.washingtonpost.com/opinions/jesus-doesnt-tweet/2015/04/30/fb07ef1a-ed01-11e4-8666-a1d756d0218e_story.html)


“Is Christianity dark enough for Millennials?” Atlantic Monthly, April 2015  
 <http://www.theatlantic.com/politics/archive/2015/04/rachel-held-evans-on-her-new-book-searching-for-sunday/390459/>

 Lilly Foundation’s Lake Institute on Faith and Giving , November 2014 Edition, “Millennials: Faith, Giving, and Mutual Transformation”

 Lilly Foundation’s Lake Institute on Faith and Giving , April 2015 Edition, “Making sense of the Millennial Debates.”

## Research Data

Pew Research Center, Numerous studies cited and available at:  
 <http://www.pewresearch.org/topics/millennials/>, including:

Barna Research Group, Numerous studies cited and available at:  
 <https://www.barna.org/barna-update/millennials>

2015 Millennial Impact Report  
 <http://www.themillennialimpact.com/research/>



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US Chamber's Millennial Generation Research Review



<http://www.uschamberfoundation.org/millennial-generation-research-review>



**Notes:**