



LOSTNESS  
**IN VIEW**

# GENERATION Z

*A generation at risk*

Generation Z consists of those born in the year 2000 or after. Increasingly, few Gen Z-ers identify themselves as followers of Christ and up to 66% who grow up in the church leave after high school graduation. In 1972, Southern Baptists baptized 137,667 people between the ages of 12 and 17. In 2018, the number of baptisms for the age group was 59,797. Please pray:

- for God to turn the hearts of this generation to Him.
- for a stressed, anxious and hurting generation to find hope in Christ.
- for the turnaround in the ongoing decline of baptisms in this age group.
- for Christian students to grow, be discipled and stand strong in Christ.
- for our churches to embrace the imperative of reaching this generation.

To help engage Generation Z with the gospel, contact KBC Children and Student Ministries at [matt.flanagan@kybaptist.org](mailto:matt.flanagan@kybaptist.org) or Kentucky Baptist Collegiate Ministries at [campusministry@kybaptist.org](mailto:campusministry@kybaptist.org).

**CAMPUS MINISTRY**  
**502-489-3573**

[kybaptist.org/lostnessinview](http://kybaptist.org/lostnessinview)



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