

Hundreds of Thousands of Millennials and Youth Come to Christ, but Ministry Far From Done

A Christian ministry saw more than 190,000 young people turn to Christ last year, and the positive pattern is showing no signs of slowing down.

Sean Dunn, president of the Christian organization Groundwire, said his success is rooted in targeting the right people.

“We’re not going after the atheists,” Dunn told Faithwire. “The media would want us to believe that everybody’s an atheist, but, truthfully, 71% of Millennials [and] Gen Z believe that God’s a real being.”

Still, young people, despite believing in God, tend to ignore Him, especially in today’s chaotic culture.

That’s why Groundwire, a group that seeks to help youths enter into personal relationships with Christ, uses popular media channels to connect with Millennials and Gen Zers in the digital spaces through which they currently engage.

Listen to Dunn explain how he and his group help bring so many young people to Jesus:

“What we’re really good at doing is interrupting them on their entertainment—on their small screen—and bringing to light their need, their purpose,” Dunn explained. “We don’t need to convince them that [God’s] real. We need to remind them that he’s relevant and he becomes relevant when he intersects [at] that point of need in their life.”

So, Groundwire turns to social media platforms to meet young people where they are. With some youths looking at their phones more than 100 times a day, encountering them where they gather has been incredibly effective.

“We can’t get them to go to church, but we can’t get them to put down their phones,” he said. “So, what we do is we use Hollywood-produced content.”

With short attention spans, Dunn said his organization appeals to young people with short video pieces that effectively grab their interest. And once that attention is snagged, Groundwire has people ready to chat with them 24 hours a day.

Find out more about Groundwire [here](#).

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