



The Legacy Imperative

Grandparents forging the future

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Grandparents Encouraged to Stem the Tide of Young People Leaving the Faith

**Dr. Bob Petterson's Legacy Imperative provides advice, solutions for older
generation to reach grandchildren**

NAPLES, Fla., Dec. 8, 2021 – Recognizing that at least 150 million younger millennials and members of Gen Z have no interest in or knowledge of the Christian faith, Dr. Robert “Bob” Petterson has founded The Legacy Imperative to help grandparents of faith – most of whom are not technically savvy – reach their digital native grandchildren with the Gospel message and biblical values. The Legacy Imperative seeks to mobilize and equip grandparents and other followers of Christ with the tools to pass their faith on to the next generations.

“We’ve inherited a legacy of faith from those before us, but we are losing the next generations, the natives of ‘Digital Land,’ making them one of today’s largest unreached people groups when it comes to the Bible and its teachings,” Petterson said. “We believe that Jesus did not come to make bad people good but to bring life to dead people, and until our grandchildren are spiritually alive, we will not see change in our social, cultural or political landscape.”

Petterson shares statistics which he believes reveal a legacy crisis, reflecting that the next generations are disconnecting from the biblical values that sustained and nourished their forbearers:

- They are non-religious.
- More than 15 million self-identify as atheists.
- A significant majority embrace moral, sexual, gender and family fluidity.
- Their suicide rate has tripled over the last decade.
- Many are fatherless with 7 million U.S. kids going to bed in a home without a biological father.

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In order to bridge this generational divide, The Legacy Imperative provides Next Generation Summits to train grandparents in communicating with their grandchildren, and has created a film series called "Reaching Digital Land," which has been described as a cross between Netflix and The History Channel. The 10 episodes explore key events in history as well as societal and cultural changes leading to today's generational separation. Each session closes with thought-provoking discussion questions to help grandparents spark non-confrontational conversations with their grandchildren, some of them on key hot-button issues.

Additionally, The Legacy Imperative recently launched a new video-based weekly Bible study series conducted via YouTube, with Dr. Petterson leading discussions specifically around those hot-button issues of the day, such as LBGTO, BLM, CRT, the Bible vs. Science, gender fluidity and more. As these are the topics that pose the most stumbling blocks to Millennials and Gen Zers, the study will view the subjects through a biblical lens then explore strategies for opening dialogue and removing these barriers for the next generations.

"These young people will determine the course of history for our nation and world for the next 50 years, perhaps forever," Petterson added. "The future is in our hands, and it is imperative that we pass on our spiritual legacy to the next generations - while there is still time." For more information, visit www.legacyimperative.org.

About The Legacy Imperative

The Legacy imperative is a non-denominational Christian ministry devoted to inspiring and mobilizing grandparents, parents and other advocates for Millennials and Generation Z to evangelize and disciple their loved ones who are far from the Christian faith. It was founded by Dr. Robert "Bob" Petterson, an author, speaker and former pastor at some of America's leading churches. He has earned a Doctorate from Fuller Theological Seminary and has served as East Coast president of Mastermedia International but would consider his most vital role that of grandfather.

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Overview

Legacy Imperative was established to help Christian grandparents and other older generation followers of Christ pass their faith and biblical values on to the next generations. Older generations have inherited a legacy of faith from those who have gone before, but they are losing the next generations, Millennials and Gen Z's, which Legacy Imperative calls the natives of "Digital Land." This is the legacy crisis the ministry was created to address, by mobilizing and equipping grandparents and other followers of Christ with the tools to enable them to reach their grandchildren with the Gospel message.

These digital natives now constitute one of the largest unreached people groups in the world, consisting of 152 million Millennials and Gen Z's who don't know Jesus Christ as their Lord and Savior. Legacy Imperative takes its Great Commission assignment from Matthew 18:16-20 seriously and has developed strategies to disciple this "nation," deploying the people whom these grandchildren love most in the world – their grandparents.

Focusing on winning the hearts and minds of today's teens and young adults, the Legacy Imperative believes that younger generations can only be transformed through a saving faith in Jesus Christ.

Vision: To bring another Great Spiritual Awakening to America and the world.

Mission: To mobilize and equip grandparents and other followers of Christ, to evangelize and disciple their grandchildren and the next generations.

Solution: 80% of Millennials and Gen Z's love their grandparents more than anyone else, giving them special favor and access to their grandkids' hearts. Thus, the key to passing on biblical values to the next generation is through grandparents.

Objectives

- To alert and mobilize 10 million evangelical grandparents to the faith crisis among Millennials and Gen Z's, and call them to action via Legacy Imperative Summits and media outreach.
- To equip one million of these grandparents for effective ministry in our Mission Training program.
- To enroll 500,000 grandparent missionaries in our Sustaining Groups, holding each other accountable to grow and go, discipling 3 to 6 million grandchildren.

Backgrounder on Generational Disconnect

Research reveals that the next generations are disconnecting from the biblical values that sustained and nourished their forbearers. These young people will determine the course of history for our nation and world for the next 50 years -- perhaps forever. The future of our legacy is in the hands of Boomers, Gen X, Post War and WWII generations, and it is imperative that their spiritual inheritance is passed on to the next generations while there is still time.

Some of the findings about the younger generations include:

- They are non-religious. Only 1 in 5 attend church.
- Those under age 30 make up only 11% of attendance at evangelical churches.
- More than 15 million self-identify as atheists.
- A significant majority embrace moral, sexual, gender, and family fluidity.
- Their suicide rate has tripled over the last decade.
- 24.7 million children live in a home without a biological father.
- According to Barna, 74% of those born between 1980 and 2002 believe that truth is both subjective and situational.

Digital Land is made up of 174 million people all under the age of 39, with 152 million failing to claim Jesus Christ as their savior. The responsibility of restoring faith falls to the older generations. It is imperative that grandparents spend their last days leaving a legacy their grandchildren can cherish and continue to pass on. Grandparents can forge the future, reconnecting generations and bringing the next generations to saving faith in Jesus Christ.



Dr. Robert A. Petterson - Founder and President

Dr. Robert A. Petterson, Dr. Bob, has become known as the “Amazing Storyteller” for his unique ability to unwrap the untold stories behind seminal people and events. He has been pastor at some of America’s leading churches; served as East Coast president of Mastermedia International, the world’s largest ministry to film and television executives; and hosts numerous inspirational pilgrimages. He regularly partners with non-profit organizations in fundraising and has raised over \$75 million. He is in demand worldwide as a speaker and has addressed audiences of more than two million in 30 countries. Dr. Bob earned his doctorate from Fuller Theological Seminary. He serves on various non-profit boards.

Dr. Bob’s “The One Year Book of Amazing Stories: 365 Days of Seeing God’s Hand in Unlikely Places,” was chosen by Barnes & Noble as one of its 10 “Top Picks,” is now in its third printing, and was recently ranked by the Christian Book Association as one of the top five devotionals of 2020. His other books include the newly released “101 Amazing Stories of Hope and Faith,” featuring the best of Dr. Petterson’s acclaimed “One Year Book of Amazing Stories,” in an easy-to-give-and-carry size; “Desert Crossings;” “Theater of Angels;” “Pilgrim Chronicles;” “Home for Christmas;” and “The 90-Day Book of Amazing Stories,” in the top 10% of all book sales in its category in 2017.

Dr. Bob resides with his wife Joyce in Naples, Florida, and is the proud father of daughter Rachael, son-in-law Joe, and beloved granddaughters, Mae and Mira.

“WE BELIEVE THAT JESUS DID NOT COME TO MAKE BAD PEOPLE GOOD. HE CAME TO BRING LIFE TO DEAD PEOPLE. UNTIL OUR GRANDCHILDREN ARE SPIRITUALLY ALIVE, WE WILL NOT SEE CHANGE IN OUR CULTURAL LANDSCAPE.”

Dr. Bob Roberts



Interview Questions

- Why did you decide to start Legacy Imperative?
- How do grandparents get involved in the mission of the Legacy Imperative?
- What tools do you have to equip older generations to talk with younger generations?
- What is the biggest change you hope to see come out of Legacy Imperative?
- How are millennials and Gen Zers different from older generations?
- What is the primary focus of the Legacy Imperative?
- How do you get grandchildren to listen who are not open to having conversations about hot topics?
- What topics do the materials in the toolbox cover?