

STAR Series

For Congregational Leaders

CREATING BUY-IN



TASK: Passion alone won't sustain young adult ministry. Without the support of pastors, staff, and established members, even the most innovative programs struggle to survive. **Buy-in** happens when influential church members choose to champion young adult ministry because they believe in its value. Here's how to create that essential support.

From Resistance to Partnership: Building Buy-In for Young Adult Ministry

1 ALIGN WITH EXISTING PRIORITIES

Stop positioning young adult ministry as "just another program." Instead, connect it directly to what your congregation already values: discipleship, mission, and stewardship. Ask yourself how young adult ministry grows disciples or secures the church's future. One leader faced resistance when proposing monthly gatherings until she reframed the idea: "This isn't another program. It's discipleship work. These young adults are asking the same faith questions you asked at their age. We can either guide them here, or they'll look elsewhere." That shift from "extra burden" to "core mission" changed everything.



2 ADDRESS FEARS DIRECTLY

Resistance usually stems from fear. Will young adults demand too many changes? Will it cost too much? Will anyone even show up? Don't dismiss these concerns. Create space for honest questions and share examples of churches where generations grew together. One pastor's biggest opponent was a woman in her seventies who worried, "If we make changes for them, what happens to us?" He invited her to host a meal with young adults. By the end of that evening, she became the ministry's strongest advocate because she realized young adults wanted to inherit tradition, not erase it.

3 CREATE VISIBLE WINS

People stay invested when they see progress. Don't wait for a big launch. Build momentum through small, visible victories: invite young adults to help lead worship, share their testimonies at meetings, or highlight their service contributions. One church simply added two young adults to their picnic planning team. When members saw them contributing and bringing friends, they recognized young adults as vital to church life. Every win builds trust and creates momentum for bigger steps.

When you connect your vision to congregational priorities, address fears honestly, and celebrate shared wins, you transform hesitation into ownership. That's when young adult ministry becomes everyone's calling.

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ROADMAP

Curriculum Domain, Competency and Task Constellations

STAR Domain:	Listening
Associated Competency:	Relationship building and Compassion
Associated Task:	Equanimity
STAR Domain:	Young Adult Leadership
Associated Competency:	Resourcefulness and Communication
Associated Task:	Recruiting
STAR Domain:	Faith Journey
Associated Competency:	Creating Trust
Associated Task:	Spiritual formation
STAR Domain:	Culture
Associated Competency:	Adaptability
Associated Task:	Embracing failure
STAR Domain:	Intergenerational Connections
Associated Competency:	Mentorship
Associated Task:	Generational literacy and Digital literacy
STAR Domain:	Community
Associated Competency:	Authenticity and Inclusivity
Associated Task:	Managing conflict
STAR Domain:	Church Leadership
Associated Competency:	Influence and Purpose
Associated Task:	Creating buy-in
STAR Domain:	Frameworks, Programs, & Events
Associated Competency:	Learning
Associated Task:	Sticky programs and Measure and assess



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ADULT MINISTRY