

**A Comprehensive Strategy to Attract Generation X Servicemembers
to a Military Chapel Worship Service**
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ABSTRACT

This project identified and implemented specific steps to transform a traditional chapel worship service at the Ord Military Community Chapel into a contemporary worship format, to appeal to Generation X servicemembers and their families. When I became senior pastor of this chapel, the congregation was comprised almost entirely of retired military and their spouses. Active duty servicemembers were not attracted to this service, despite living within a two-mile radius of the chapel.

A survey was introduced at weekly Defense Language Institute newcomer orientations for twenty-two weeks. Survey results revealed servicemembers found military chapel worship services irrelevant and having little value. An overwhelming majority of respondents were not attending any church service. Many others visited various churches occasionally but had not found a home church.

During the course of two years at the Ord Military Community chapel, staff and parish council developed a comprehensive strategy to reach active duty servicemembers, focusing on contemporary music and relevant messages. Discipleship, fellowship, community, and evangelism initiatives were also introduced in order to create an atmosphere attractive to young families.

This project successfully brought quantitative growth to the congregation and more significantly, it transformed the composition from predominantly retirees to over 70 percent active servicemembers and their families.