

2023 STATE OF CHURCH GIVING



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We analyzed **billions of dollars** given by millions of donors to over **35,400 churches.**

Billions of dollars in donations | 10M+ Transactions | 1M+ Donors | 35k+ Churches

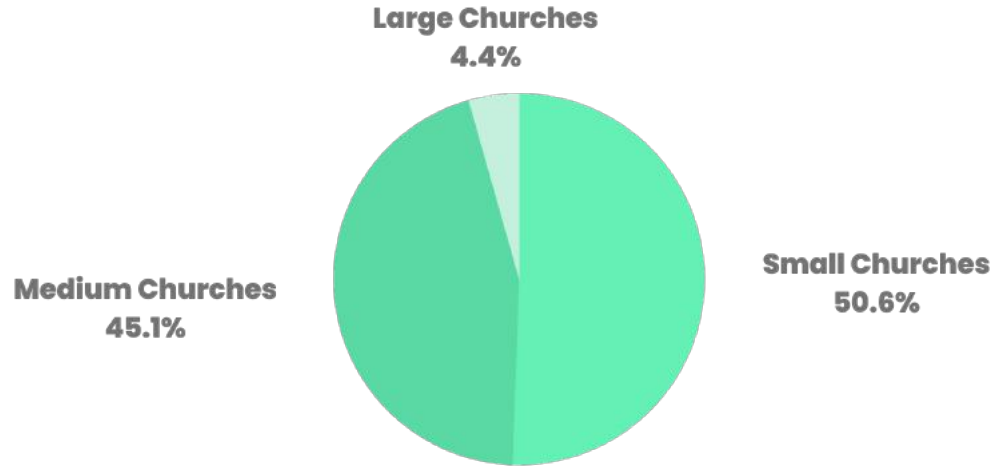
Plus, we surveyed over **6,000** local churches to gather even more insights.

Who did we survey?

More than a quarter of the 6,094 survey takers (26.3%) were senior pastors and leaders.

The remaining 74% included a combination of church admin, volunteers and church members, finance staff, executive pastors, associate pastors, worship pastors, and other staff members.

About half of our survey takers were from small churches, and half were from medium-sized churches. A very small percentage were from large churches.



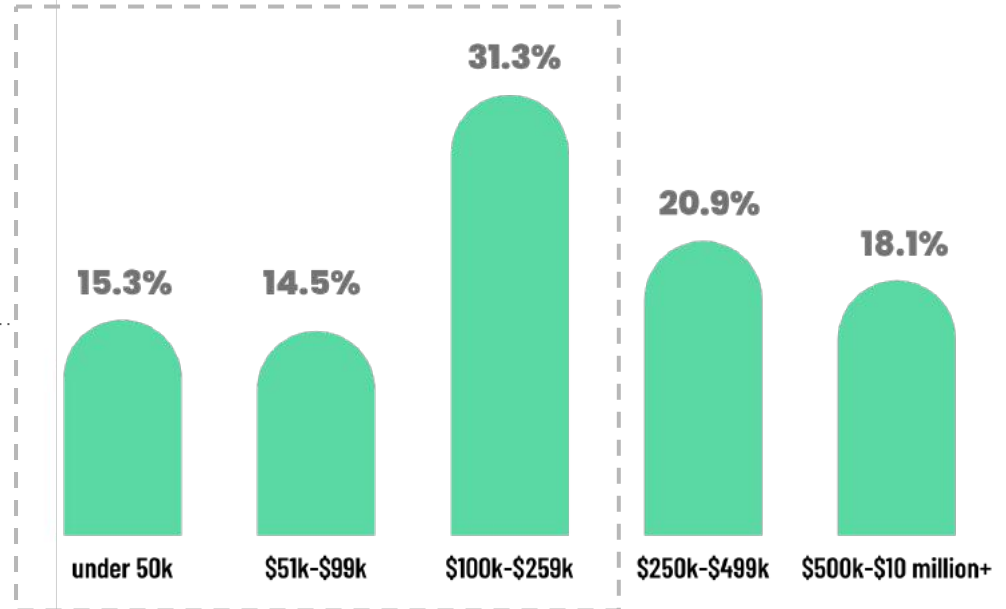
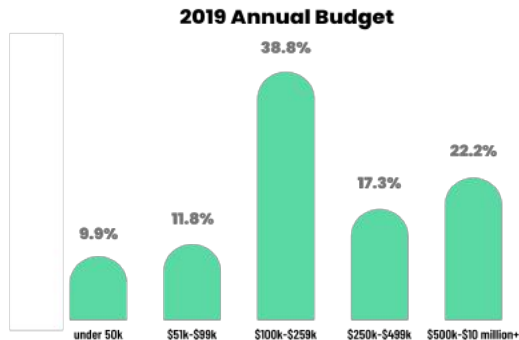
How much money do churches need to operate?

A church's budget could vary quite a bit, depending on where they are located, where they meet, the size of their staff, and more. That being said, it's helpful to know how much churches need for operating expenses.

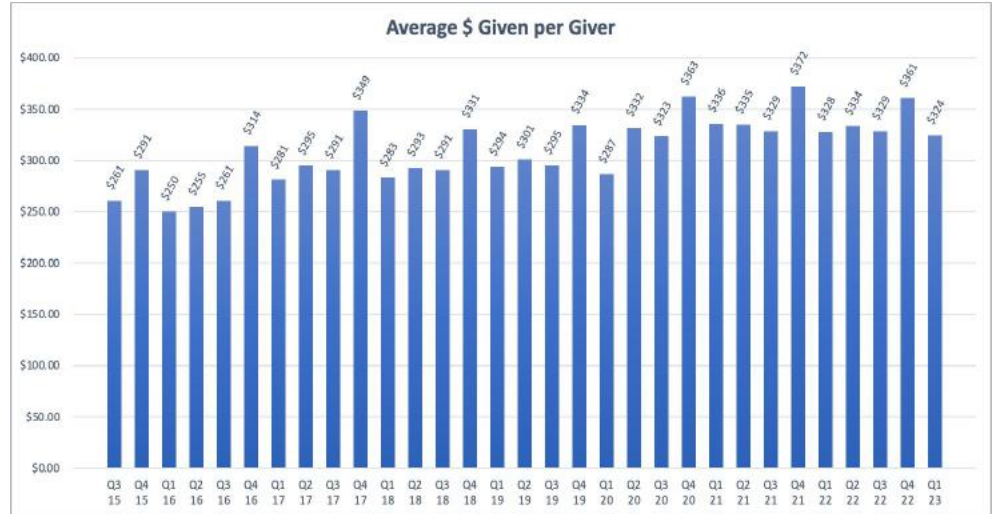
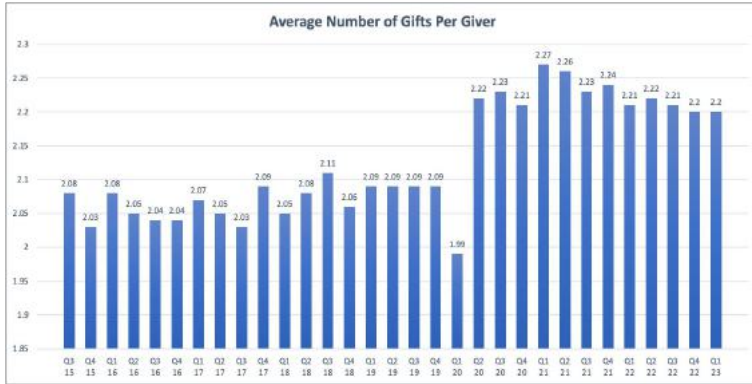
What did our survey results show?

61% of all churches surveyed operate for under \$259k/yr, similar to what we saw in 2019.

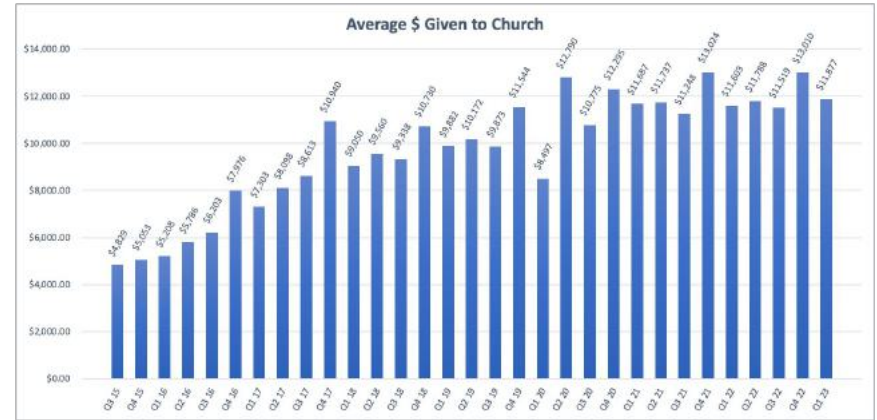
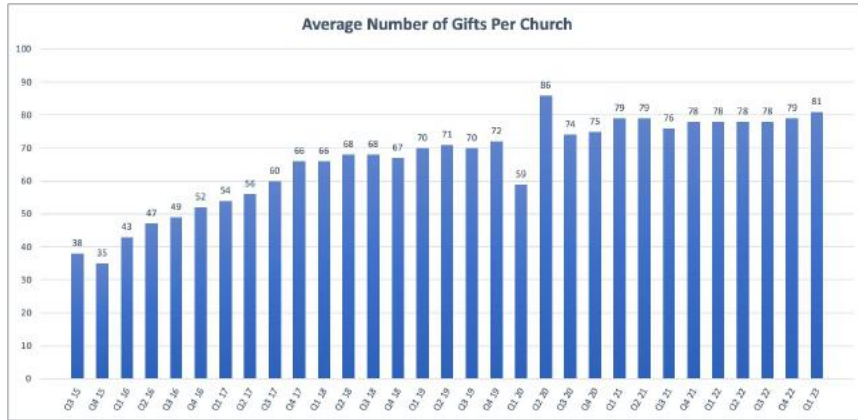
2022 Annual Budget



How Has Online Giving Done Post COVID?



How Has Online Giving Done Post COVID?

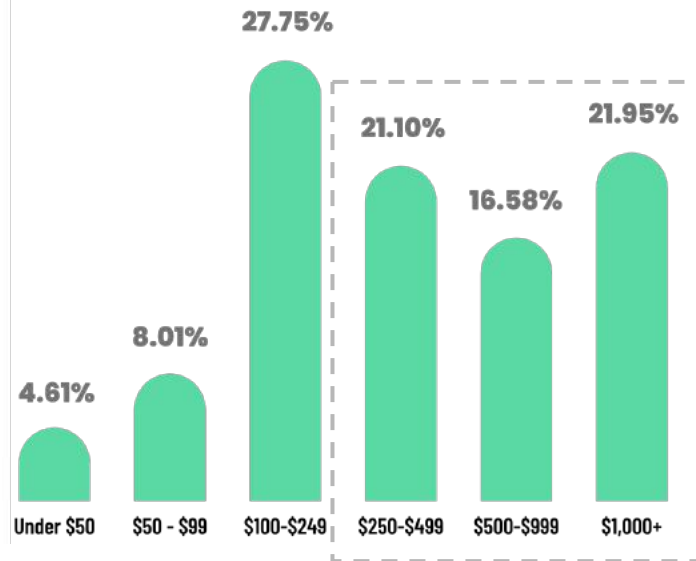


Over 50% of all donations given to churches are **under \$100**. These gifts account for **12% of the total dollars** given.

Number of gifts shown by gift size

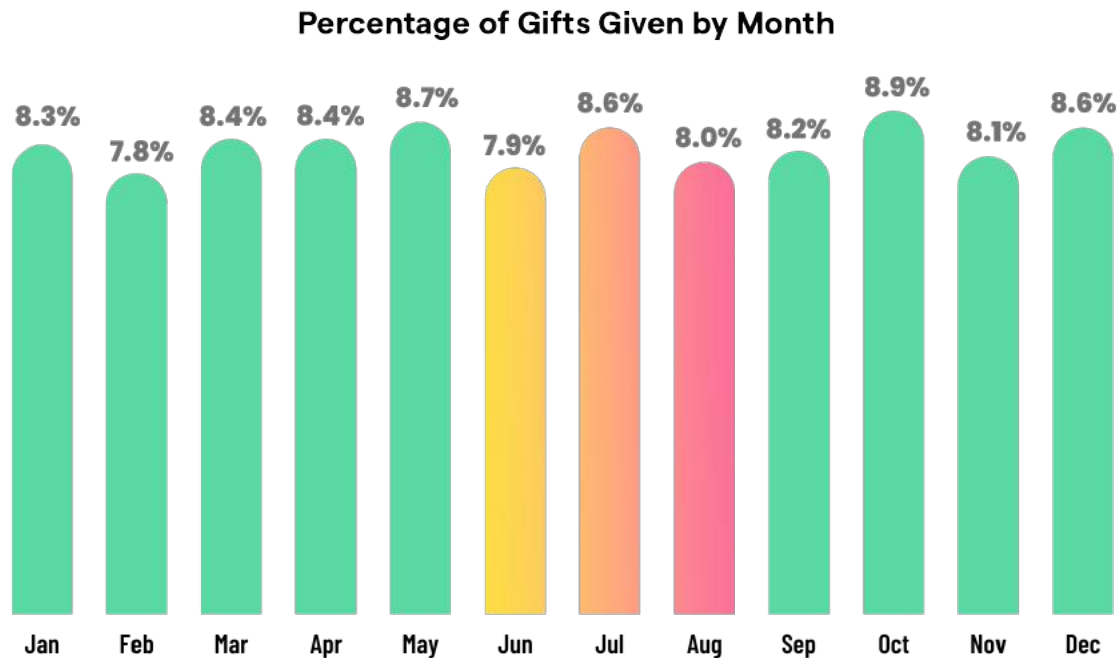


Value of gifts shown by gift size



However, 60% of total dollars given come from 15% of the donations and **just over 5% of gifts given account for nearly 40% of the total dollars contributed!**

Is the “Summer Slump” Dead?

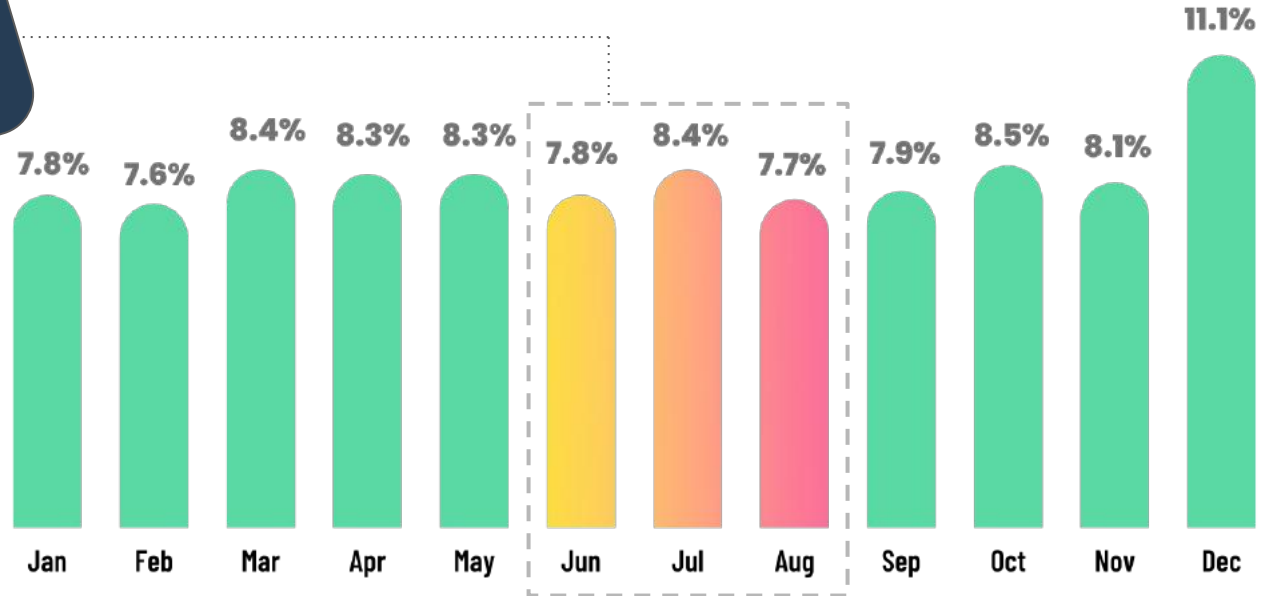


Is the “Summer Slump” Dead?

The “summer slump” is 100% because people have to be “in church” to give via cash or check!

Online giving with easy
recurring giving =
No summer slump!

Value of Gifts Given by Month

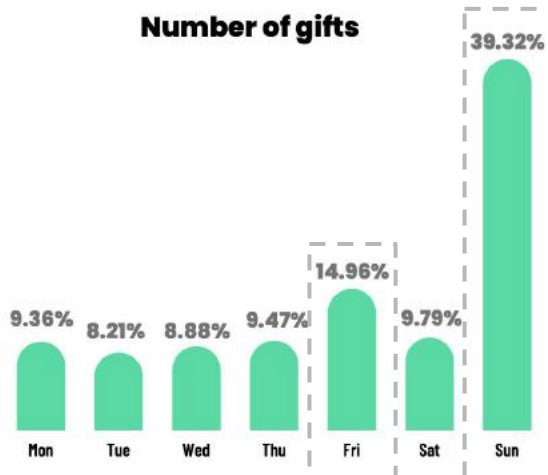


Giving stays relatively steady month by month, but not during the week.

Over 70% of all dollars given occurred throughout the week, Monday through Saturday. This tells us that people like to give when it is convenient for them, not just when the plate is passed on Sunday.

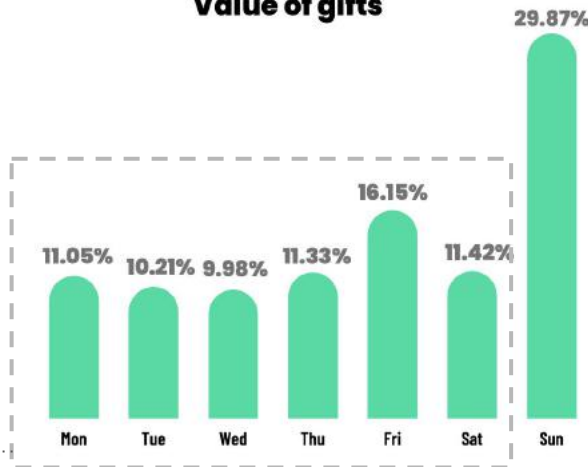
Offering digital giving options is essential.

Number of gifts



Gifts increase on Friday (when paychecks typically hit), and then peak on Sunday.

Value of gifts



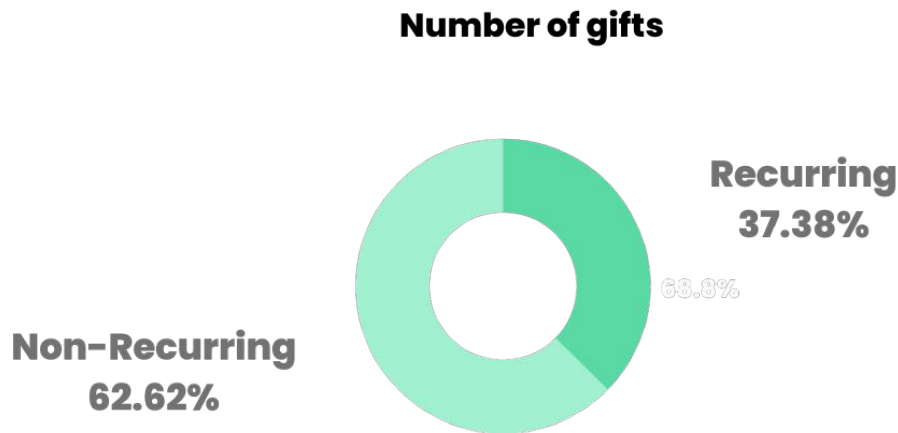
Nearly one-third of the value of all gifts is generated on Sunday. No surprise there.

Recurring giving can help your church stabilize income and plan for the future.

Are churches promoting the benefits, including empowering givers to be more consistently generous?

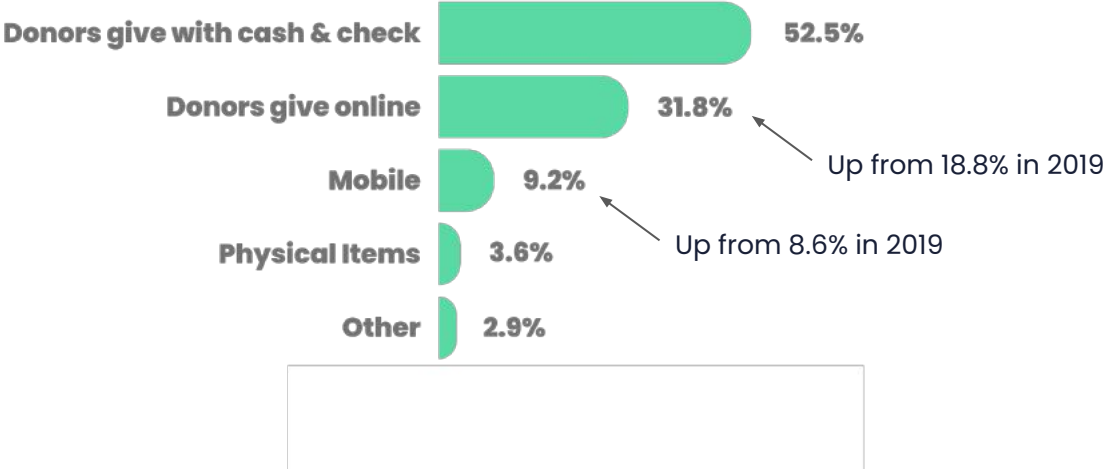
Our survey results show that nearly half of churches have less than 20% of their donations coming from recurring giving.

But churches using Tithe.ly see **over 37%** of donations coming from recurring giving.



Digital Giving is gaining momentum on Cash and Check

2022 Giving Method



Cash and Check usage is slowly going away.

- Cash represents 26% of US consumer transactions.
- 80% of all cash transactions are payments under \$25.
- 74% of Americans write no more than 1 check per month.
- Only 6% of commerce happens by check.

- 80% of consumers use a debit card for regular purchases.
- 80% of consumers prefer using cards.
- 60% of consumers use a cashback card.
- Consumers spend up to 100% more when using a card.



Tithe.ly

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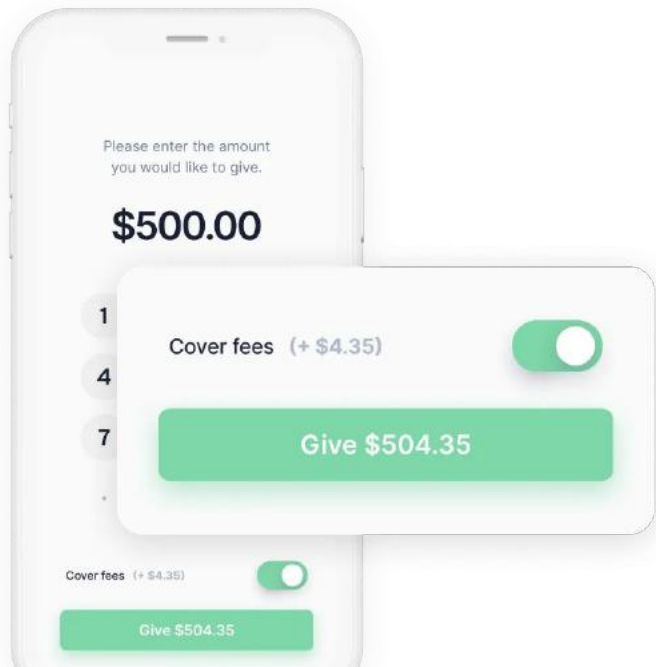
Stats via spendmenot.com & McKinsey Forecast

Yet only 42% of churches
offer some form of **DIGITAL**
giving to members.



The **#1** reason we hear churches don't want to use online giving?

The fees.



Did you know?

38% of gifts given through Tithely have the processing fees covered by the giver with Tithely's Cover the Fees™ option, which means it doesn't cost the church anything to receive those online gifts!



38% covered the fees

Let's Recap...

Opportunities Made by Digital Giving

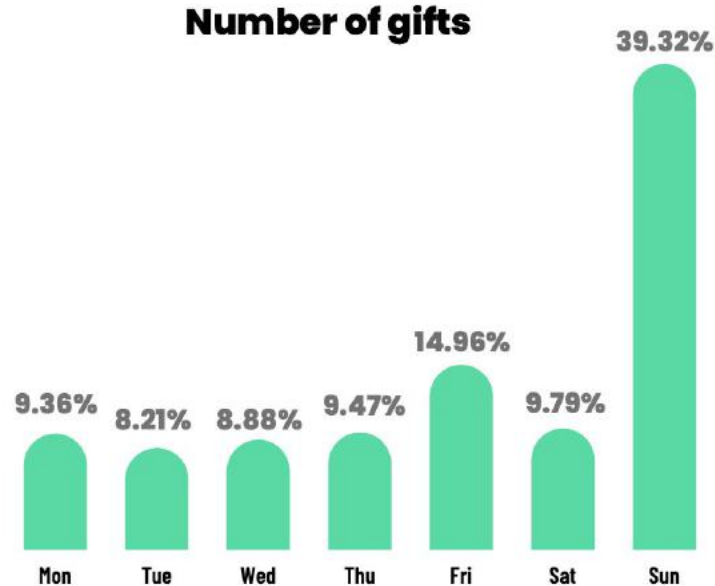


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Digital Giving = Everyday Giving

Sunday is the biggest single day of giving, but the vast majority of giving happens during the week.



Digital Giving = More Recurring Giving

Number of gifts



Encouraging people to set up recurring giving is a great way to grow your giving, because consistency leads to higher overall giving.

Churches that offer digital giving & **EDUCATE** members – see a **32% increase** in overall donations.



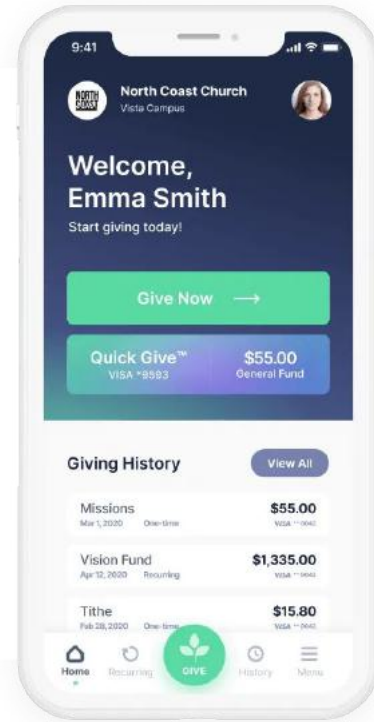
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2023 **STATE OF CHURCH GIVING**

We have tons of **free resources** to help you communicate about giving at your church.

get.tithe.ly/resources

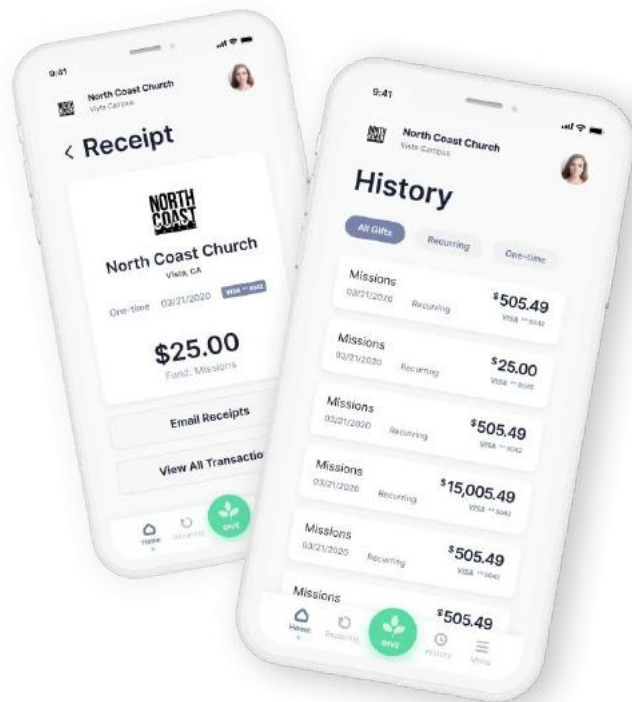
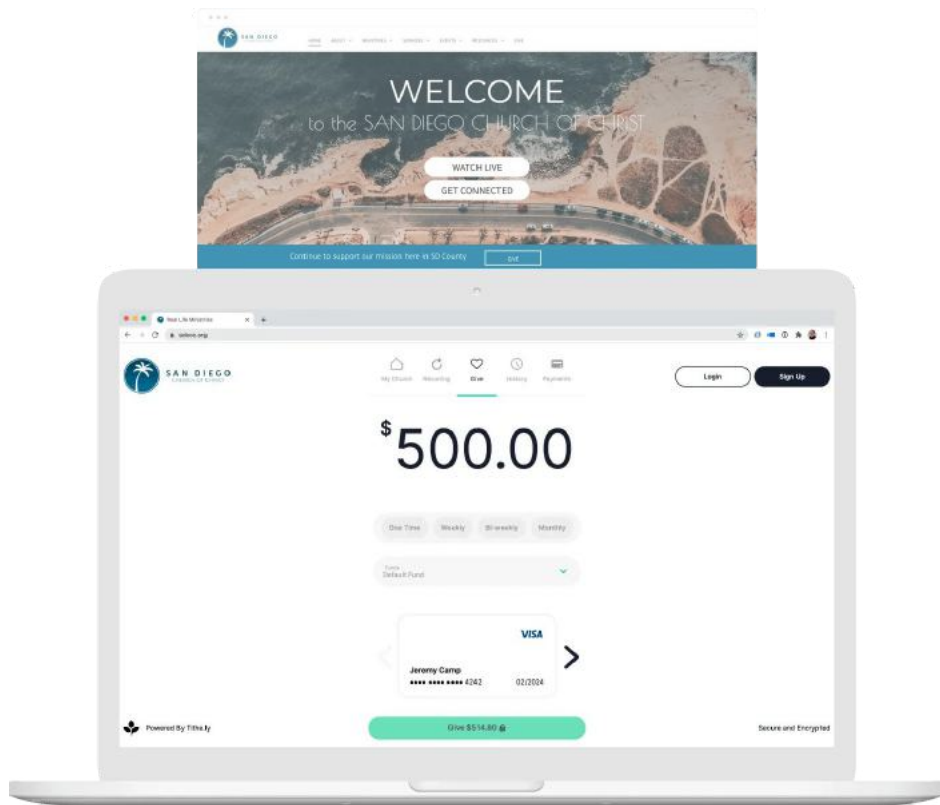
6 Best Practices to Cultivate Digital Giving



Get Your Website & App Ready!

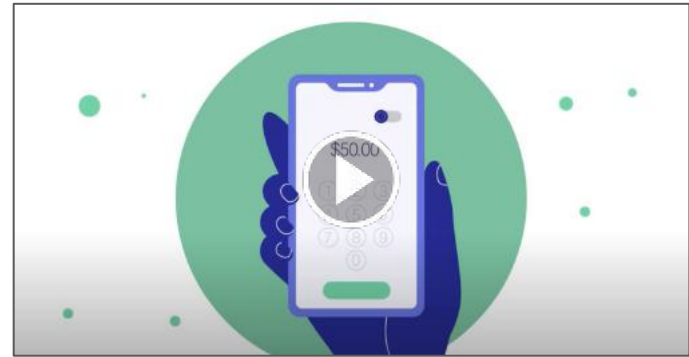
1

Be sure you have online giving as an option on your church website and mobile app.



Share Visuals & Videos

Be sure to share graphics/videos as you talk about giving in-person or online.



Add Online Giving to Your Livestream

Use your church's livestream as an opportunity to introduce online giving.

3

The screenshot displays a Facebook interface for a livestream by Oceans Church. The video content features a woman speaking, with a green background containing text for online giving: "ONLINE Giving OceansChurch.org /Giving", "CASH / CHECK Make checks payable to Oceans Church", and "TEXT 'GIVE' to (786) 686-3356". The Facebook post includes a "Follow" button, engagement metrics (14 likes, 2 shares, 323 views), and a comment section with three visible comments. The bottom of the video player shows a chat window with 201 participants and sharing options.

Send Comms to Your Church

4

Make sure to let your congregation know by email, text, and push notifications.

Hi {Insert name or say something like "Hi There"},

We are excited to share that we've launched online giving through Tithe.ly!

Our main reason for choosing Tithe.ly for our digital giving was because it's super super simple to use and get started.

If you'd like to get started with digital giving to *CHURCH NAME*, you have 3 different options that you can choose from below!

Tithe.ly Giving App:

- Download the Tithe.ly App from the [App Store](#) (iPhone) or [Google Play Store](#) (Android). Once you've downloaded the app select your church and follow the same steps as above.

{If you also have a [custom church app](#) we recommend you mention that here instead of the Tithe.ly Giving App and send your churches "app download link". Donors can give through your custom church app as well as stay engaged!}

Website Giving:

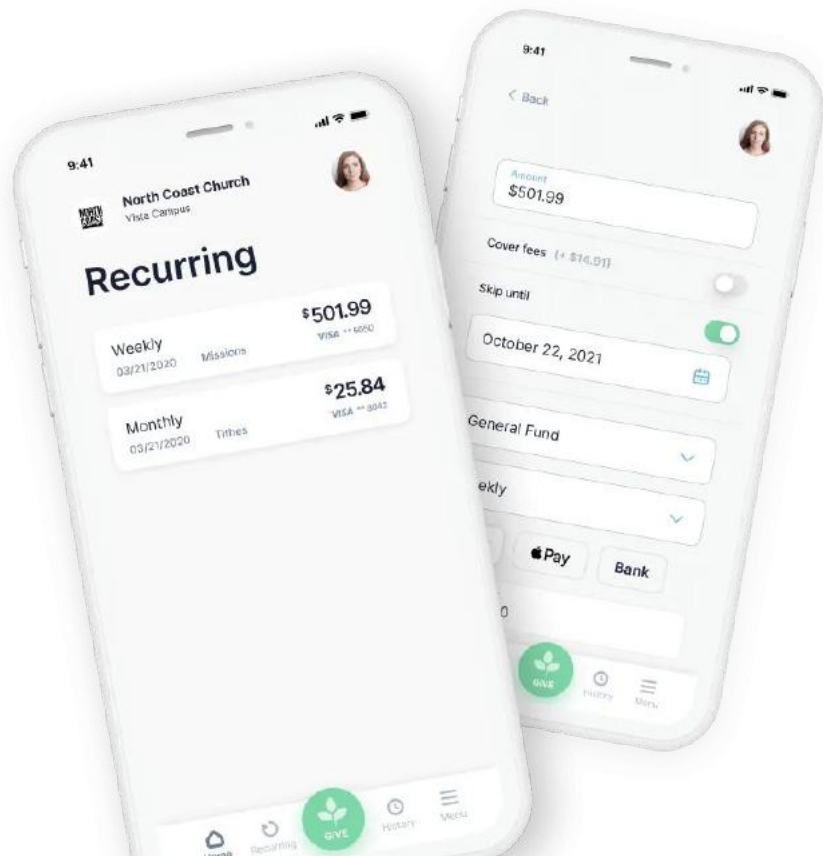
- Click on this link: {insert church giving link}, which is our secure and custom giving link.
- Since this is your first time it's going to prompt you to create an account and a personalized pin number. In future you won't need to do a full sign in and will be able to login using your pin.
- The first time you will also need to add your credit card and/or ACH banking info.
- Once your account is set up you just fill out the appropriate fields and submit your gift. A reminder you have the ability to set your gift up as recurring



Focus on Recurring Giving

You can grow your recurring giving by 65% just by talking about it!

5



Don't Skip the Giving Moment

Be sure you have online giving as an option on your church website and mobile app.

- Use scripture, stories and testimonies to
- encourage giving every week!
- Generous Christians are healthy Christians.
- Growing in Generosity = Growing in Christ
- Fight the urge to minimize the giving moment.

www.StateofGivingSurvey.com

