

# A Fresh Look at Church Giving Trends

Tuesday, May 9, 2016

7 pm EST

# The Episcopal Church Foundation (ECF)

Independent, lay led organization, founded in 1949



Empowers congregations through visioning and planning, leadership development, and raising financial resources for ministry

Through our programs, ECF is helping to build a Church characterized by:

- Lay and clergy leaders work together to transform the Church
- Healthy, vital, vibrant Episcopal communities of faith
- Meaningful opportunities for Christian stewardship and effective fundraising
- Innovative, mission-based ways to be the Church of the future

# What is the Episcopal Church Foundation (ECF)?

## Overview:

- Independent and lay-led foundation
- ECF's mission is to strengthen the **leadership** and **financial** capabilities of Episcopal congregations, dioceses, and other institutions
- ECF carries out this mission through a wide array of programs including...



## Leadership Resources

- ECF Vital Practices ([ecfvp.org](http://ecfvp.org))
- Vestry Resource Guide
- Fellowship Partners Program
- Educational Events
- Vital Teams

## Financial Resources

- Capital Campaigns
- Planned Giving
- Endowment Management
- Annual Giving/Stewardship
- Strategic Resources



Marcia Shetler

*Executive Director/CEO*  
**Ecumenical Stewardship Center**

# General Trends in U.S. Philanthropy

- In 2015...
- Americans gave \$373.25 billion to charity.
- This represents a 4.1% increase from 2014

Source: National Philanthropic Trust

# General Trends in U.S. Philanthropy

In 2015...

The largest percentage of gifts were made to religious causes.

Religion	32%
Education	15%
Human Services	12%
Grant making Foundations	11%
Health	8%

\*Source: National Philanthropic Trust

# General Trends in U.S. Philanthropy

- **Giving to Religion**

• 1995 – 1999	41%
• 2000 – 2004	38%
• 2005 – 2009	35%
• 2010 -2014	33%

**Note: Gifts to religion decreased 18%**

Source: Giving USA Foundation *GIVING USA 2015*

# General Trends in U.S. Philanthropy

- Estimated 1.5 million charitable organizations in the US
- Only about 316,500 are congregations

# General Trends in U.S. Philanthropy

In 2015...

Largest source of charitable giving was from individuals

Individuals	\$268.28 billion	71% of total
Bequests	\$27.72 billion	9% of total
Foundations	\$57.19 billion	16% of total
Corporations	\$18.46 billion	5% of total

Individuals + Bequests = 80%

\*Source: National Philanthropic Trust

# Church Giving Characteristics & Trends

## Different Generational Views

Builders	Boomers	Net-Generation	Millennials
Born 1945 & before	Born 1946-1964	Born 1965-1979	Born 1980-2000
Money is to be saved	Money is to be spent	Money is to be invested	Money is borrowed
Loyal to denomination	Loyal to congregation	Loyal to program	Loyal to person(s)

# Church Giving Characteristics and Trends

- Six specific characteristics about giving based on philanthropic giving trends
- Donor - Driven
- Relationship - Focused
- Choice - Abundant
- Boundary - Bereft
- Time - Transcendent
- Information - Rich

# Church Giving Characteristics and Trends

- **Donor - Driven**
  - Defined by generational characteristics
- **Relationship - Focused**
  - Giving is influenced by relationships
- **Choice - Abundant**
  - Literally millions of choices

# Church Giving Characteristics and Trends

## **Boundary - Bereft**

- Gifts come from a variety of sources

## **Time - Transcendent**

- Ways to give are available 24/7/365

## **Information - Rich**

- Mission and transparency are essential

# Church Giving Characteristics and Trends

## *How do you Measure Up?*

### **Donor - Driven**

- Is your congregation's message meaningful to different generations?

### **Relationship - Focused**

- Are your members encouraged to leverage their relationships to support your mission and ministry? Do they know how?

### **Choice - Abundant**

- Are your invitations to give truly inviting?

# Church Giving Characteristics and Trends

- ***How do you Measure Up?***
- **Boundary - Bereft**
  - What giving opportunities do you offer beyond regular annual giving? Have you considered partnering with other entities for support?
- **Time - Transcendent**
  - What giving opportunities do you provide beyond the Sunday morning offering plate?
- **Information - Rich**
  - Do your members know how their gifts are making a difference?

# Best Practices for Generous Churches

1. **Donor - Driven:** Create generationally focused giving opportunities
2. **Relationship - Focused:** Engage more persons in your congregational stewardship activities
3. **Choice - Abundant:** Develop or re-visit your church's mission statement

# Best Practices for Generous Churches (cont'd)

4. **Boundary** - Bereft: Create a process for promoting and receiving legacy gifts.
5. **Time** - Transcendent: Provide giving opportunities beyond the offering plate.
6. **Information** - Rich: Develop a communications plan that lets members know their gifts make a difference

# Helpful Resources from ESC

## For Your Annual Stewardship Emphasis

- *Giving: Growing Joyful Stewards in Your Congregation* magazine
- Accompanying theme materials
- Digital Companion Resource

# Helpful Resources from ESC

**To learn more about spiritual and practical dimensions of stewardship and generosity**

Generosity NEXT

Explores current stewardship topics and their impact on the church

November 29 - December 1, 2017: Nashville, Tennessee)

Pathways to Generosity: Signs of Hope

includes plenary sessions & workshops that provide spiritual insights and practical applications

April 3-5, 2018: Dallas, Texas

# Helpful Resources from ESC

**To become a more competent steward leader**

**Online courses & lectures on:**

- Stewardship in Scripture
- Theological Principles of Stewardship
- Holistic Stewardship
- Relational Stewardship
- Stewardship and Culture
- Stewardship and Financial Health

# Helpful Resources from ESC

*Connecting Young Adults, Faith, and Finances*

*Providing space for conversations and learning on the web and through social media*

- *Web page*
- *Facebook page*
- *Wordpress blog*
- *Twitter feed*
- *Live Chats*

# Helpful Resources from ESC

Faith-Based, Transformational

Financial Campaign Consulting Services

Ecumenical Stewardship Center Capital Campaign Network

# Questions and Answers

## Recorded Webinars to Empower your Leaders

- Basics of Planned Giving for Parish Leaders
- Basics of Endowment Management for Parish Leaders
- Prospective Donors of Planned Gifts
- Basics of a Capital Campaign
- Annual Stewardship
- Vestry Leadership 101

**For links to recordings visit: [www.ecfvp.org](http://www.ecfvp.org)**

## Upcoming Free Live Webinars

*Check our website, under  
Events, for more info.*

# At your service

**ECF always available to assist at (800) 697-2858**

Jim Murphy, Managing Program Director, Financial Resources  
[jmurphy@episcopalfoundation.org](mailto:jmurphy@episcopalfoundation.org)

Ken Quigley, Senior Program Director, Endowment Management Solutions  
[ken@episcopalfoundation.org](mailto:ken@episcopalfoundation.org)

Susan Erdey, Program Director, Endowment Management Solutions  
[serdey@episcopalfoundation.org](mailto:serdey@episcopalfoundation.org)

Josh Anderson, Assistant Program Director, Financial Resources  
[janderson@episcopalfoundation.org](mailto:janderson@episcopalfoundation.org)

Demi Prentiss, Financial Resources Consultant  
[dprentiss@episcopalfoundation.org](mailto:dprentiss@episcopalfoundation.org)

Andrea Zmuda, Program Associate, Constituent Relations  
[azmuda@episcopalfoundation.org](mailto:azmuda@episcopalfoundation.org)

