
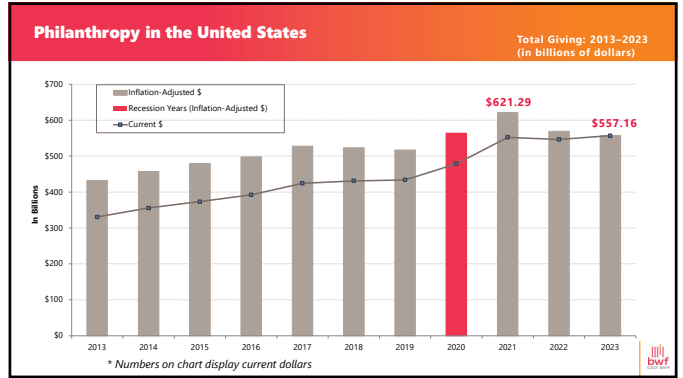


Christian Giving in a Changing World

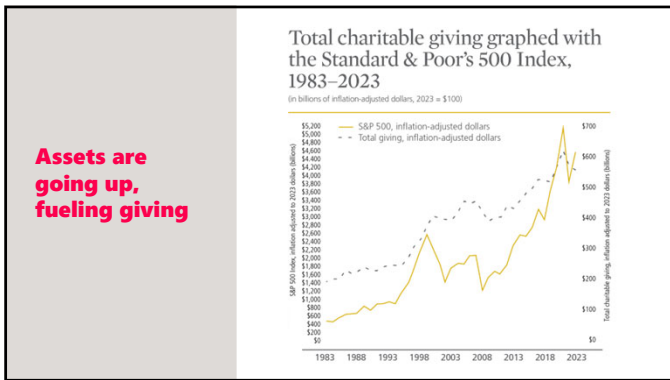
Josh Birkholz



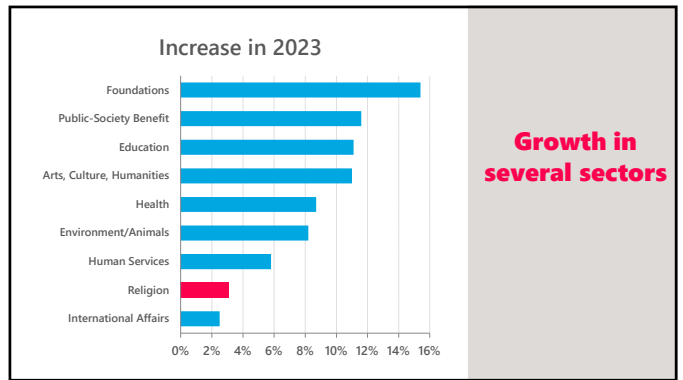
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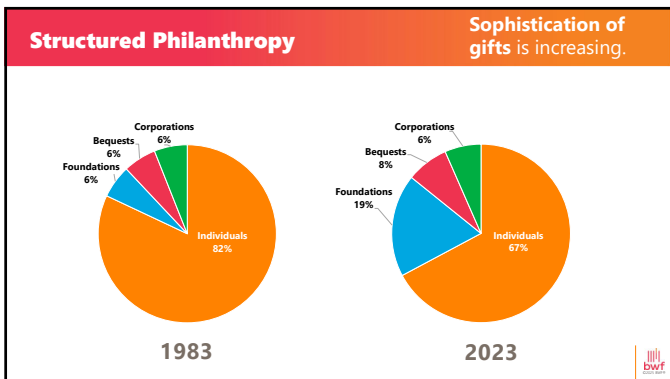
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5

The everyday donor is disappearing.

Haves and have nots:

- Donors
- Charities

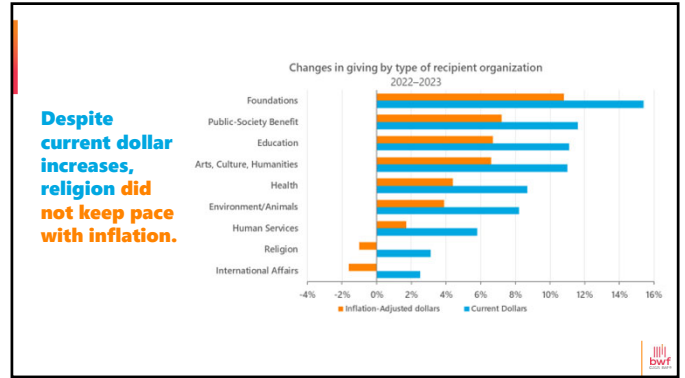


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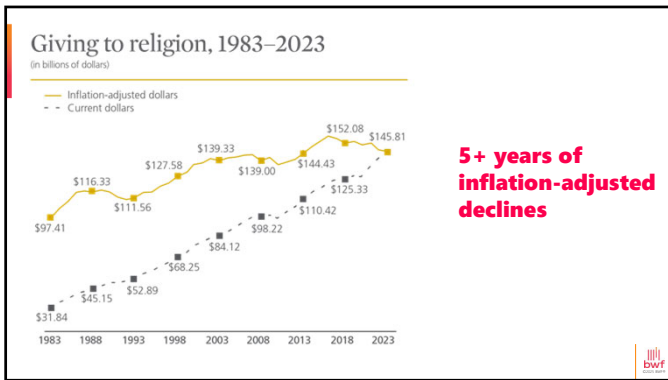


And the times keep changing.

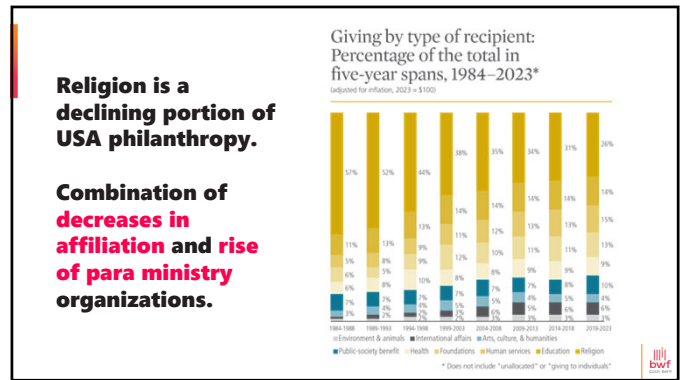
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10

Church Attendance Continues to Decline

- 34% attendance pre-pandemic
- 30% attendance today (Gallup)
- 67% rarely or never attend
- 23% attend weekly or more (PPRI)

11

Risks to secular and religious charities alike

12

TOP THREE TYPES OF CHARITIES SUPPORTED BY GENERATION

	2016	2022	In/Dec	%
Gen Z Donors				
Places of Worship	N/A	\$239	N/A	N/A
U.S. Health/Medical	N/A	\$107	N/A	N/A
Environmental	N/A	\$65	N/A	N/A
Millennial Donors				
Places of Worship	\$436	\$305	(\$130)	-31%
Faith-based Orgs.	\$106	\$243	\$137	+129%
Nonprofit Hospitals	\$31	\$157	\$126	+406%
Gen X Donors				
Places of Worship	\$737	\$432	(\$305)	-41%
Faith-based Orgs.	\$105	\$159	\$54	+51%
U.S. Health/Medical	\$94	\$144	\$50	+53%
Boomers Donors				
Places of Worship	\$1,190	\$996	(\$194)	-16%
Education	\$343	\$523	\$180	+52%
Faith-based Orgs.	\$155	\$207	\$152	+98%

Research conducted by: **Give.org** in partnership with **Capital Builder**
<https://www.givingusa.org/products/giving-isa-special-report-giving-by-generation/variant=43818347581784>

Although declining: Religion continues to be the top charitable interest across generations.


13

Digital Giving a Bright Spot

Pandemic period accelerated digital technology for religion sector.

60% now from digital giving.


88% have ever given digitally



14

Donor Advised Funds (DAF) Growth

- About **10% of giving in the USA** is to/from Donor Advised Funds.
- Increasingly **common in Christian giving**, less common for regular offering/tithes.




Community Foundations

15

Structured Philanthropy

Most churches are cash-based with limited asset-based focus.



Real Property
 Life Income Mechanisms
 DAFs
 Family Offices
 Private Business Assets
 Crypto
 QCDs

16

But campaigns have proven effective for embracing asset-based giving.

76%	7x	57%	29%	78%
Campaign impacted timing of gifts.	Campaign Volunteers 7X more likely to give	Donors give higher levels	Donors gave second campaign gift.	Of \$1M+ donors require access to leadership

17

In secular research, resilient donor growth is driven by connection.



Connection to the organization.


Connection to other donors.

Identity as a community of donors.

18

However, in many ministries, many donors don't feel part of the team.

1. Ministry **leaders often feel uncomfortable** talking about giving.
2. For donors, it feels like "giving money for other people to *do ministry*." **Giving is often not considered ministry.**
3. Donors often **lack peers to help grow** as a giver.
4. Donors perceive **culture prevents** them from **celebrating** their gifts with friends and family.



19

People not in fundraising find it difficult to talk about money.

Why Is It So Hard to Talk about Money? SCIENTIFIC AMERICAN


A survey by Wells Fargo found that 44 percent of Americans see personal finance as the most challenging topic to discuss with others, more so than subjects like death, politics, and religion.

The Money Taboo: What Can We Do About It? Talk! Forbes



20


But there is considerable wealth in the US.



1% have \$11.6M+ net worth.
5% have \$3.8M+ million.

For every 250 people:


- 2-3 people could give \$500K+
- 12-15 could give \$150K+
- 125 people could give \$7,500+



21

What moves major donors to give in a secular context?

1. To do something significant—to **make an impact**
2. To **establish a legacy** for themselves or their family
3. As **thanks** for personal benefit (education, health outcome or care)
4. To **maintain or advance** something important to them (arts, athletics, public spaces, land)
5. From a **sense of responsibility** to future generations



22



With Christians, also:

An expression of selfless love
Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver. 2 Corinthians 9:7

A personal obligation
Do not neglect to do good and to share what you have, for such sacrifices are pleasing to God. Hebrews 13:16

A solution for important issues (as with non-Christians)
Philanthropy is not about giving money but about solving problems. Naveen Jain

It's really fun! (as with non-Christians)
Nothing brings me more happiness than trying to help the most vulnerable people in society. Princess Diana





23

Why donors stay:

- Cause effective in trying to achieve mission.
- Knows what to expect from with each interaction.
- Receives timely "thank-you."
- Opportunity to make views known.
- Feels part of an important cause.
- Feels appreciated.
- Sees who is being helped.

Source: DonorVoice



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So, how can Christian nonprofits thrive moving forward?

25

Celebrate giving. Celebrate donors.

Encourage donors to meet with each other to grow in generosity.

Remember giving as part of Christian identity. *People like us do things like this.*

Replace need and obligation messages **with momentum** and optimism.

Share stories of giving like you share stories of ministry.



26

Encourage personal asking—Even when not in campaign

“The only way out is through. If you’re anxious about spiders, you need to handle spiders. If you’re scared of the elevator, you will have to ride the elevator repeatedly. If you dread talking in class, you will need to start talking in class,” Shpancer writes on [Psychology Today](#).

From:
Why Is It So Hard to Talk about Money?
SCIENTIFIC AMERICAN



27

Encourage giving at all levels.



Model giving to kids.

Encourage kids to give.

Have youth try asking for gifts

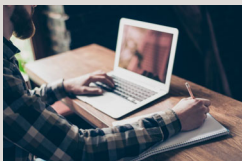
Don’t apologize for offerings if at a church (or say only for members)

Provide **budget-relieving “designation”** opportunities.



28

Show responsibility to donors.



Acknowledge gifts in a timely manner.

Communicate successes and challenges.

Use gifts as intended.

Give opportunities to learn more about the work



29

Consider ministry from the donors’ perspectives.



Validation. Are their philanthropic goals met?

Sustainable. Do you have the infrastructure for the gift?

Entrepreneurial. Committed to growth and effectiveness?

Trustworthy. Do you speak plainly about the work and outcomes?



30



**And Build
Communities
of Donors**

Be purposeful in
**connecting donors
with each other.**

**Communities can
rally** when times
are uncertain.



31



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