



2024 Report
State *of*
Church
Giving

Ministry Brands®

Parable
GROUP

Welcome to the 2024 State of Church Giving Report

This comprehensive report compiles analysis from three data sources on church giving:

- **Billions in digital donations from tens of thousands of churches**
- **Giving from thousands of churches with Church Management Systems (ChMS)**
- **A comprehensive survey from over a thousand pastors and church leaders**

Each data source plays a unique role in building a deeper understanding of giving trends from the increasing momentum of online giving to the impact of inflation.

Uncovering patterns and trends for both in-person and digital donations, this report equips church leaders with valuable findings to help unlock the full generosity of their congregations.

Churches are categorized based on their average weekly attendance:



SMALL CHURCH

1-249



MEDIUM CHURCH

250-999



LARGE CHURCH

1000+

Evaluating church giving from January through September in both 2023 and 2022 eliminates the impact of end-of-year giving (which could skew findings), providing a clear analysis of church giving trends. We understand year-end is an important season of generosity for the church and have chosen to produce a standalone year-end-giving report that will be available later this year.

Every insight presented in this report stems from statistically significant sample sizes at the 95% confidence level and only a 6% margin of error.

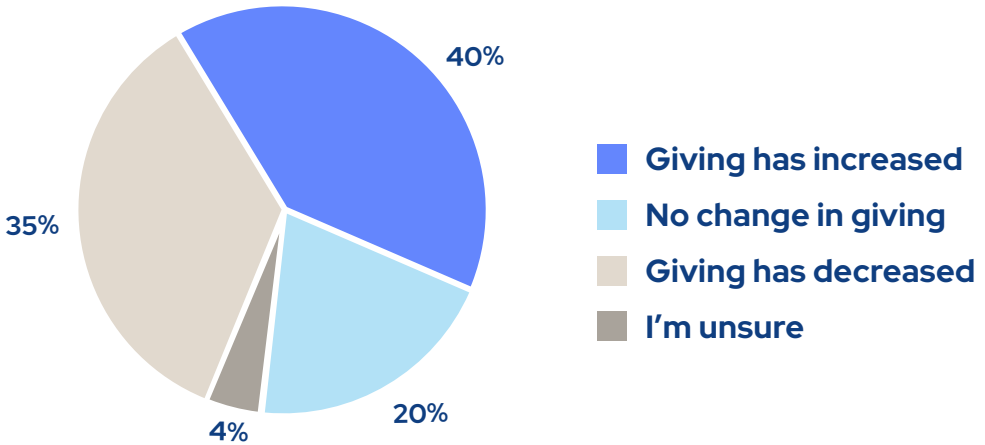
Our hope is that this report empowers your church with a wealth of knowledge on the details of church giving!

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A Look at 2023

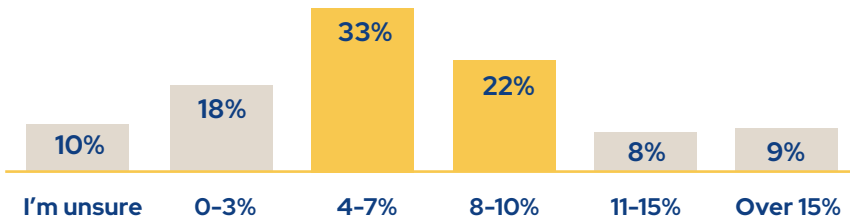
40% of surveyed churches saw a boost in donations in 2023.



Pastor & Church Leader Survey, November 2023

Over half of churches who increased their giving saw a substantial lift between 4-10%.

How much has giving increased in 2023?



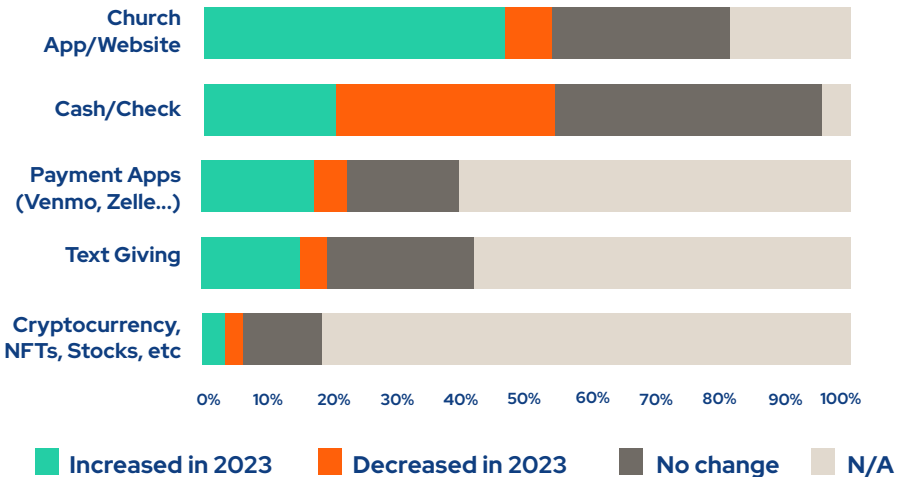
Percent Increase in Church Giving

Pastor & Church Leader Survey, November 2023

Smaller churches struggled more—only 36% reported an increase in 2023 giving, while 48% of medium and large churches reported an increase in church giving. A contributing cause was decreased attendance. Small churches were **2.5 times more likely** to have seen a decrease in attendance in 2023 compared to medium and large churches.

A correlation between giving and weekly attendance was expected. Churches who saw a decline in giving were **13 times more likely** to have witnessed a drop in attendance.

How are church members giving?



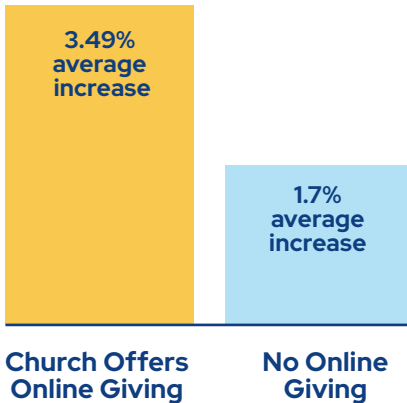
Pastor & Church Leader Survey, November 2023

Giving via church websites & apps increased or remained steady for 73% of churches. Meanwhile, cash & check donations decreased for 33% of churches.

While some church members may have switched from traditional cash or check giving to digital platforms like websites or apps, a majority of churches saw additional generosity. Of the churches who reported increased giving from their website or app, **56% did not see decreased cash or check giving.**

How much of giving was digital?

Both survey data and Church Management System (ChMS) data showed around 40% of church giving occurred on digital platforms.



Based on analysis of ChMS data, churches who offered online giving saw a noticeable increase, 3.5% on average. Churches with no recorded online giving saw a smaller average increase of 1.7%.

ChMS Giving Data from Ministry Brands Churches,
January-September 2022 & January-September 2023

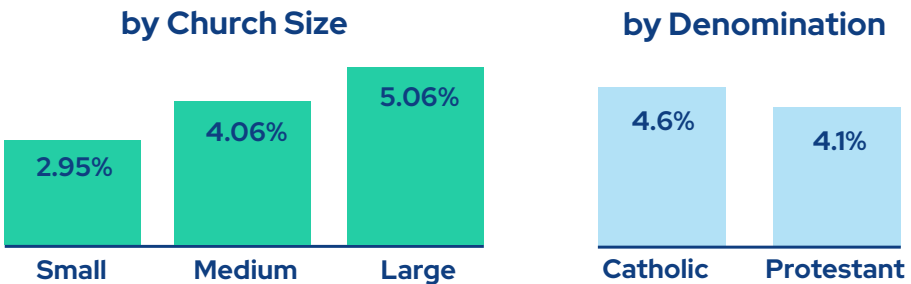
The bottom line? Digital giving is not just a tool; it's a **significant and growing piece of the giving landscape.**

The Impact of Digital Giving

With billions of dollars processed each year across tens of thousands of churches, Ministry Brands data provides a comprehensive view of digital giving.

Digital giving increased by 4.10% overall, varying from 2.95% to 5.06% based on average weekly attendance.

Increase in Digital Giving Dollars



Digital Giving from Ministry Brands Churches, January-September 2022 & January-September 2023

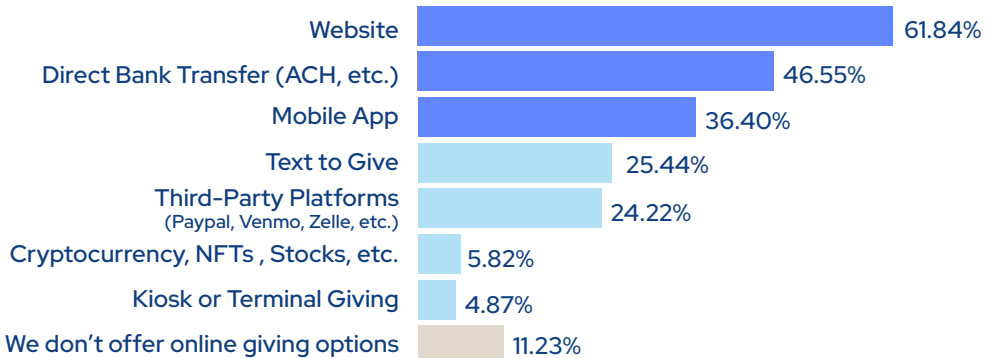
On average, Catholic parishes increased in online giving dollars by 4.6% and Protestant churches increased by 4.1%.

Providing the option to give digitally had a strong correlation with an overall increase in church giving.

Surveyed churches who offered basic digital giving methods (website, app, text, or kiosk giving) were **twice as likely** to have reported an increase in *overall* church giving (compared to churches who did not use one of these methods).

The most common digital giving methods churches offered were through the church's website, mobile app, and direct bank transfers.

What digital options do churches offer?



Pastor & Church Leader Survey, November 2023

In 2023, less common options included text giving, third-party platforms, and donating cryptocurrency/NFT's/stocks.

However, church members are increasing their usage of these less common options.

Three times as many churches saw an increase from text giving (compared to churches who saw a decrease from text giving).

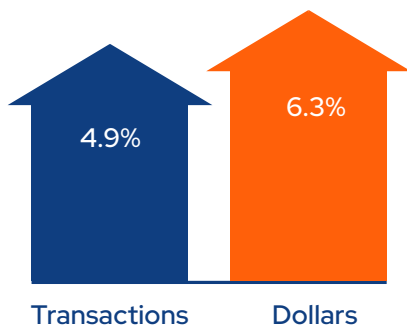
Churches benefit from offering more giving methods to their congregations. What new giving methods should you consider in 2024?

Trends in Recurring Giving

One of the many benefits of digital giving is the ability to set up automatic, recurring giving.

Recurring donations constituted a **significant** portion of online giving—43% of all donation transactions and 34% of giving dollars. The portion of recurring donations increased by 4.9% (transactions) and 6.3% (dollars) over 2022.

Increase in Automatic, Recurring Digital Giving

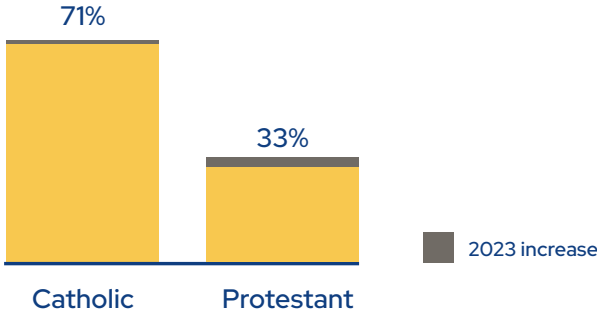


Digital Giving from Ministry Brands Churches, January–September 2022 & January–September 2023

Churches utilizing Ministry Brands' giving solutions witnessed a substantial increase in online recurring giving.

Protestant churches saw a 14% increase in online recurring giving and Catholic parishes saw a 6.4% increase. For Catholic parishes in 2023, 71% of the total online giving dollars came from recurring giving and 33% for Protestant churches.

Automatic, Recurring Giving



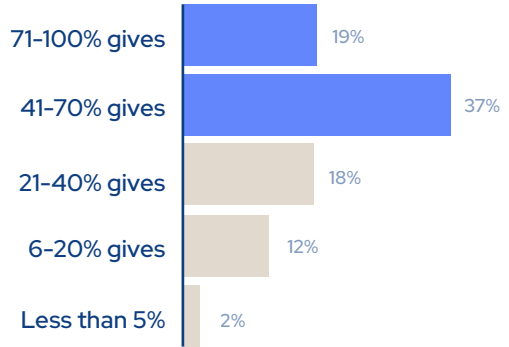
Digital Giving from Ministry Brands Churches, January-September 2022 & January-September 2023

This increase reflects the growing desire for ease-of-use and reassurance that automatic, recurring giving offers to the congregation.

Ensure your giving solution prioritizes automatic, recurring giving and promote this feature to your church.

Congregational Generosity

What percentage of a congregation gives financially to their church?



Pastor & Church Leader Survey, November 2023

Over half of churches surveyed reported a significant portion (over 40% of their congregation) contributes financially. These churches were **twice as likely** to have seen increased giving (compared to churches who reported lower congregational giving).

Here's what some churches did to increase their congregational generosity in 2023

- | | |
|-----|--|
| 57% | Show transparency in how the church spends money |
| 53% | Highlight the ministries your church impacts |
| 51% | Provide the church updates on your financial wellness |
| 49% | Express gratitude for received donations (emails, letters, etc.) |
| 45% | Promote the biblical principle of tithing |
| 35% | Teach a sermon series on tithing and/or generosity |
| 31% | Encourage members to set up automatic/recurring giving |
| 17% | Have members share personal testimonies on the impact of giving |
| 16% | Run short-term giving campaigns |
| 13% | Offer financial training to your church members (course, book, etc.) |
| 11% | Host large fundraising/capital campaigns |
| 9% | Provide tutorials/training on using online giving options |

Pastor & Church Leader Survey, November 2023

75% of churches had transparent communication about finances with their congregation, through one of the following tactics:

- Showing how the church spends their income from donations
- Highlighting ministries that the church impacts
- Providing updates on the financial wellbeing of the church
- Expressing gratitude for received donations through emails/letters etc.

Less than 20% of churches offered financial training to their church members or provided tutorials on using their giving options. However, churches that offered **either** financial training to their church members or provided tutorials on using their giving options were **twice as likely** to have seen increased giving in 2023 compared to churches who didn't offer these options.

(Note: This finding's margin of error is 8%, due to a smaller sample size.)

Explore ways to enhance financial literacy, creating a stronger foundation for generosity in the years to come.

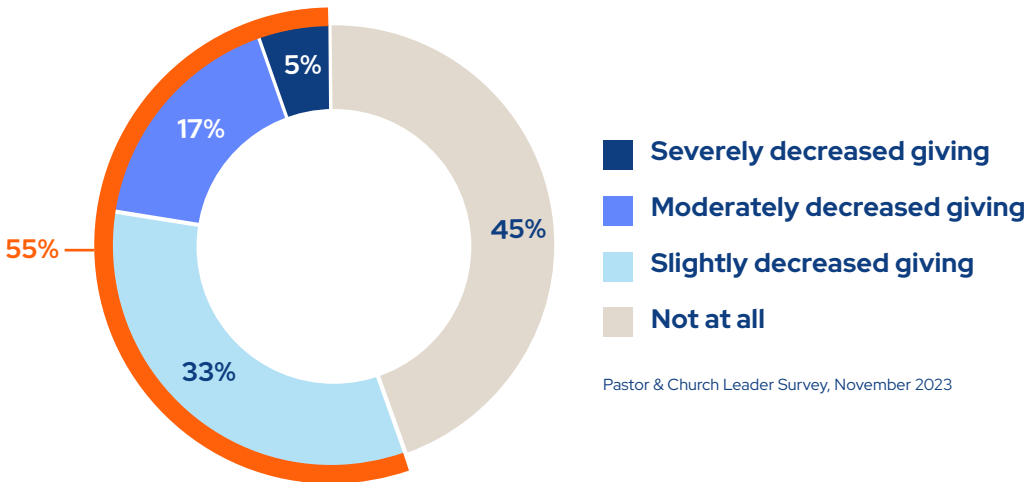
The Impact of Inflation

2023 saw an inflation rate of 3.2%*, posing challenges for churches who are striving to maintain financial stability amidst economic fluctuations.

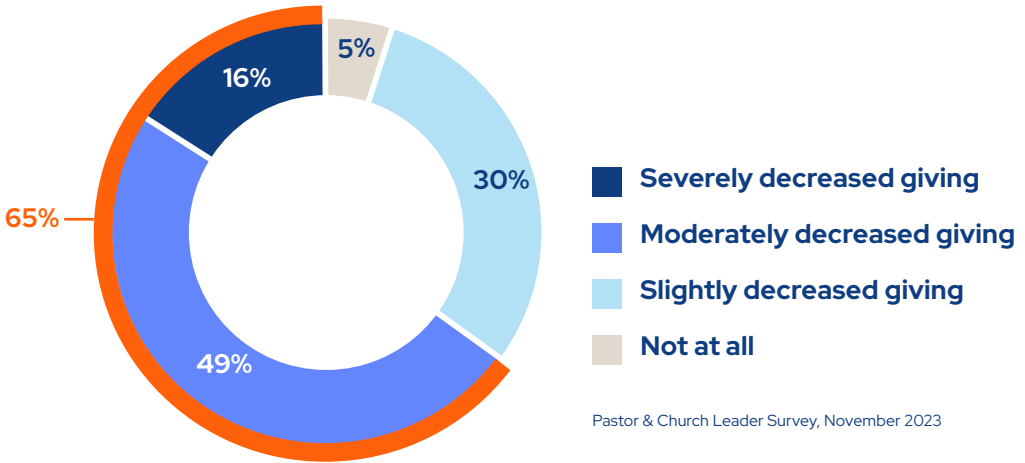
*From: <https://www.usinflationcalculator.com/inflation/current-inflation-rates/>

The average increase in total church giving was 2.92%, based on ChMS data. This was *just shy of keeping pace with inflation*.

When asked if inflation influenced their congregation's giving this past year, 55% of churches reported a decrease in giving due to inflation.



Inflation also increased many churches' operating costs. 65% of church leaders reported a moderate or severe increase in operating costs due to inflation.



Churches who reported a decrease in giving felt inflation the most. They were **2 times more likely** to have reported a severe increase in operating costs and **21 times more likely** to have reported a severe decrease in congregational giving due to inflation (compared to churches who reported an increase in giving).

Despite increased giving overall, most **churches felt the negative impact of inflation.** Since inflation is inevitable, how are churches combating its effects?

Balancing Church Finances

Inflation has been high in recent years and churches are struggling to mitigate its impact.

When asked how they'd handle financial challenges, church leaders leaned toward two main potential strategies:

Boost Communication

71% of churches considered highlighting their financial needs or directly asking their congregation to increase giving.

Explore Cost-Cutting Measures

57% of churches would scale back on programs/ministries or defer maintenance/capital projects.

Top Potential Financial Strategies

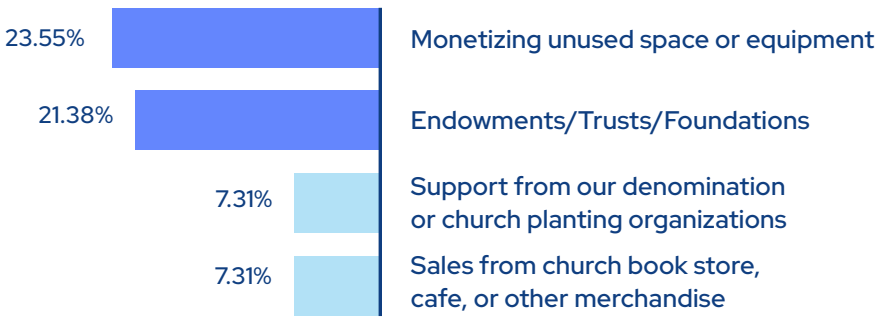
58%	Increasing communication with members about financial needs
41%	Deferring maintenance or capital projects
37%	Asking congregants to increase their giving
31%	Scaling back on programs or ministries
21%	Exploring alternative sources of income
17%	Launching fundraising campaigns
14%	Reducing staff salaries or hours

Pastor & Church Leader Survey, November 2023

Notably, **20% of church leaders** reported that they would explore alternative sources of income if facing financial challenges.

Almost half of surveyed churches utilized additional income sources in 2023.

What other sources of income are churches using?



Pastor & Church Leader Survey, November 2023

Perhaps there are additional sources of income your church has not yet considered.

Barriers to Giving

How can you make giving easier for everyone in your congregation?

Over 60% of surveyed church leaders reported a major barrier: a lack of familiarity with technology.

Barriers to Online Giving

60%	Lack of familiarity with technology
33%	Security concerns about online transactions
26%	Users don't want to create an account or login
16%	Lack of access to the internet or devices
10%	Online forms have too many steps or they take too long
4%	Concerns about record keeping

Pastor & Church Leader Survey, November 2023

Consider hosting a short class on your digital giving methods and highlight the ease of setting up recurring giving to address the top perceived barriers.

For more best practices, read [7 Steps to Improve Online Donations.](#)

In-person giving has its own barriers.

A majority of surveyed churches reported that barriers for in-person giving included church members forgetting to bring or do not carry cash/checks and giving in person is inconvenient.

Barriers to In-Person Giving

47%	They don't carry cash/check
34%	Inconvenience or forgetfulness
5%	Limited access to physical locations
2%	Concerns about record keeping

Pastor & Church Leader Survey, November 2023

Use the offering or announcement time during your service to remind, educate, inspire, and prompt your congregation to give generously based on their personal giving preferences.

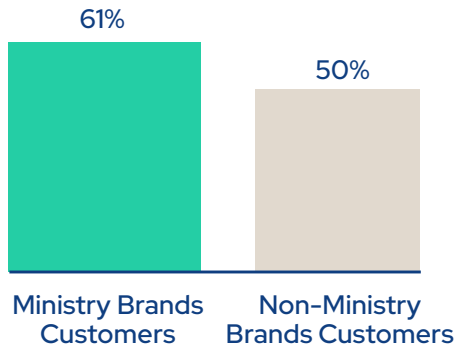
Create an easy and hassle-free donation process across all giving methods, whether online or in-person.

Ministry Brands Serves Churches

There's a clear pattern: churches leveraging digital methods experience higher increases in giving.

Notably, 61% of churches utilizing Ministry Brands witnessed a significant surge in digital giving (website, app, text, or kiosk giving) which is significantly higher than surveyed churches using other platforms.

Increase in Digital Giving



Pastor & Church Leader Survey, November 2023

At Ministry Brands, our goal is to empower healthy churches to know and grow their members, impact their communities and achieve their mission. We provide a seamless digital giving experience that not only benefits your congregation but also streamlines the process for church staff.

Our solutions are ready to transform your church or parish.

For Churches

Ministry Brands AMPLIFY™

Ministry Brands Amplify+ is the only end-to-end solution designed to effortlessly manage every facet of your church operations, including your members, finances, communications, staff, volunteers, creative and safety—empowering your church to amplify the impact of the greatest story ever told.

All the solutions. All the insights.

**Giving - People - Websites - Streaming - App Builder
Accounting - Media - Planning - Protection
Communications - Services**

**For a firsthand experience, we invite you to explore a
demo of Ministry Brands Amplify+.**

[**Learn More**](#)

For Parishes



Our ParishSOFT Giving solution is built to make generosity easier:

- Whether online, from your app, via text, or at your kiosk, encourage first-time parishioners and faithful givers alike to give *the moment they are ready*.
- Get seamless integration within the ParishSOFT Family Suite.
- Build custom forms and branded pages, manage recurring donations, create detailed reports, import and export the data you need, accept debit cards, credit cards, or ACH, all with bank level security for peace of mind.
- Grow without limitations with unlimited funds, multi-site campus support, pledge tracking, and unlimited users.

Discover why 55% of Catholic Parishes are already using ParishSOFT through a free demo!

[Learn More](#)

If you have questions or want to see how we can help your church or parish, reach out to us at

info@ministrybrands.com.

Ministry Brands provides outstanding tools and technology for nearly 90,000 churches, parishes, and faith-based organizations, helping them to connect with the communities they serve. Our commitment to excellence, security, and customization sets us apart, and ensures that your organization receives the best support and technology available.



THANKS

Thank you for reading the 2024 State of Church Giving Report, and our sincerest thanks to the church leaders who took part in our State of Church Giving Survey and our Ministry Brands church customers.

May your church flourish in generosity and impact in 2024!

*From all of us at Ministry Brands
and Parable Group.*

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