

# Disciplines (Habits) of Financially Thriving Churches

# Resources

This slide deck is an overview of the workshop [Disciplines of Financially Thriving Church](#) which was only available to in person participants. To get the full library of resources shared in the workshop, including a detailed summary of best practices for each of the disciplines, [follow the link below](#). Other resources include:

- Disciplines of Financially Thriving Churches (full presentation)
- eBook - Every Number Tells a Story
- Church Ministry Funding Guide
- Scrape Your Boring Annual Campaign
- How to Know You Are Ready for a Capital Campaign

Download Your Resources Now



Joe Park  
CEO

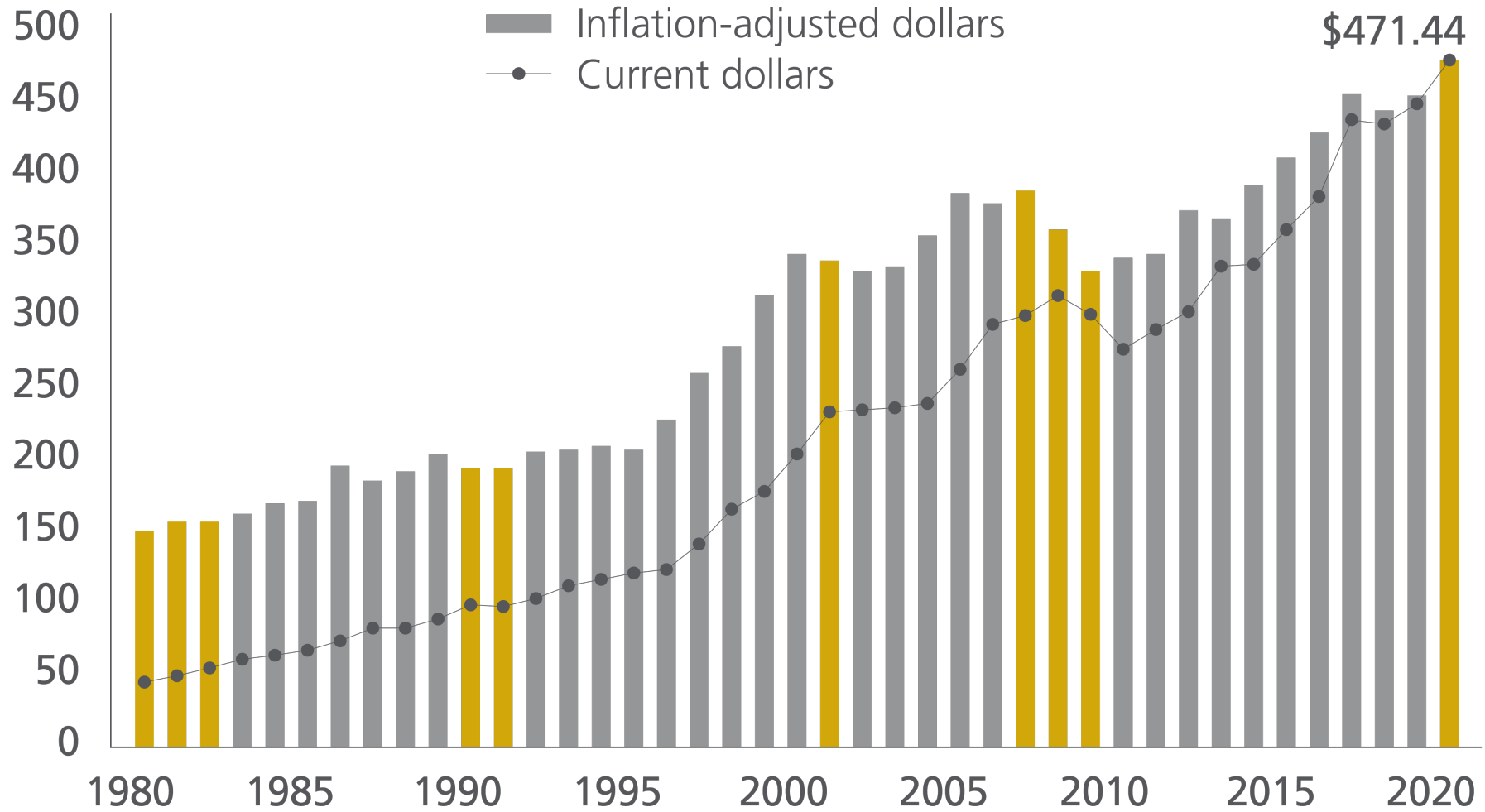


Dr. Tom Norwood  
Senior Vice President



# Total giving, 1980-2020

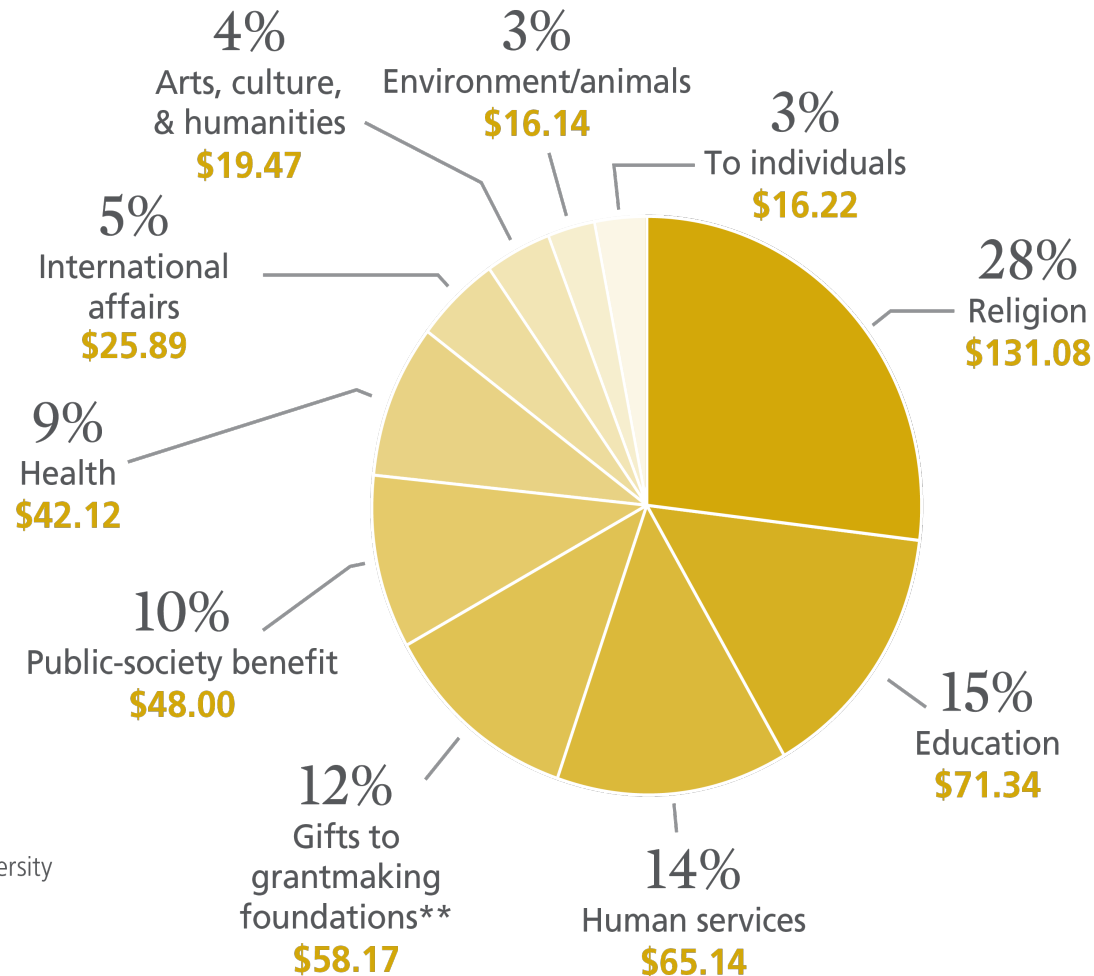
(in billions of dollars)





# 2020 contributions: \$471.44 billion by type of recipient organization\*

(in billions of dollars - all figures are rounded)



\* Total includes unallocated giving, which totaled -\$22.13 billion in 2020.

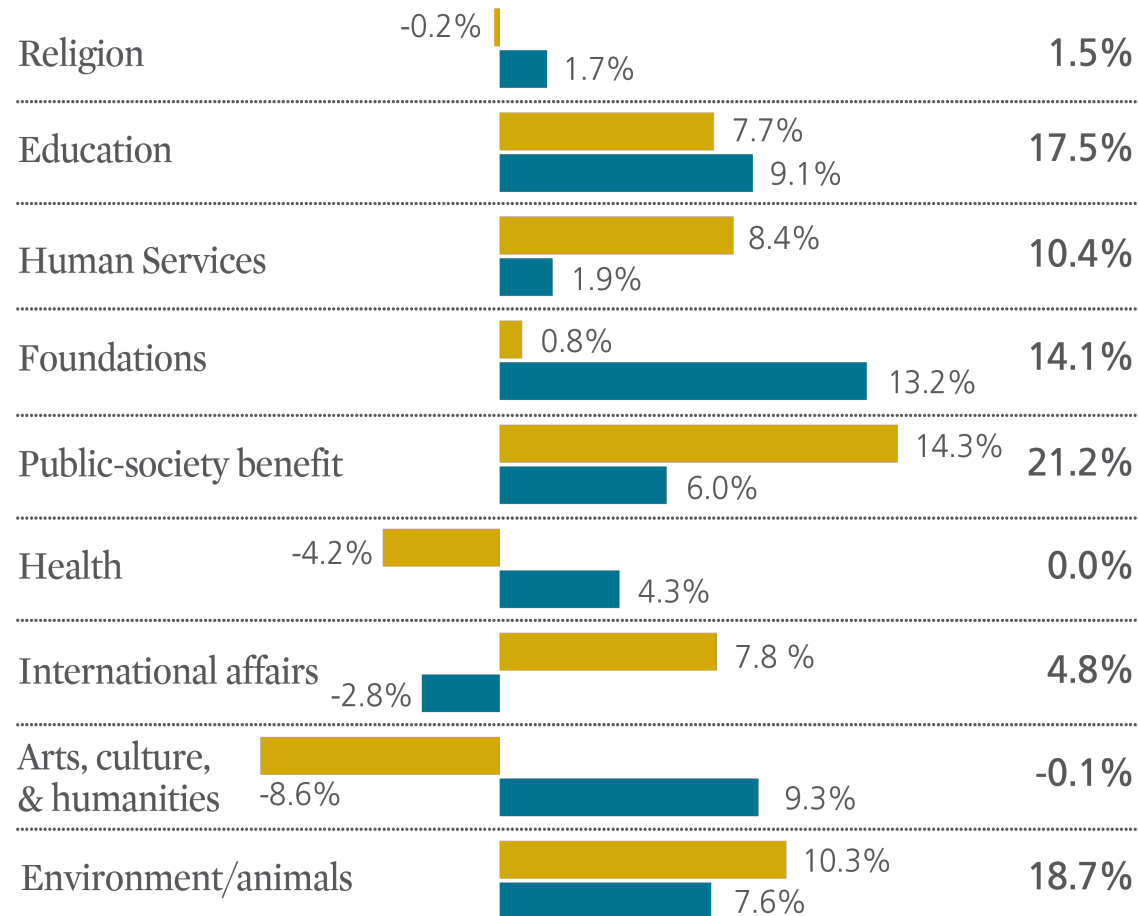
\*\* Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.



# Changes in giving by type of recipient organization: 2018-2019 and 2019-2020, 2018-2020 cumulative (in inflation-adjusted dollars, 2020 = \$100)

■ 2019-2020  
■ 2018-2019

2018-2020 cumulative\*



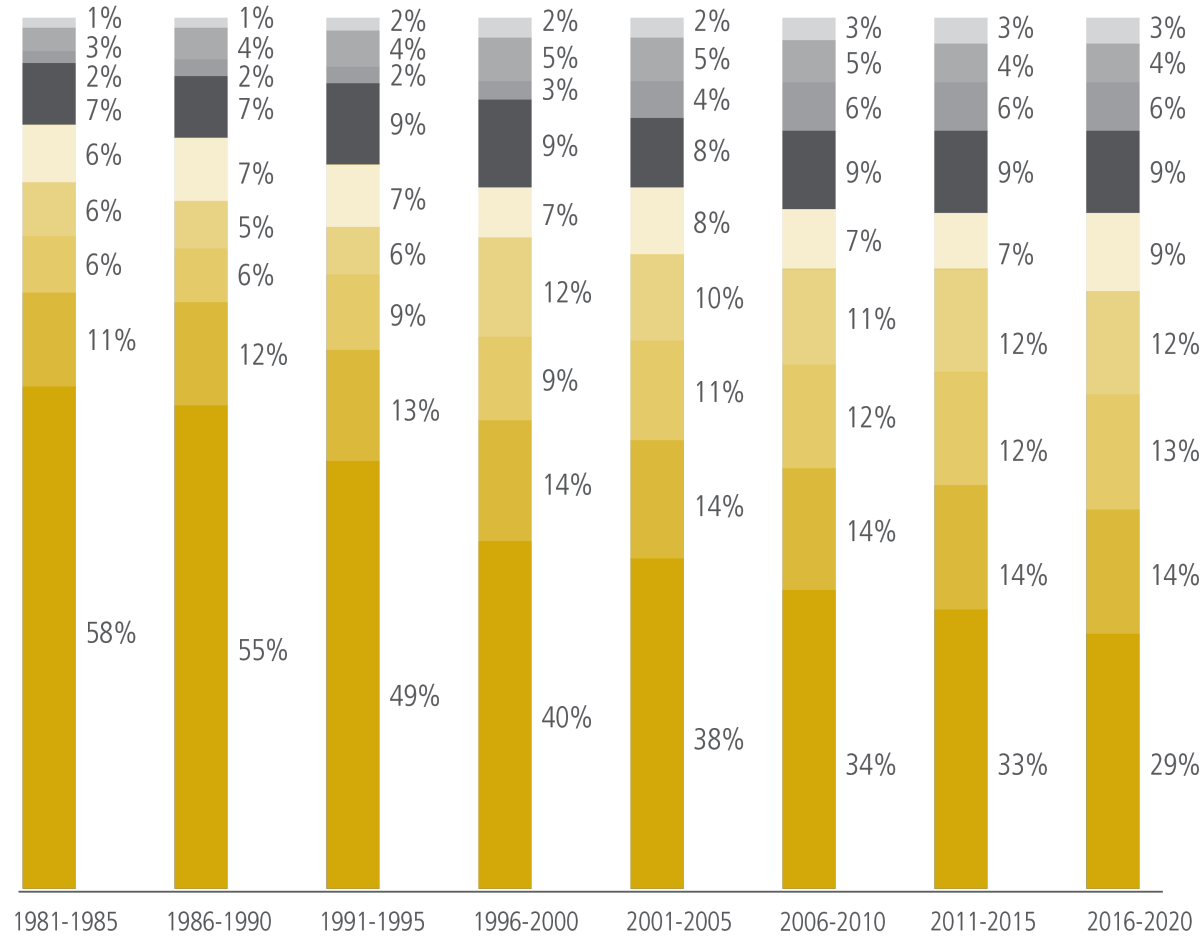
\*The two-year change is calculated separately and is not the sum of the changes in the two years.

Percentage change from previous year



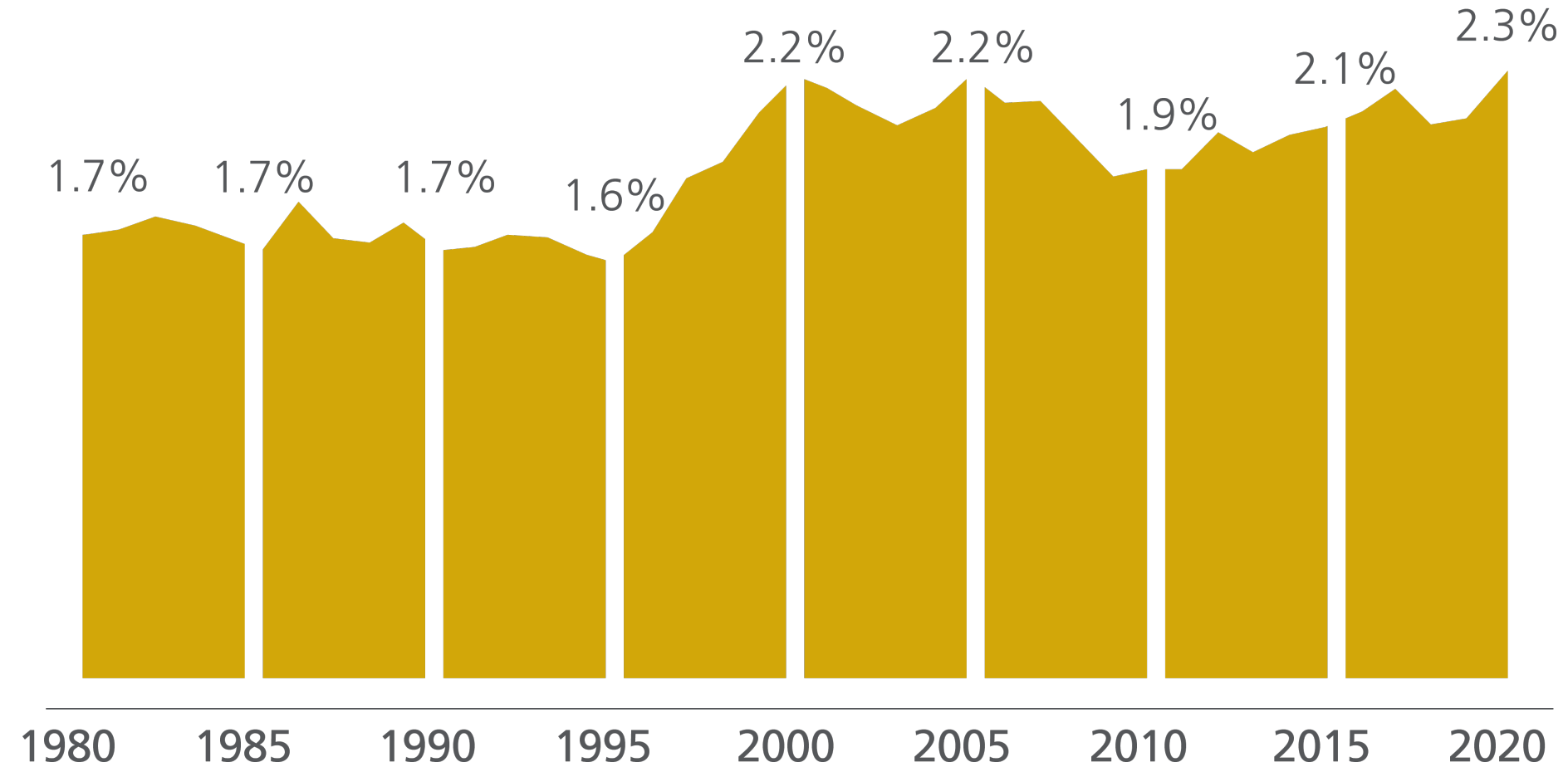
# Giving by type of recipient: percentage of the total in five-year spans, 1981-2020 (does not include "unallocated")

- Environment & animals
- Arts, culture, & humanities
- International affairs
- Health
- Public-society benefit
- Foundations
- Human services
- Education
- Religion





# Total giving as a percentage of gross domestic product (GDP), 1980-2020 (in current dollars)

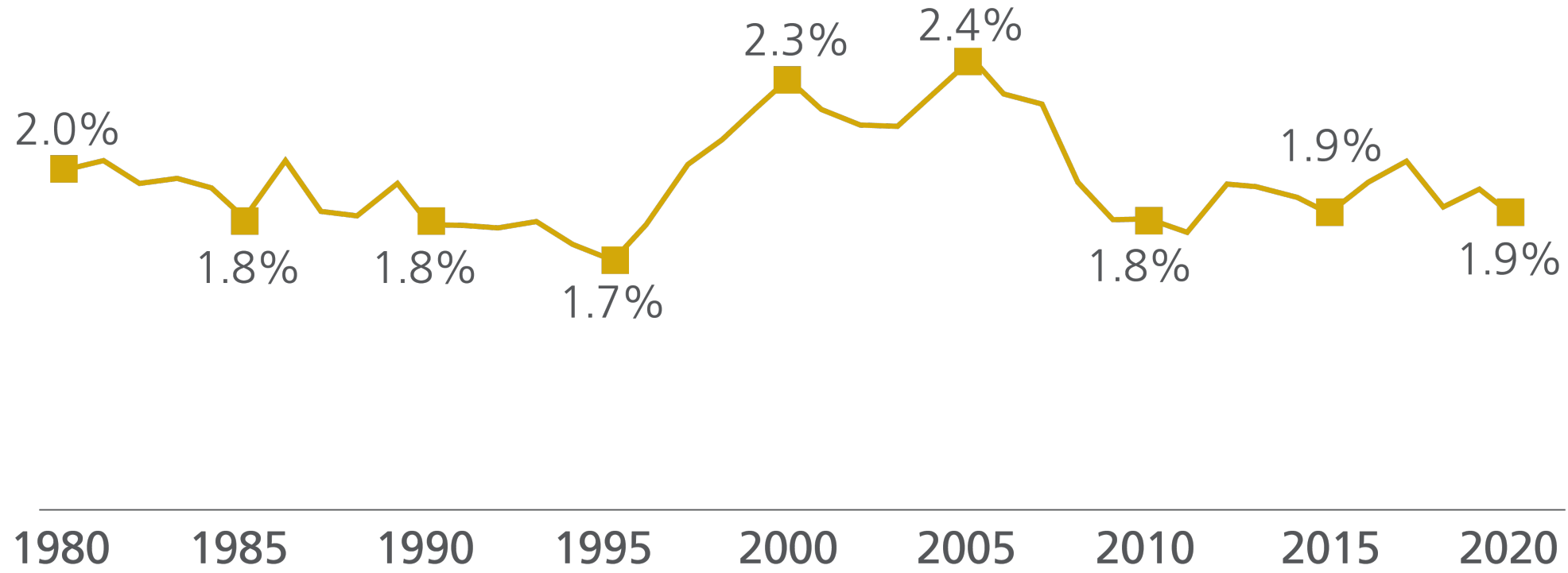






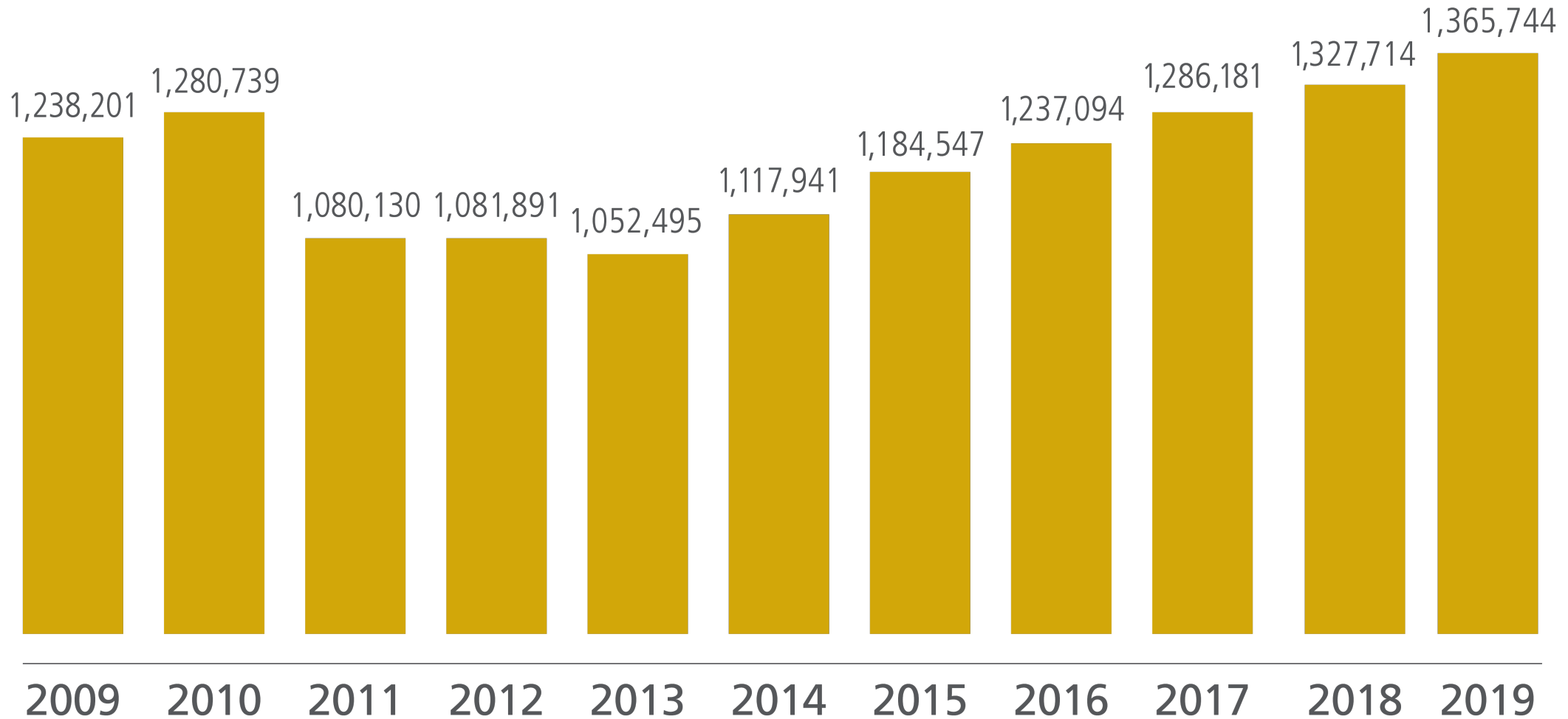
# Individual giving as a share of disposable income, 1980-2020

(in current dollars)





# The number of 501(c)(3) organizations, 2009-2019



# Changes in Percentages Making Charitable Donations by Household Income, 2017 vs. 2020

	<b>2017</b>	<b>2020</b>	<b>Change</b>
	%	%	pct. pts.
\$100,000 or more	92	87	-5
\$40,000 to \$99,999	90	78	-12
Less than \$40,000	73	56	-17

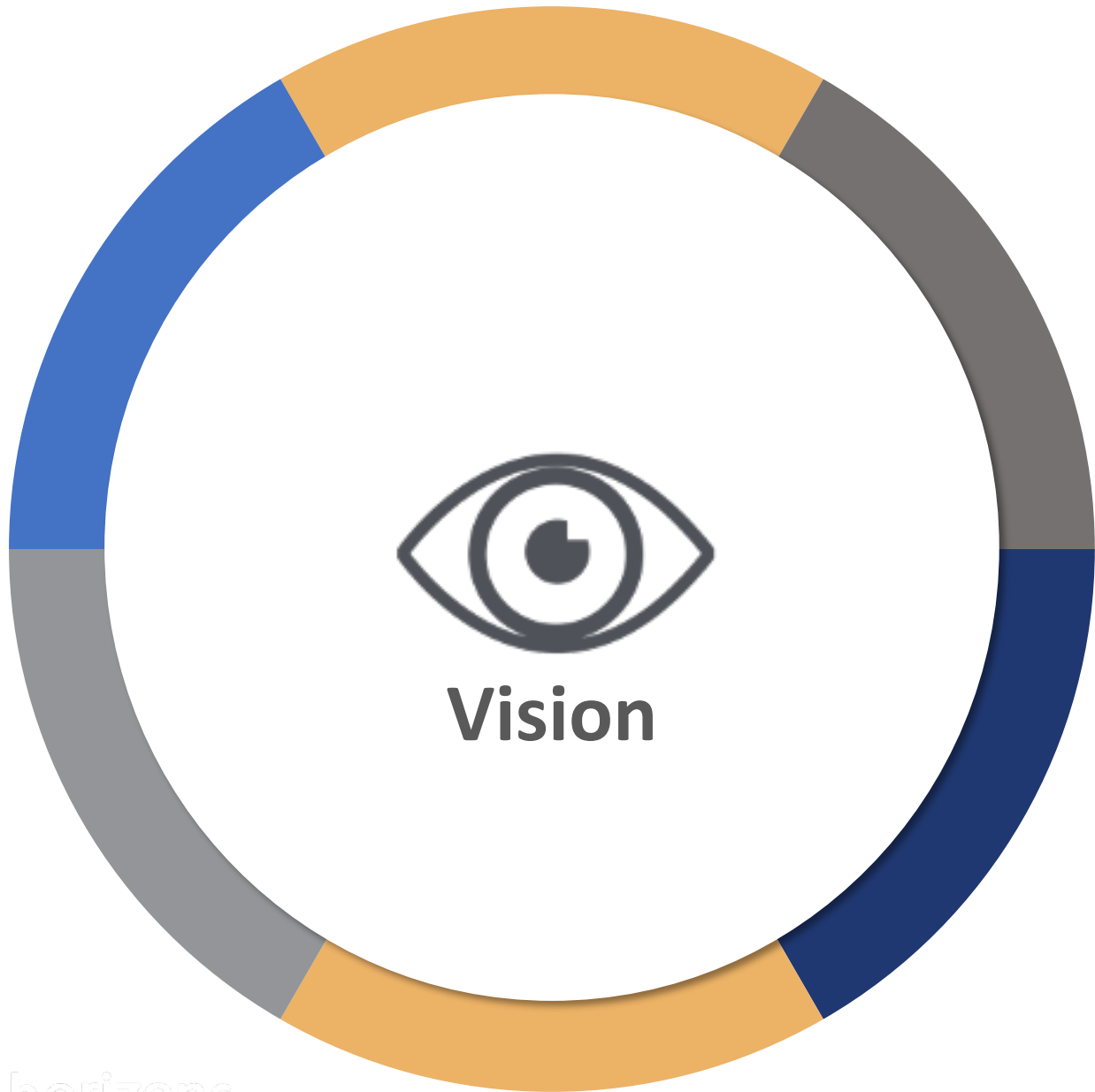
# More Plan to Increase than Decrease Monetary Donations to Charity

Over the next 12 months, do you think you will - - [ROTATED: Increase the amount of money you give to charity, keep the amount about the same (or) decrease the amount of money you gave to charity]?

	Increase	Keep the same	Decrease
	%	%	%
U.S. adults	25	66	7
<b>Annual household income</b>			
\$100,000 or more	40	57	3
\$40,000 to \$99,999	23	72	5
Less than \$40,000	17	66	13
<b>Education</b>			
Postgraduate	43	54	3
College graduate only	25	70	5
Some college	23	69	8
High school or less	21	69	8

# Disciplines of Financially Thriving Churches





## Foundation

**Mission:** Why we exist

**Core Beliefs:** What we believe

**Discipleship:** Who we are becoming

## Preferred Future

**Vision:** Where we are going

**Goals:** What is the destination

**Strategies:** How do we get there



**Keep It Spiritual**

“Never talk about people’s money apart from their discipleship!”

Never talk about the church’s money apart from its mission!”



## **Tell Your Ministry Story**

Telling stories is at the heart of our faith.

Jesus told stories.

People remember and connect with stories.





## **Build Giver/Investor Relationships**

Discipleship takes place in the context of relationships!

Resources follow relationships!



**Make the Ask**

“The church doesn’t have a giving problem; it has an asking problem!”

“It’s amazing what you don’t get when you don’t ask...”



**Measure  
Effectiveness**

Behind every  
number is a story.



## **Build Trust and Accountability**

Los Angeles Nun to Plead Guilty  
to \$835,000 Theft

Church Secretary Embezzled  
Over Half a Million Dollars to  
Pay for Wedding

Church Treasurer, 79 Accused  
of Embezzling Money from  
North Carolina Church

A Church's Response When a  
Trusted Minister Embezzled  
Funds

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