

Data Pulse: Church Generosity Trends



Agenda

- Today's Giving Landscape
- How Today's Members View Giving
- Vanco's Church Giving Benchmarks
- Harness Data To Tell Your Story And Create A Connected Giving Experience
- Questions

Today's Presenter



Ben Keeney | Director of Product Marketing at Vanco

Ben Keeney leads the Vanco product marketing efforts to provide churches with the best eGiving technology to assist them in their ministries. He has worked in the field for years and has seen the incredible impact eGiving and virtual ministry can have on churches and their communities.



Powering Payments.
Empowering Community.



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Today's Giving Landscape

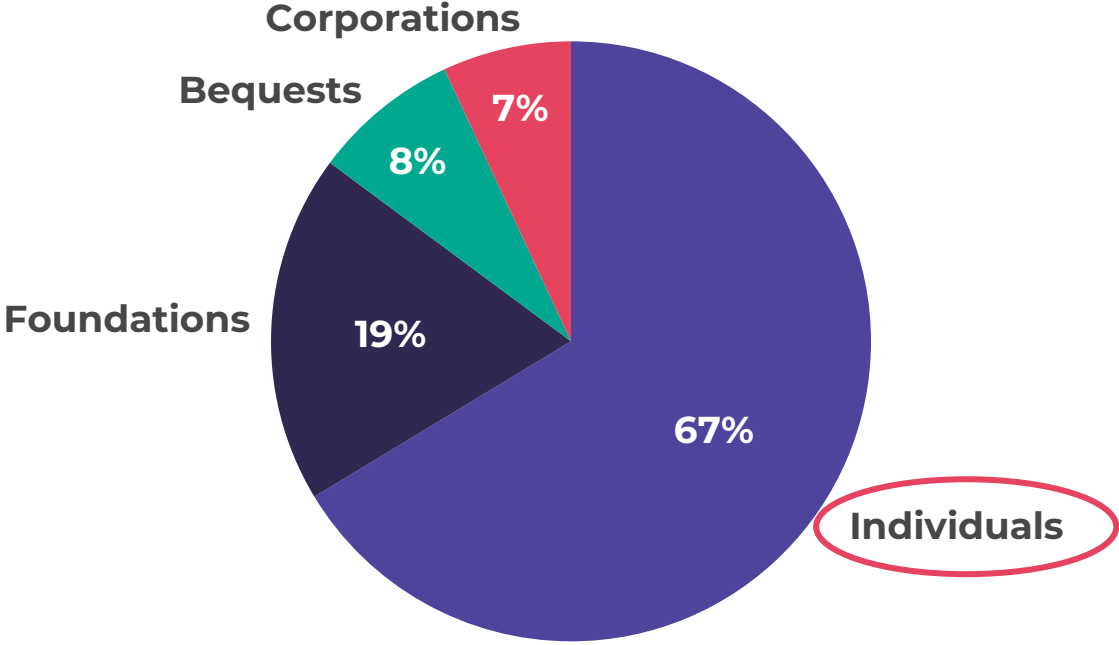


Broad Philanthropic Giving Trends

A look at all philanthropic giving, with insights from *Giving USA 2024: Annual Report on Philanthropy for the Year of 2023*, a report by the Indiana University Lilly Family School of Philanthropy and Giving USA Foundation.



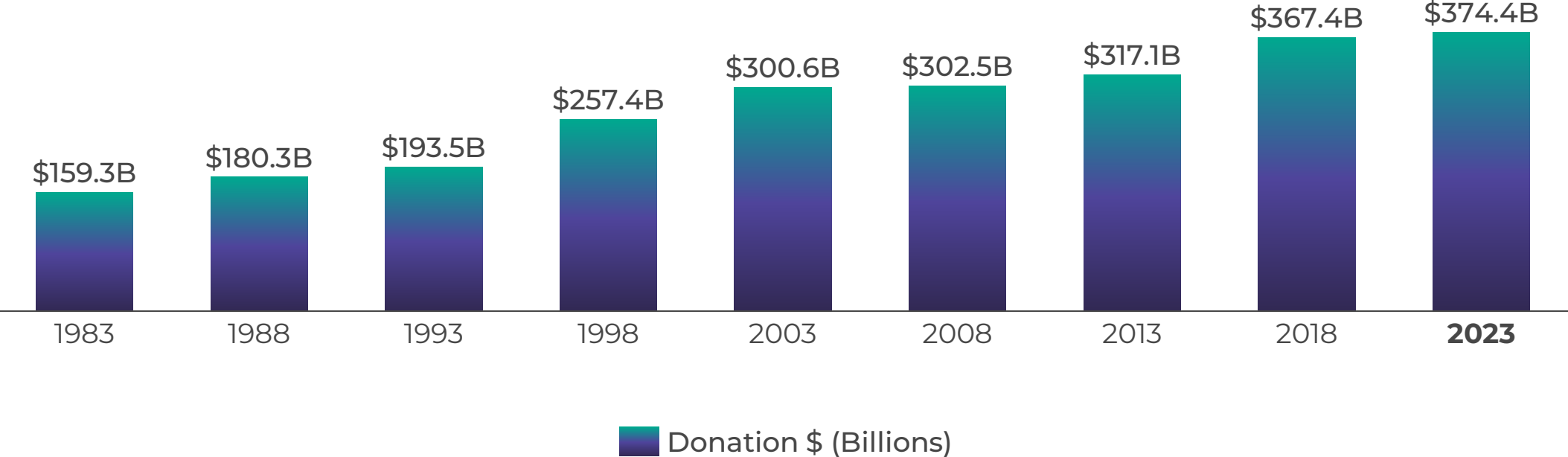
Generosity Reached Over \$557 Billion In 2023, With Individuals Contributing Most Of The Value.



Source: Giving USA 2024



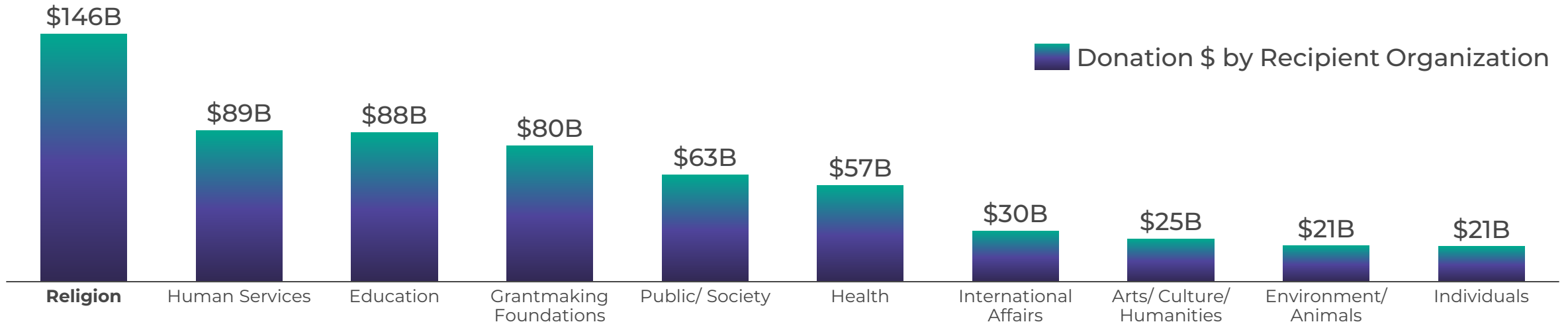
Giving From Individuals Has Continued To Grow But Is Slightly Down In Inflation-adjusted Dollars Since 2021.



Source: Giving USA 2024



Religious Giving Represents ~24% Of All Giving, But Continues To Decline In Share Of Wallet

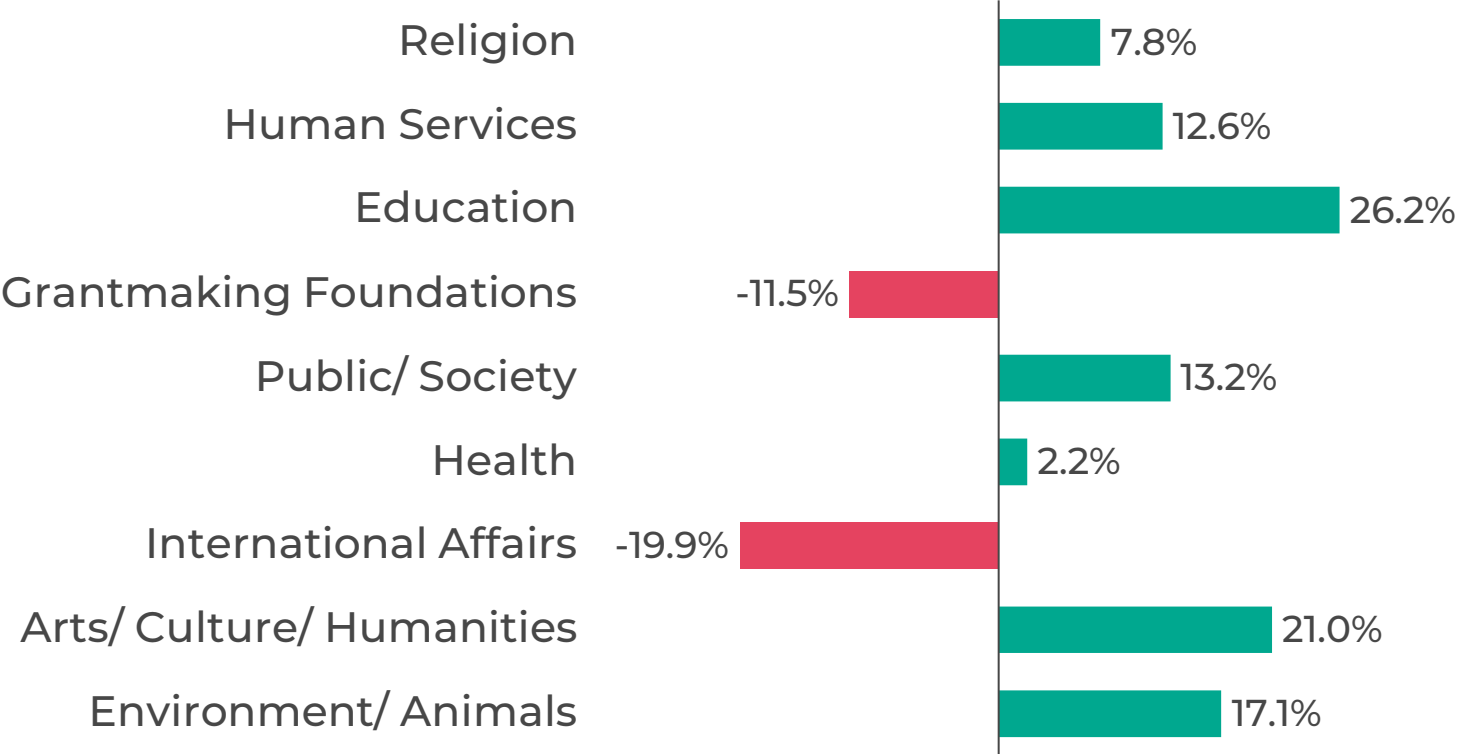


Source: Giving USA 2024



Religious Giving Has Lagged Growth vs Human Services And Education

Cumulative % change in giving by type of recipient organization from 2021 to 2023 (in current dollars)

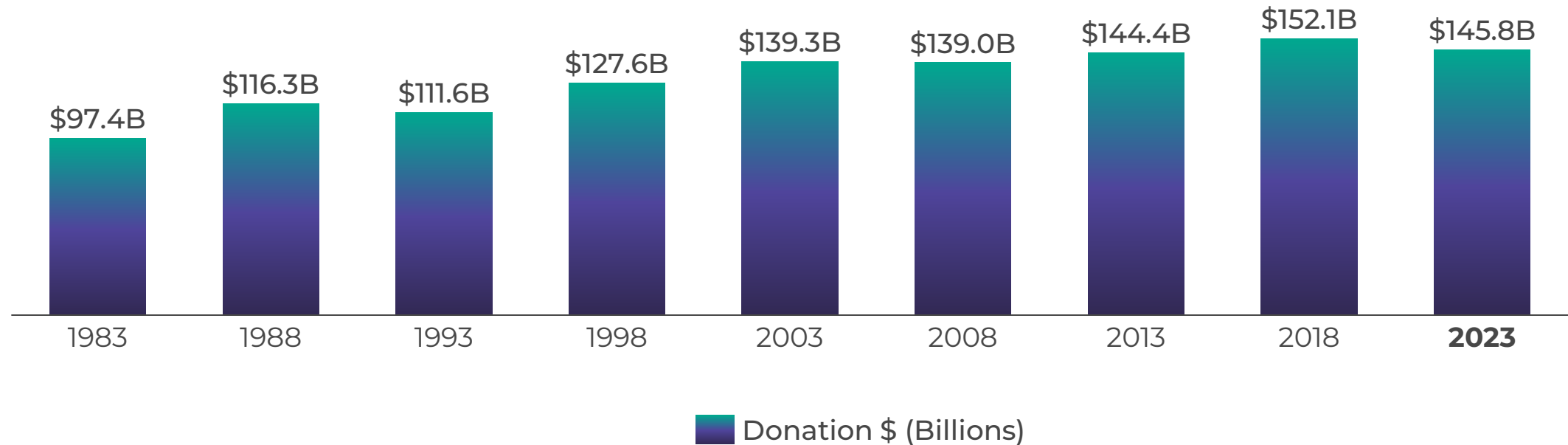


Source: Giving USA 2024



Despite Record Religious Giving Dollars, Inflation-adjusted Dollars Are Down Since 2016.

Religious Giving In Inflation-adjusted Dollars (Billions)



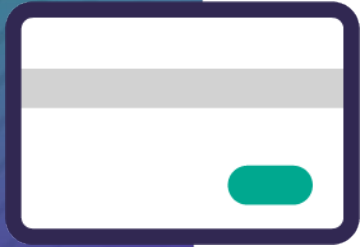
Source: Giving USA 2024



How Today's Members View Giving

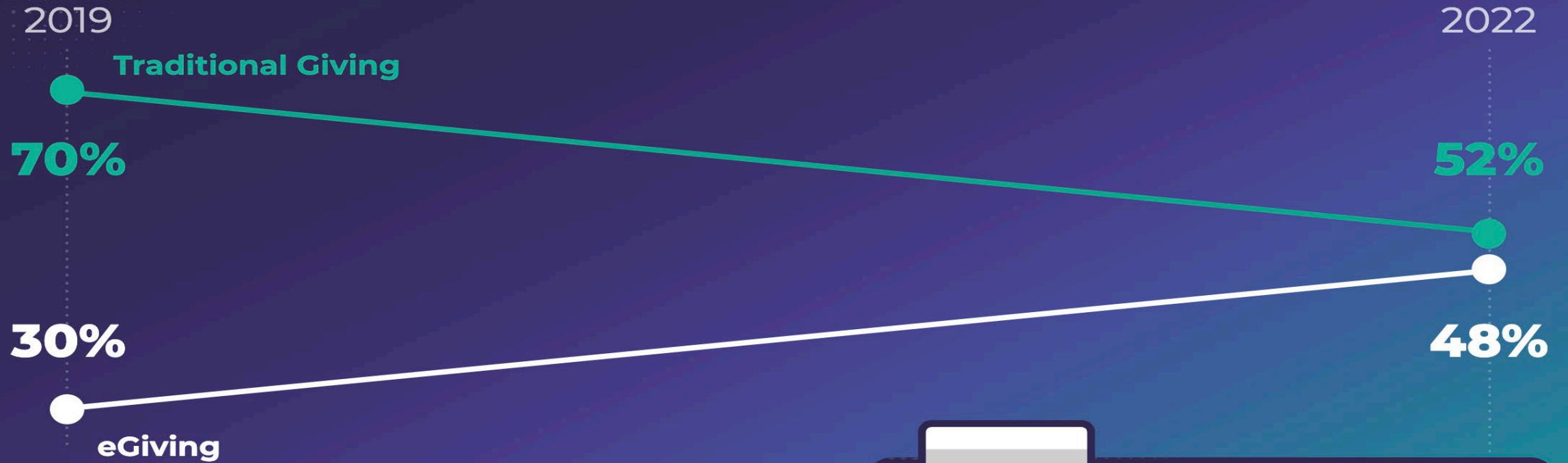


About the Definitive Guide to Churchgoer Giving

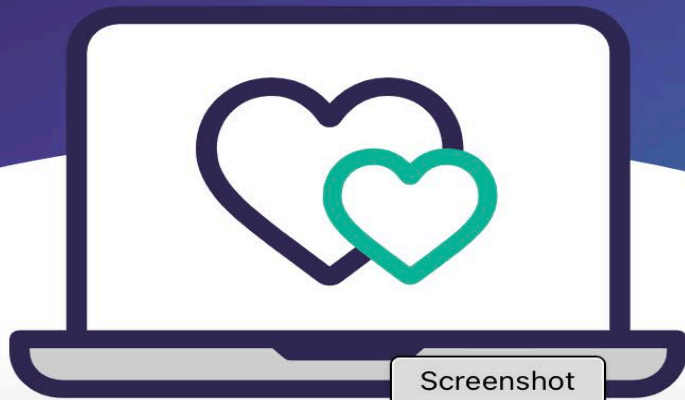


- In 2023, Vanco conducted our fifth biennial study of 1,000 churchgoers across the country and across Christian denominations.
- Our study delivers valuable insights into churchgoer giving and engagement trends.
- Church leaders can use this resource to develop successful giving strategies to meet their members' changing needs.

2019-2022 Churchgoer Giving Preference



The preference for eGiving has **increased by 60%** since 2019 and accounts for nearly half of all giving.



Giving Preferences Have Evolved

In less than a decade churchgoers are...

3x

more likely to give via **recurring electronic contributions**



4x

more likely to give via **smartphone app**



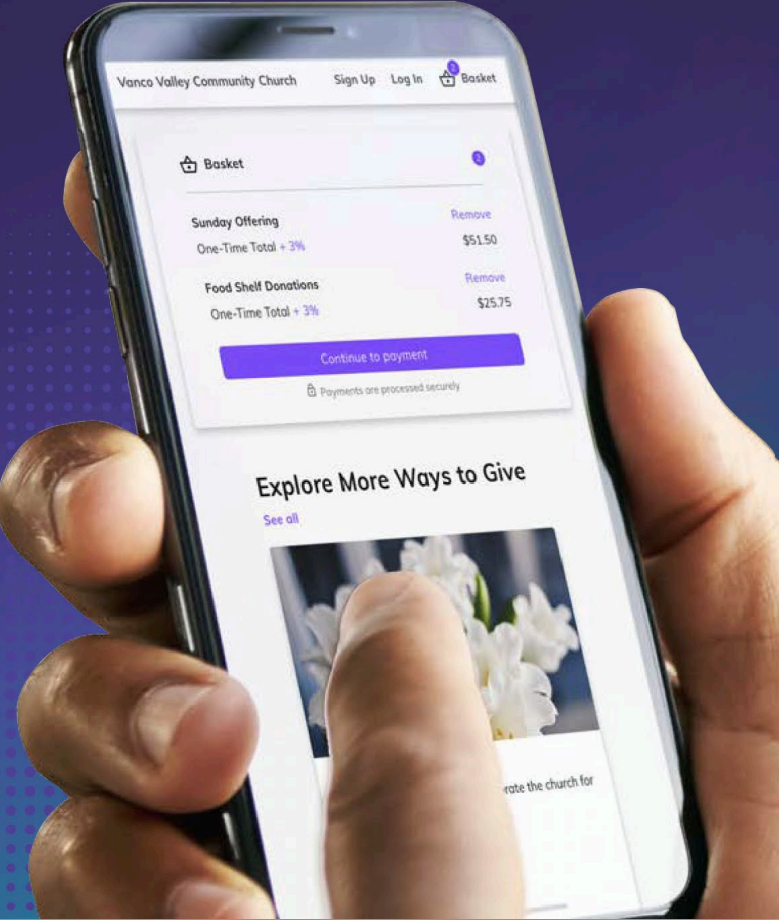
3x

more likely to give via **texting**



eGivers Are Willing To Cover Processing Fees

81%
of eGivers are willing to cover the additional 2-4 percent processing fee to ensure the church receives the full donation amount.



eGivers Are More Active In Church

73%

more likely to
attend church
weekly



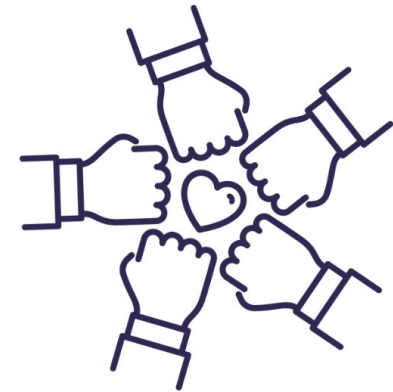
43%

more likely to
attend
fundraisers



27%

more likely to
volunteer



Directed Giving Is On The Rise

38% of churchgoers prefer to give to a **specific church fund** as opposed to a general fund, **a 46% increase** from 2017.

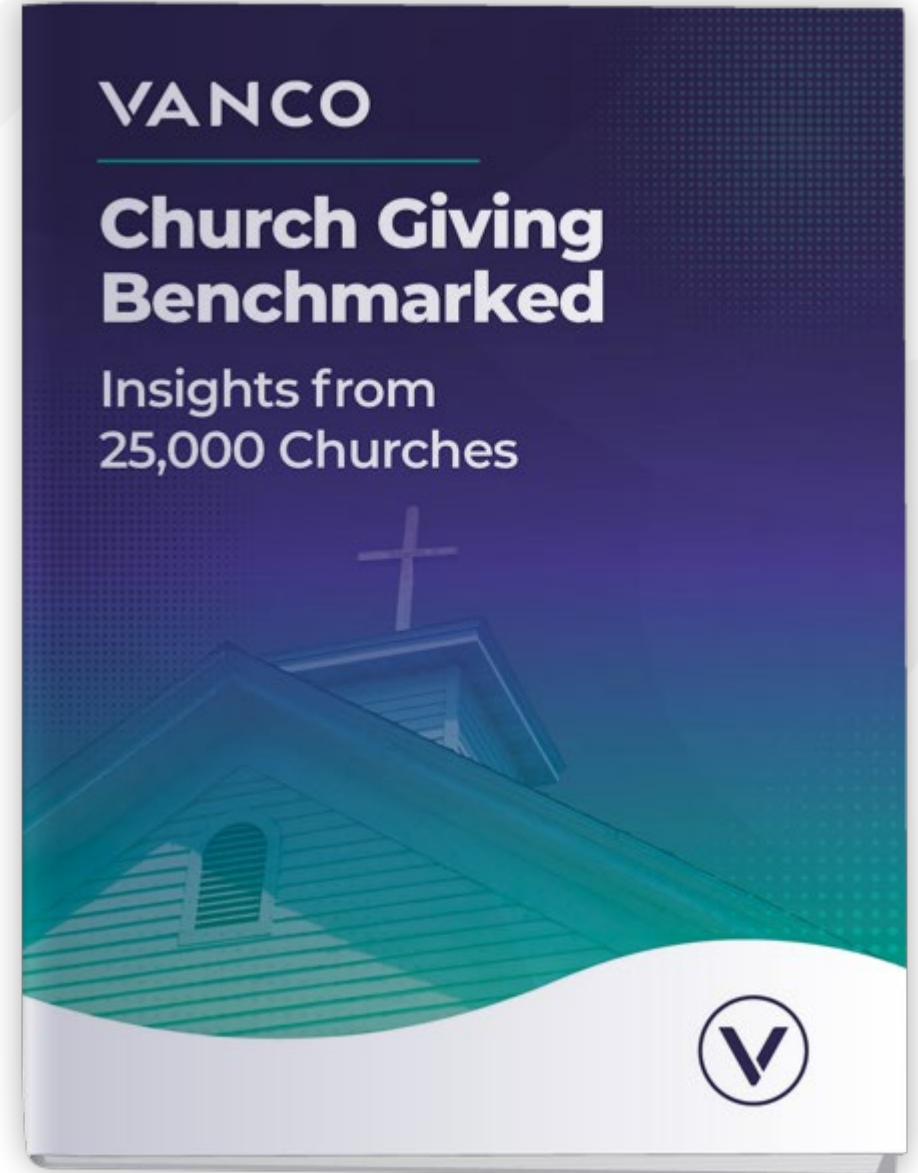
Preference for directed giving has **nearly doubled** among **45–54-year-olds** from 2020 to 2022

Vanco's Church Giving Benchmarks

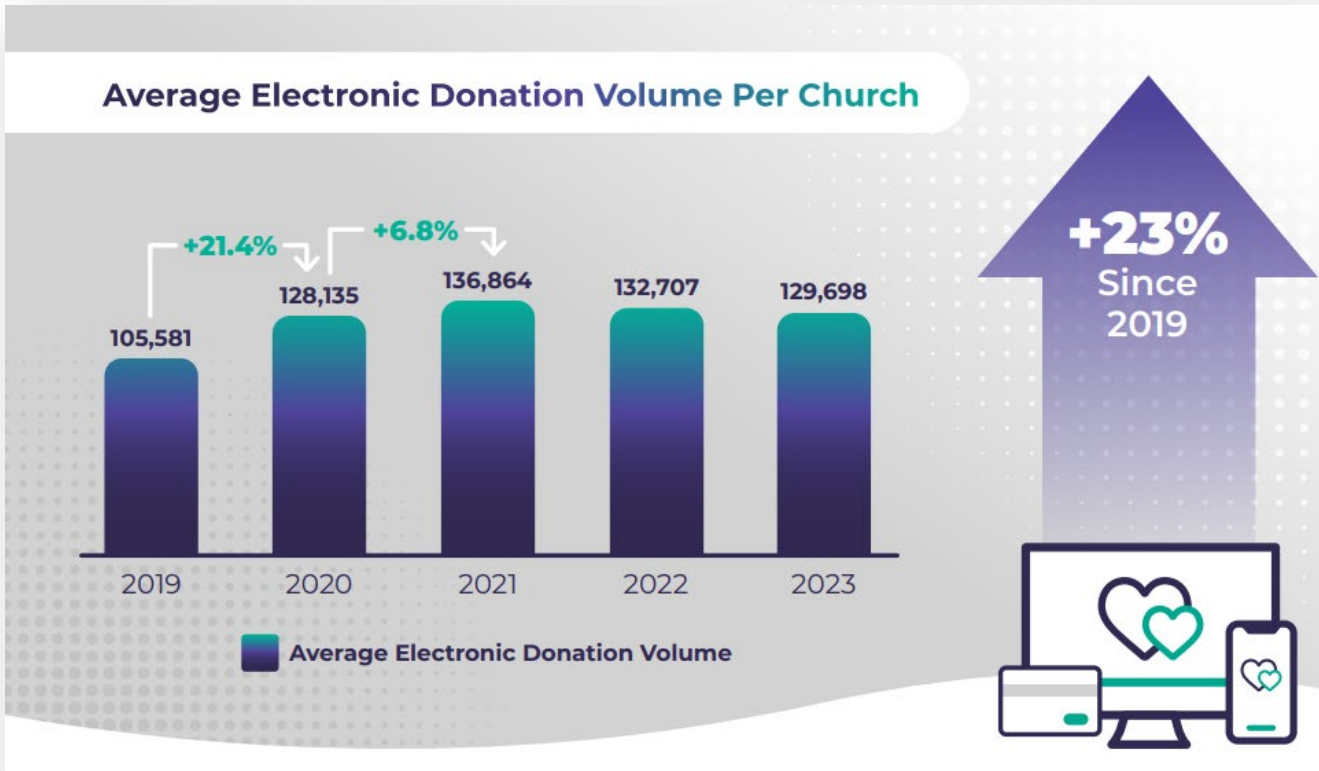


Vanco Giving Index Vol. 1

- Analysis of Vanco's church giving data from 2019 through 2023
- Analyzes data by:
 - Average electronic donation volume per church
 - Average total annual donation
 - % of donors with recurring donations
- Created to help churches benchmark against their peers and have a resource to help with goal setting



Electronic Donations are Here to Stay for Churches of all Sizes

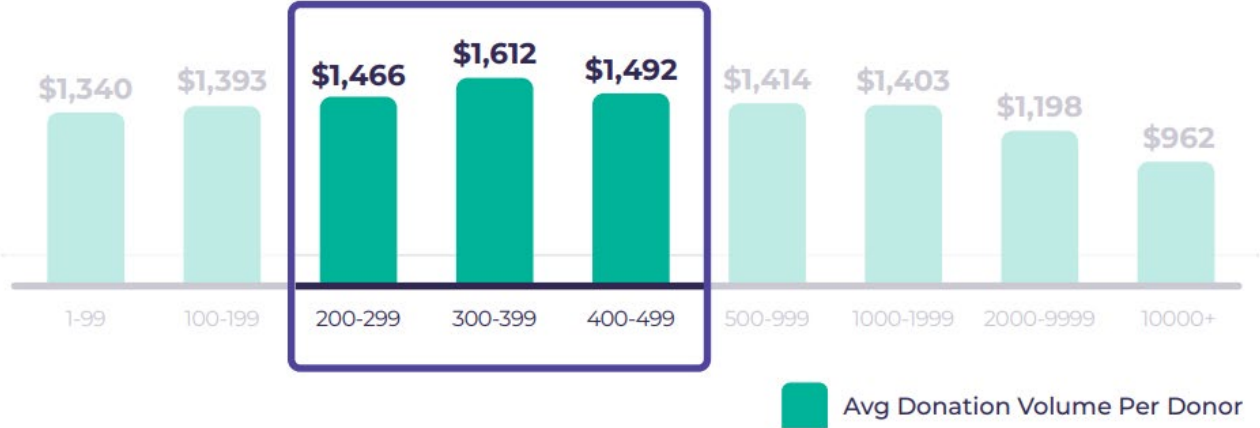


Average Annual Donation Volume per Donor

Average Total Annual Donations By AWA

See How Your Church Compares

Insight: The highest per-donor donations occur in medium size churches, this points to a connection between technological adoption and intimate member engagement.

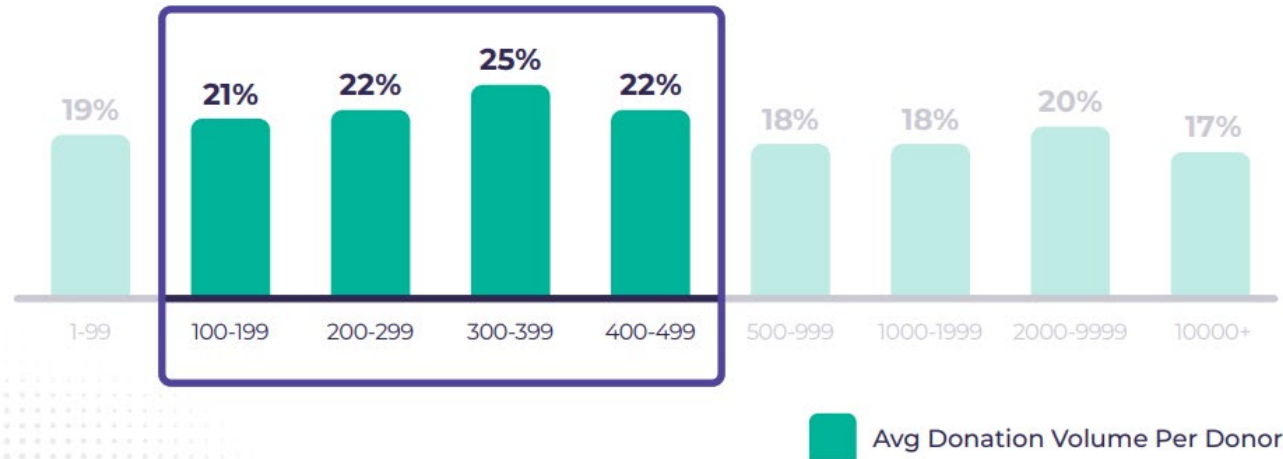


% of Recurring Donors by Size

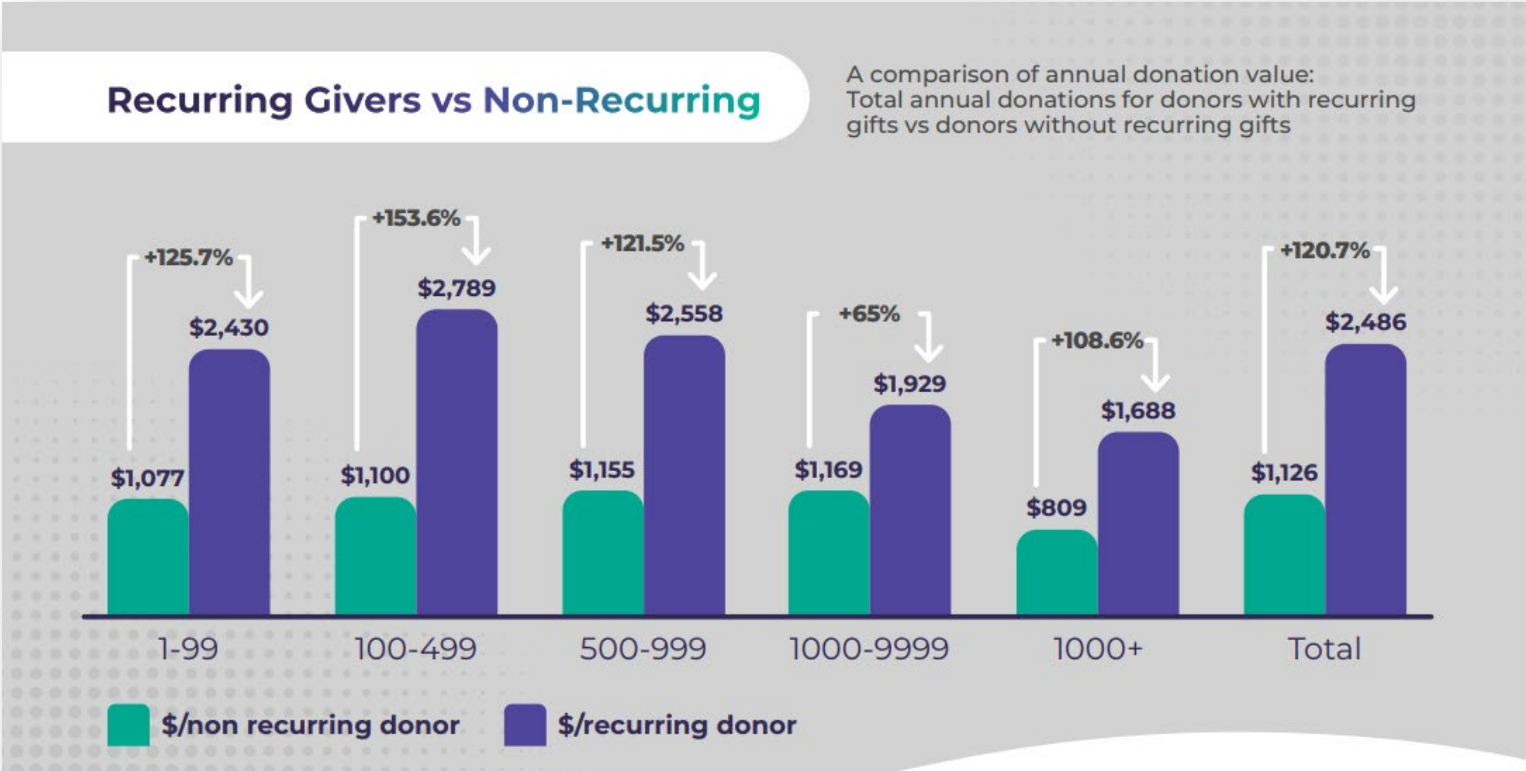
% of Donors with Recurring Donations

See How Your Church Compares

Insight: Mid-Sized churches have the highest percentage of recurring donors, likely pointing to an increased ability for churches to connect deeply with members to inspire generosity.

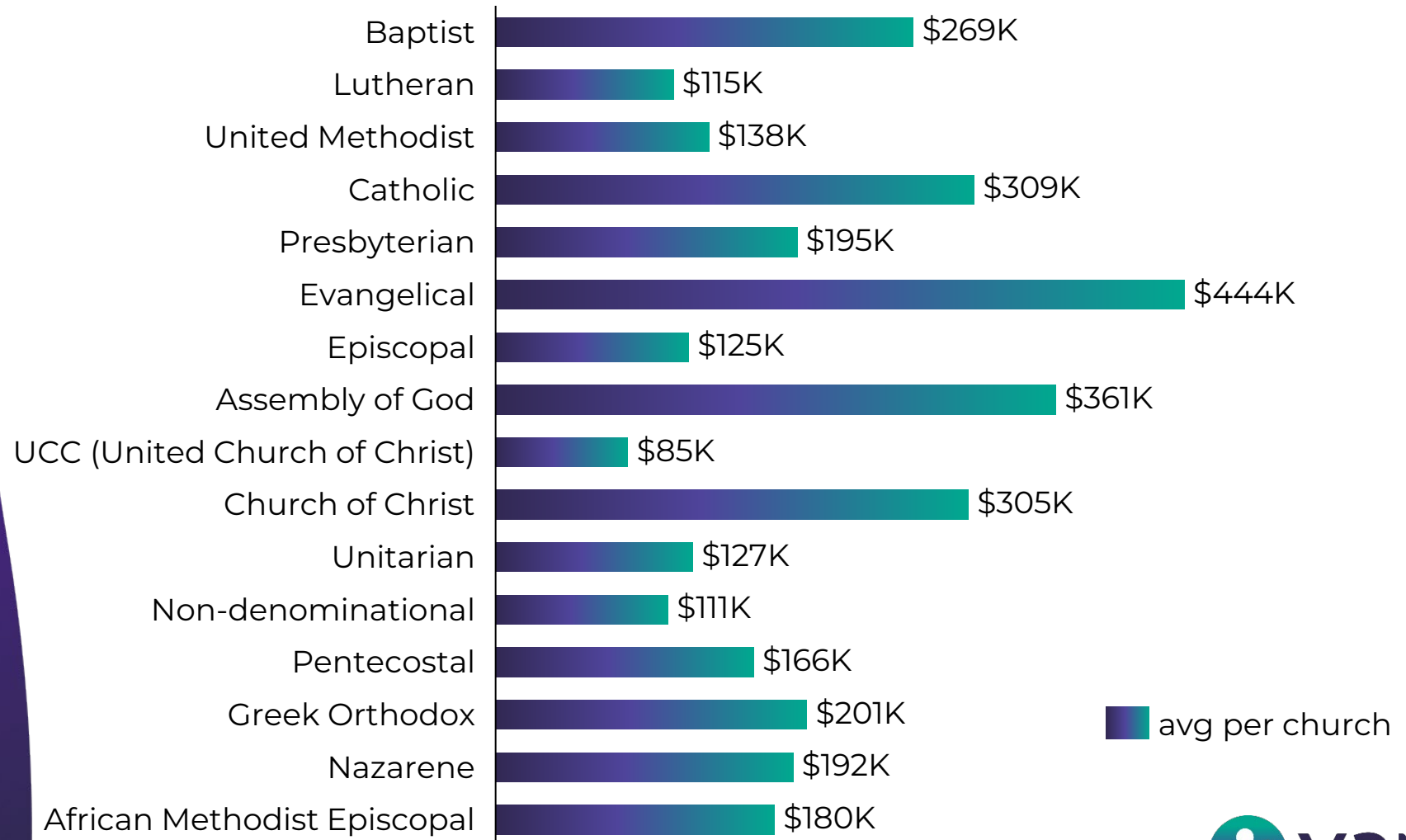


Recurring Givers Donate 2X More Than One-Time Donors

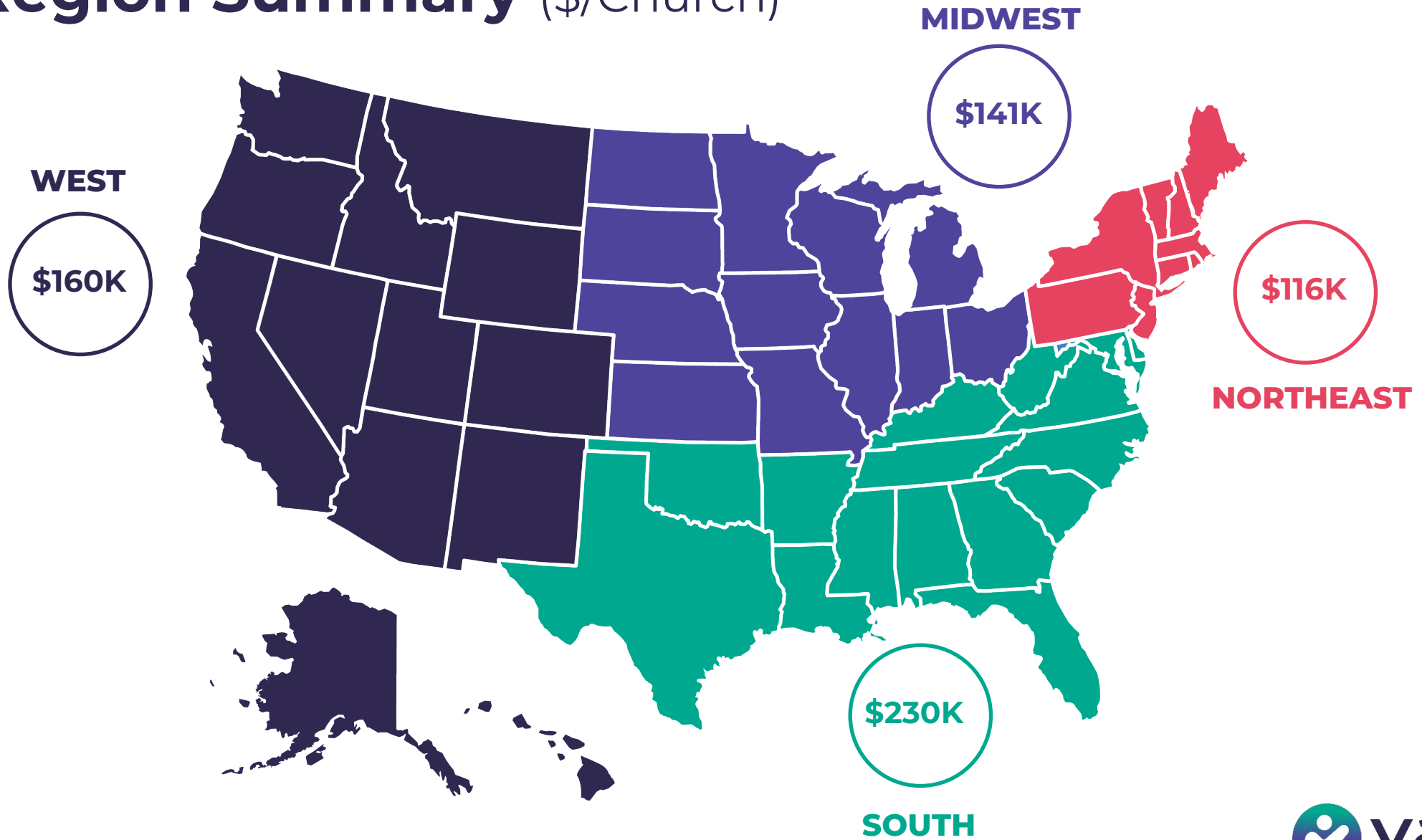


Top 15 Denomination Summary

(Average Giving Among Vanco Clients)



Region Summary (\$/Church)



Harnessing Data and Telling Your Story

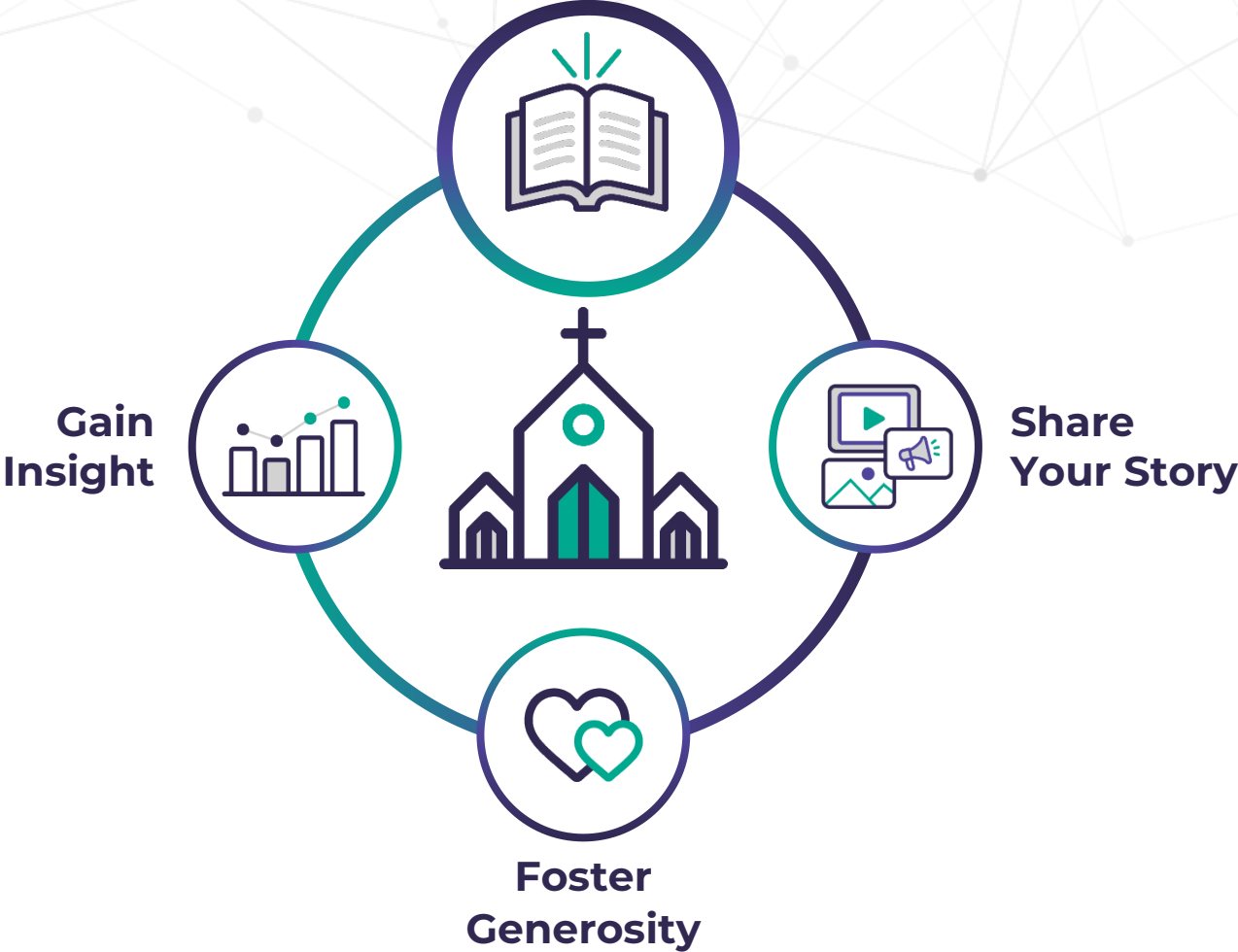


Make Your Story Come Alive with Deeper Connection



Enable deeper connection through **enhanced communication** of your mission, **increased engagement** with your content, **actionable insights** for your community, and a **foundation of financial stewardship**.

Tell Your Story



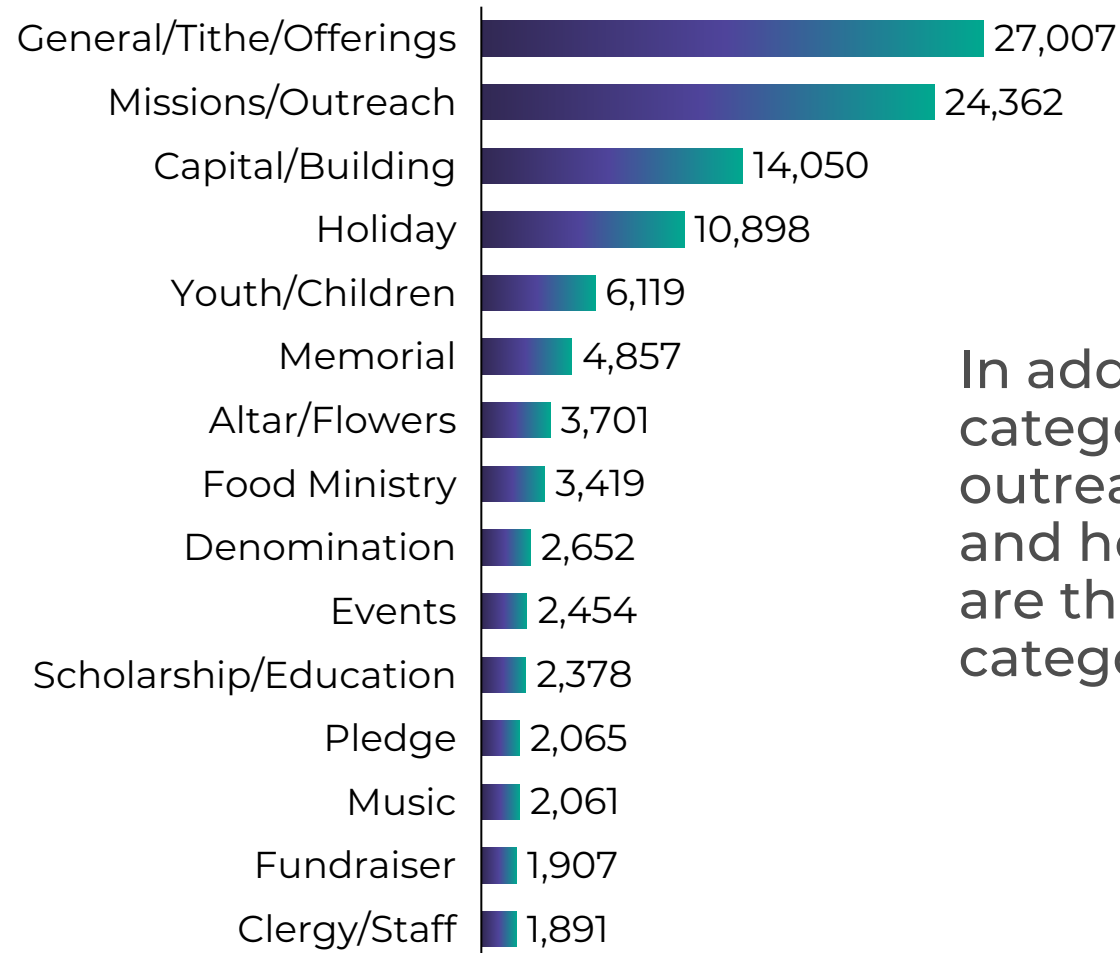
**Building connections
between your donors
and your causes**

Directed Giving Is On The Rise

38% of churchgoers prefer to give to a **specific church fund** as opposed to a general fund, **a 46% increase** from 2017.

Preference for directed giving has **nearly doubled** among **45–54-year-olds** from 2020-2022

Most Popular Giving Tile Categories



In addition to the general category, missions and outreach, capital projects, and holiday related giving are the most popular categories for Vanco clients.

 Giving Tiles Count



Telling a Strong Story

- Identify the audience to make a specific ask
- Explain 'the why' and make an emotional connection
- If possible, introduce imagery through pictures and/or video
- Tell your story on multiple channels
 - Website
 - Sunday service
 - Bulletin
 - Announcements
 - Social media
 - Email
- Follow-up and share the results



**Increase
engagement through
social channels**

Capturing Attention Can Be Challenging

- We're now exposed to as much data in a single day as someone in the 15th century would be exposed to in their entire lifetime. – [BBC](#)
- The average attention span has dropped from 2 minutes and 42 seconds to between 9 to 30 seconds.

Content + Reach = Growth & Engagement

Facebook Reach

- Rely on individuals to directly visit your Facebook page.
- Must pay for visibility
- Organic reach limited to 2% to 5%
- 60 to 140 is the usual range for 2700 followers

facebook



Vanco

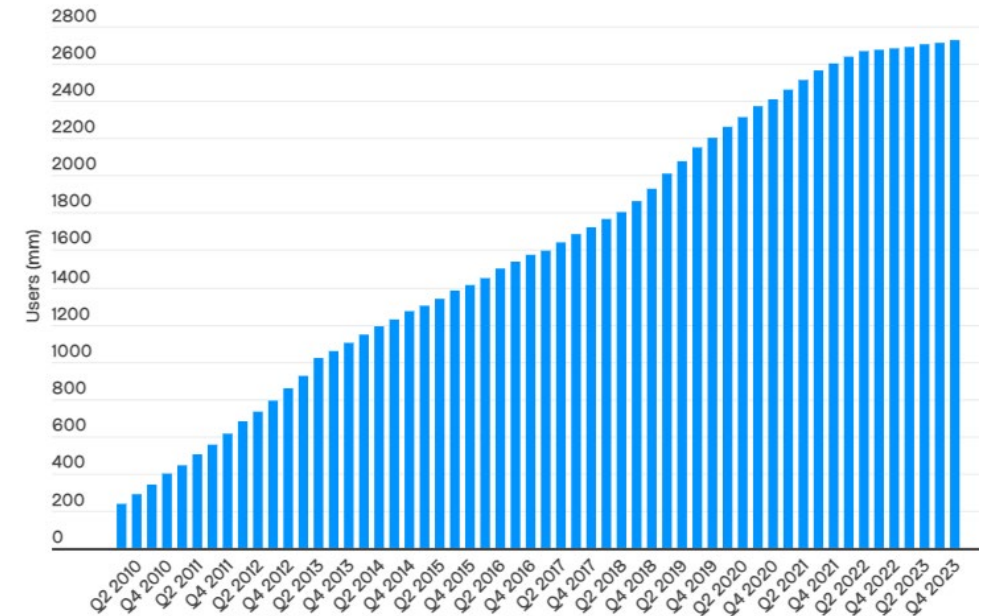
2.6K likes • 2.7K followers

Content + Reach = Growth & Engagement

YouTube

- 2.7 billion monthly active users
- Users spend 48.7 minutes on the platform per day
- Offers a lot of free access to publishers
- It is the second largest search engine in the U.S.

YouTube quarterly users 2010 to 2023 (mm)



The Power of Social Sharing



- 55% of people who engage with nonprofits on social media end up taking some sort of action.
- 59% of those people donate money.
- 46% of churches say that using social media is their most effective method of outreach.

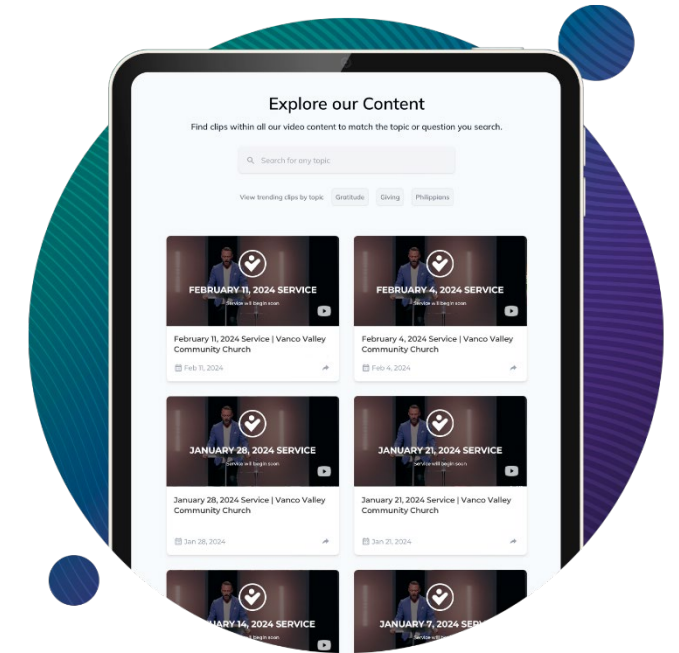
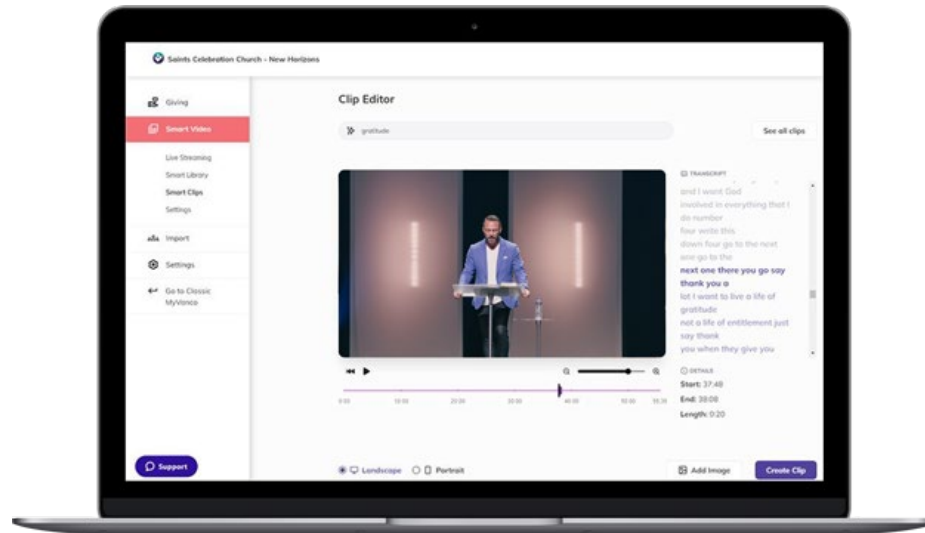
Creating Engaging Content with Your Existing Team

- Utilize Free Content
 - Free Social Media Kit
 - 250 Social media posts
 - Church social media strategy guide
 - Seasonal images



Creating Engaging Content with Your Existing Team

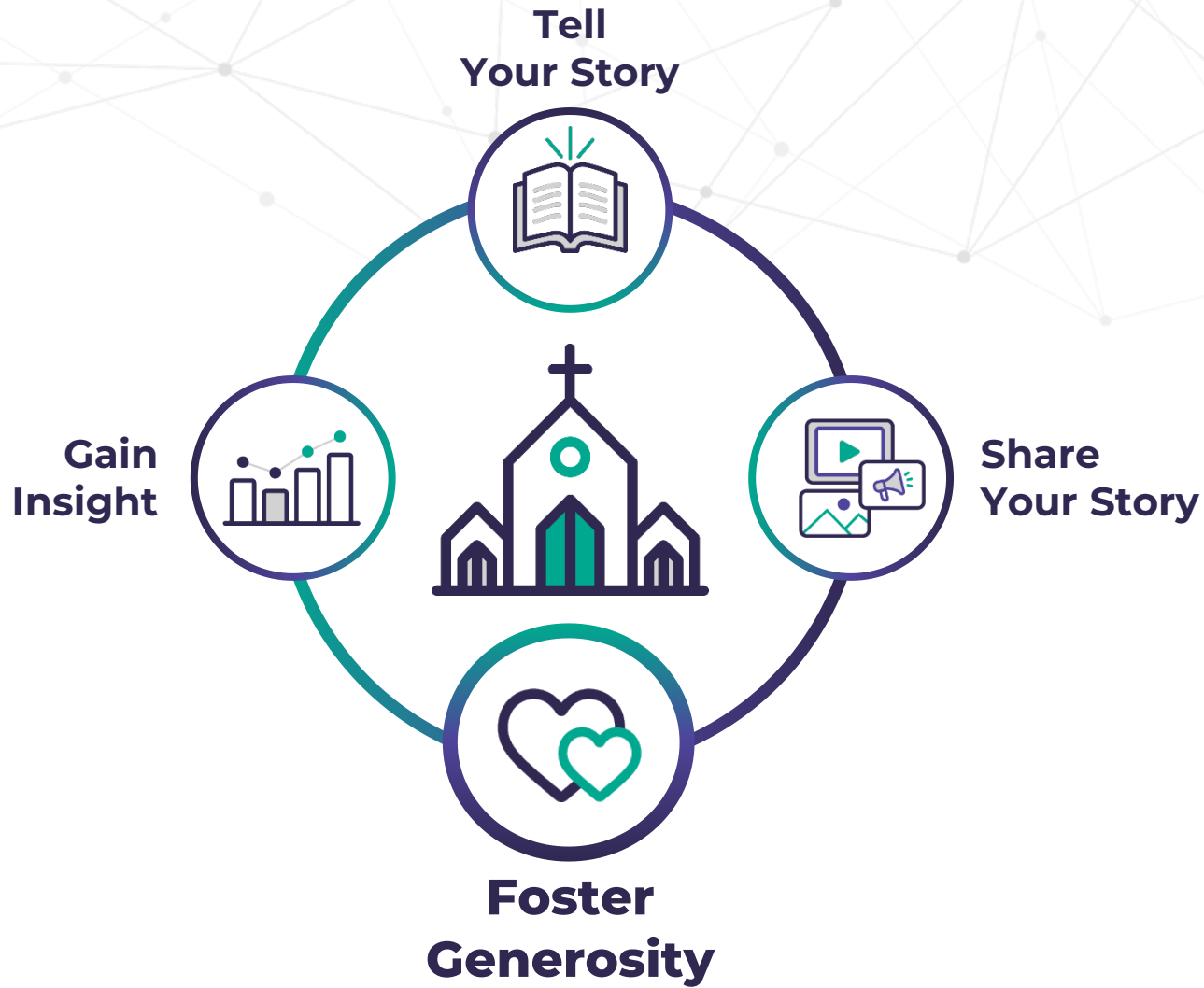
- Outsource Content
 - Get help from volunteers
 - Make the ask within your church
 - [Catchafire](#)
 - Images – Royalty Free
 - [Unsplash](#), [Pexels](#), [Pixabay](#)
 - Ask a volunteer
- Use Large Language Models and Bots
 - [Enhanced Prompts](#) on our blogs
 - [Instructional Video](#) on our YouTube channel



Creating Engaging Content with Your Existing Team

Repurpose Existing Content.

- Turn your sermons to blogs.
- Upload sermon recordings on your website
- Use short sermon video clips on social media



Make the path to giving easy

Engage with your website

- Think of your website as an extension of your church lobby
- Be a visitor to your own website
 - What is your first impression?
 - Is it easy for new visitors to learn you?
 - Service times?
 - Upcoming events?
 - What missions you support?
 - How can they get involved?



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Bloomington, MN 55437

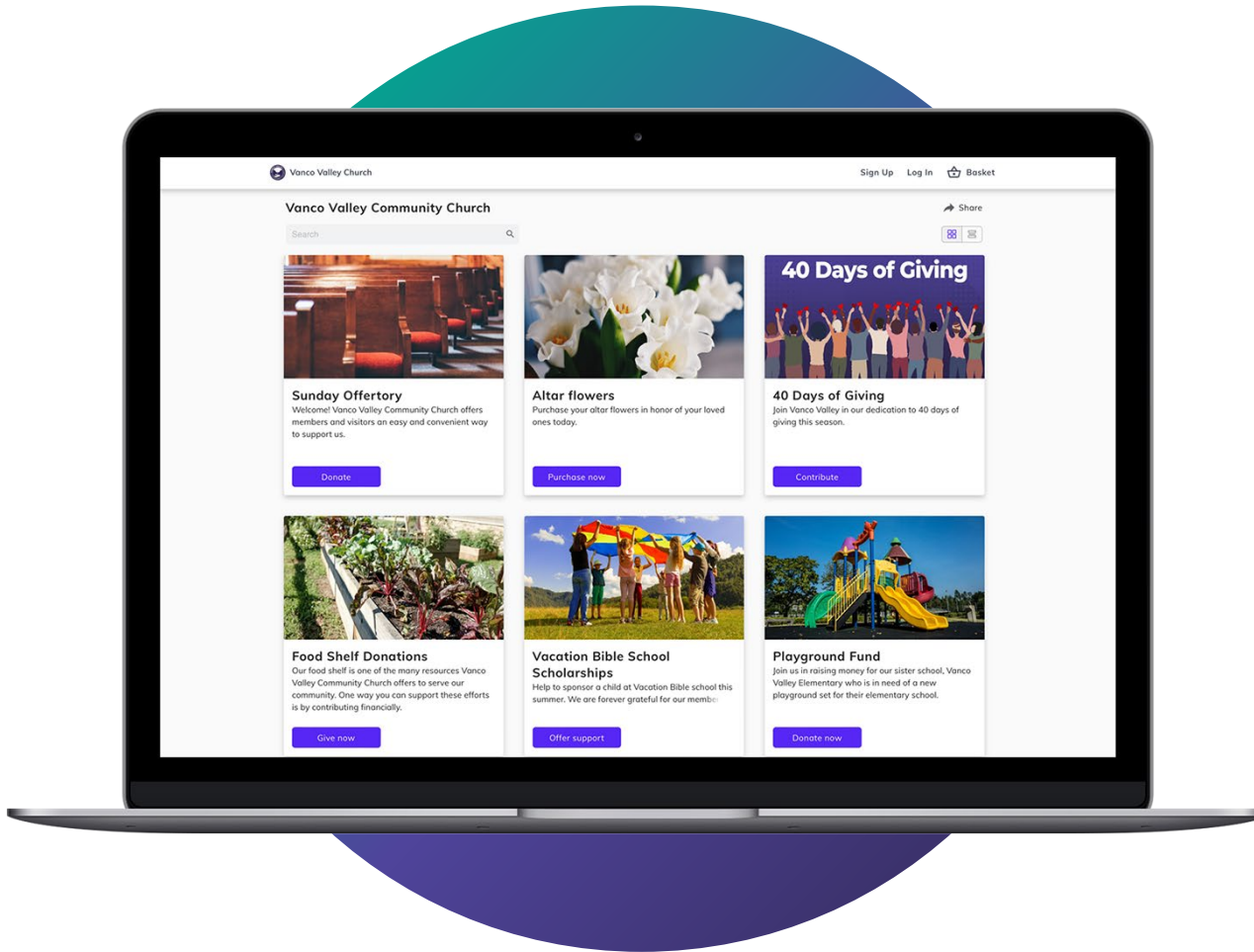
cs@vancopayments.com



[GIVE NOW](#)



Drive engagement with your giving page



- Use compelling imagery
- Explain the goal of each fund
- Post prior year metrics
- Provide ways to get involved outside of donations



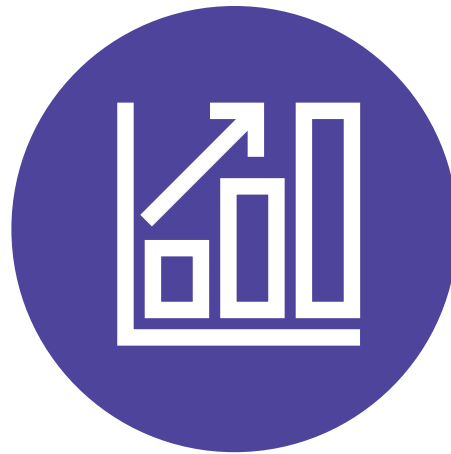
Utilize actionable insights to drive outreach and strategy

Using Data to Drive Outreach

Overall Health



Giving Trends



Donor Insights





Demo Organization - Giving

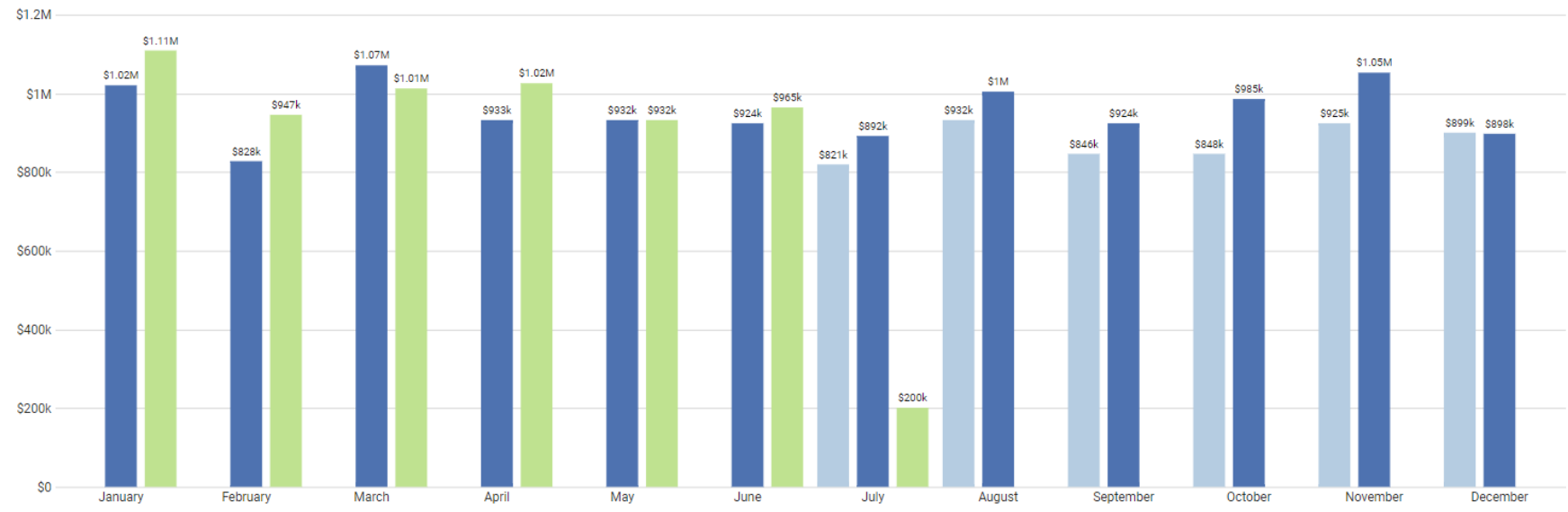
Fund Filter
Select values

Insights into your donation trends and financial stability.

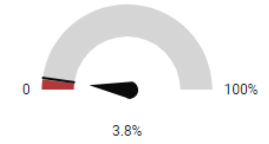
June YoY Growth 4.44%	YTD \$6.19M	QTD \$200k	Scheduled July Giving \$121k	Recurrence Assessment Above Average
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Monthly Donation Volume YoY

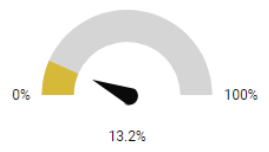
2022 2023 2024



Donors With Active Recurrence

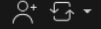


Recurring Donation Volume



*recurrence data reflects the past 12 months





Scheduled Donations

Tracking and Forecasting Recurring Donations.

Fund

Select values

Upcoming in July

\$121k

Expected in August

\$141k

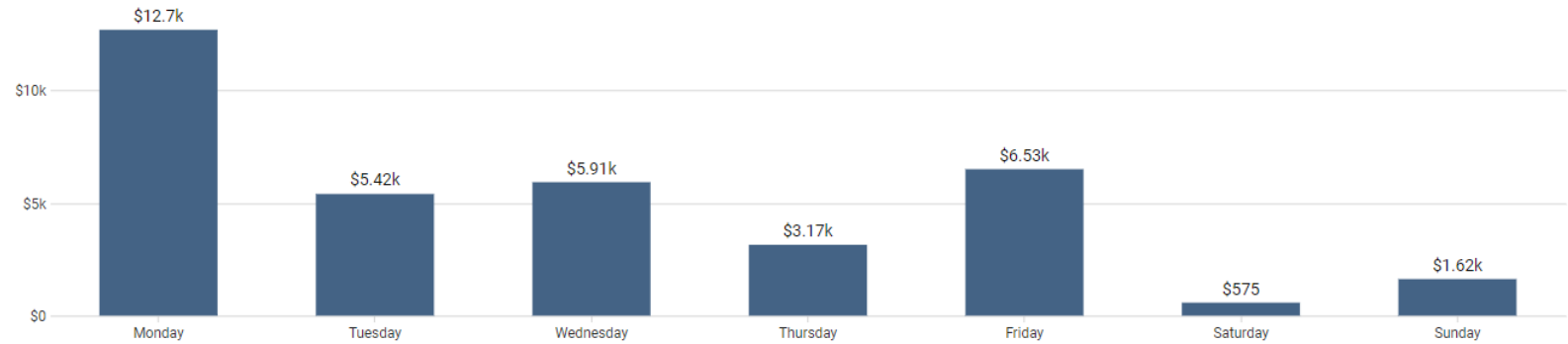
Expected in the Next 6 Weeks

\$207k

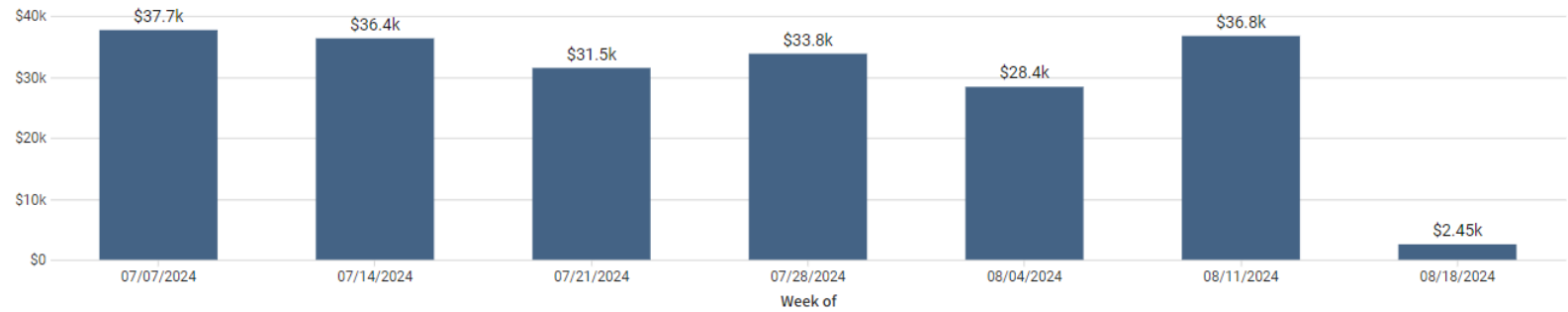
Scheduled Donation Volume (Mon - Sun)

This Week **Next Week**

\$35.9k is scheduled from 07/15/24 - 07/21/24.



Scheduled Donation Volume (Next 6 Weeks)





Fee Analysis

Tracking Transaction Fees and Donation Efficiency.

Fund
Select values

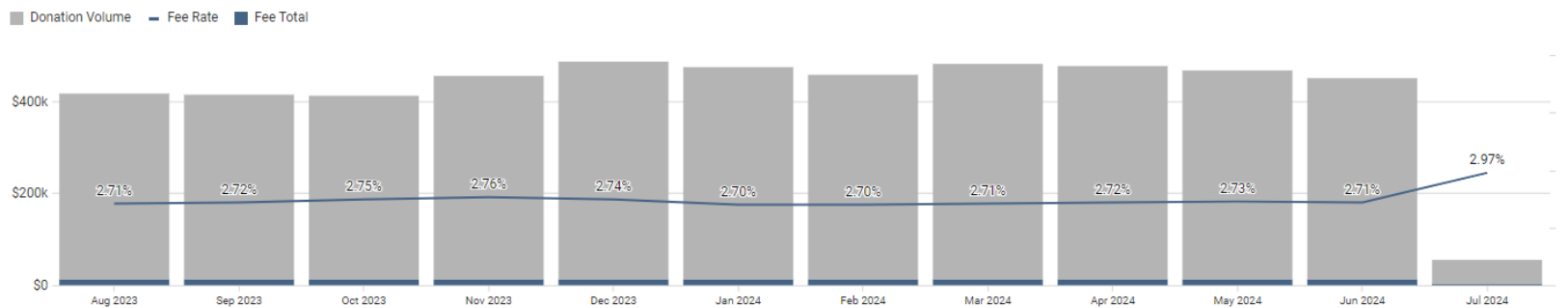
Fees (12Mo)

2.7%

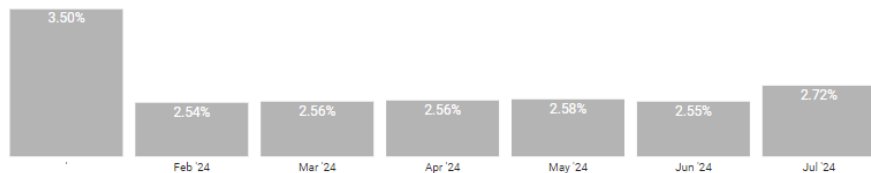
Fees Total (12Mo)

\$134k

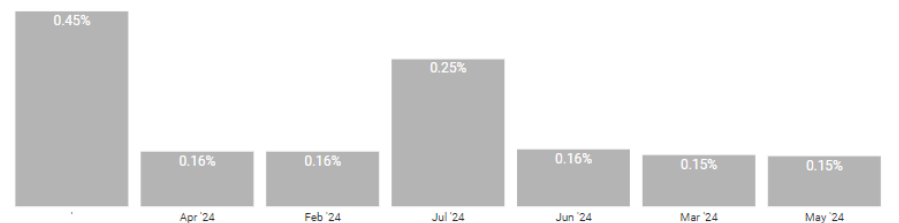
Donation Volume and Fee Rate (12Mo)



Transaction Fees (6Mo)



Rate Fees (6Mo)





Donor Distribution

Optimizing Engagement: Analyzing Donor Contributions and Reliance on Top Donors.

Giving Date Range

Last 12 months including this month (08/2023 - 07/2024)

Fund

Select values

Frequency

All One Time Recurring

Top 10% of All Donors: Metrics & Trends

Top % of Donors

10

*adjust this value to update the top donor metrics & trends displayed.

% of Donation Volume

54%

Donation Volume

\$5.93M

Avg Contribution

\$7.99k

Avg Donation

\$808

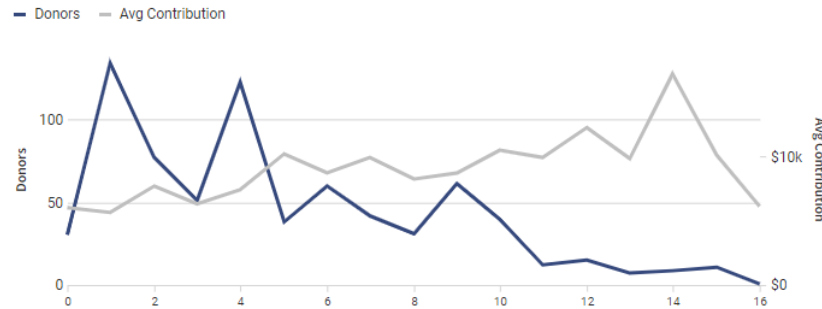
Donors

740

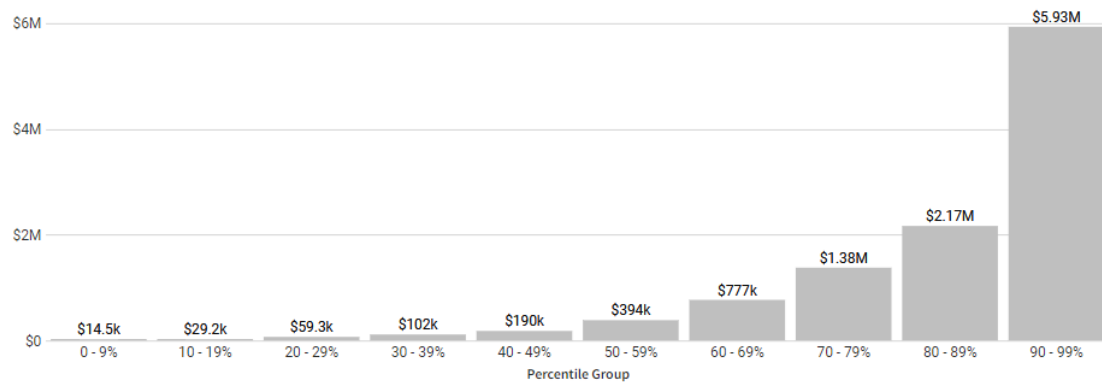
Avg Years of Membership

5.0

of Donors & Average Contribution by Years of Membership



Donation Volume by Donor Percentile



Top Donors

#	Name	Donation Volume
1.	Demo User	\$56.8k
2.	Demo User	\$56.6k
3.	Demo User	\$55k
4.	Demo User	\$50.8k
5.	Demo User	\$38.6k
6.	Demo User	\$37.3k
7.	Demo User	\$35k
8.	Demo User	\$33.5k
9.	Demo User	\$30.7k
10.	Demo User	\$30k
11.	Demo User	\$29.6k
12.	Demo User	\$28k
13.	Demo User	\$27.4k
14.	Demo User	\$27.1k
15.	Demo User	\$26.8k



Donor Churn

Track and analyze donor retention and engagement patterns.

Churn Timeframe (Months)

6 - 12

*Members are currently defined as churned if their last donation was 6 - 12 months ago (07/08/2023 - 01/08/2024)

Fund

Select values

Churn Rate
30%

Donors Lost
-2.32k

Donors Gained
1.83k

Net Donors
-490

Est Churn Volume Loss

\$2.52M

New Donors Volume Gain

\$1.44M

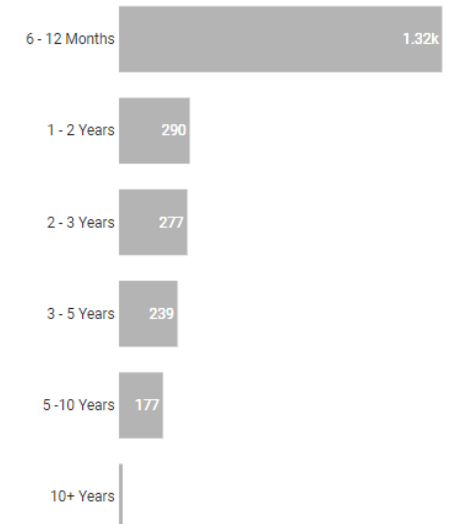
Est Volume Change New vs Churned

-\$1.07M

Churned Donors

Member Id	Member Name	Member Email	Member Since	Last Donation Date	Est Loss
53840790	Demo User	demo@vanco.com	11/12/2023	11/13/2023	\$298k
53958006	Demo User	demo@vanco.com	11/21/2023	11/30/2023	\$177k
41407465	Demo User	demo@vanco.com	02/24/2021	10/31/2023	\$97.2k
53197046	Demo User	demo@vanco.com	09/22/2023	09/23/2023	\$57.8k
52916264	Demo User	demo@vanco.com	08/31/2023	10/01/2023	\$48.7k
53795652	Demo User	demo@vanco.com	11/08/2023	11/09/2023	\$48.4k
52190478	Demo User	demo@vanco.com	06/29/2023	07/14/2023	\$30.3k
53337425	Demo User	demo@vanco.com	10/03/2023	10/12/2023	\$30k
49998808	Demo User	demo@vanco.com	01/12/2023	08/01/2023	\$23.2k
52005938	Demo User	demo@vanco.com	06/12/2023	07/17/2023	\$20.6k
52262530	Demo User	demo@vanco.com	07/06/2023	07/12/2023	\$20.2k
20645631	Demo User	demo@vanco.com	09/18/2016	07/16/2023	\$20.2k
52264522	Demo User	demo@vanco.com	07/06/2023	07/10/2023	\$18k
52204108	Demo User	demo@vanco.com	07/01/2023	07/09/2023	\$17.9k
52210292	Demo User	demo@vanco.com	07/01/2023	07/14/2023	\$15.8k
52192060	Demo User	demo@vanco.com	06/30/2023	07/10/2023	\$15.2k
15983361	Demo User	demo@vanco.com	01/05/2015	08/11/2023	\$14.3k

Churned Donors by Account Age





New Member Acquisition

Uncovering growth and donation behaviors of your newest members.

Show Members Acquired In:

Last 12 months including this month (08/2023 - 07/2024)

Fund Name

Select values

Members Acquired

3.71k

Average Per Month

310

Donating Members

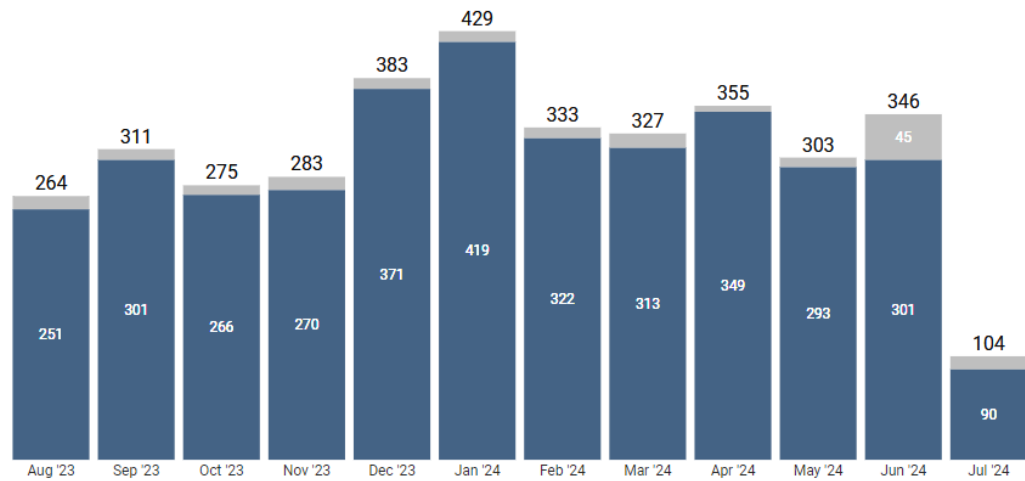
96%

Donating Members (3Mo)

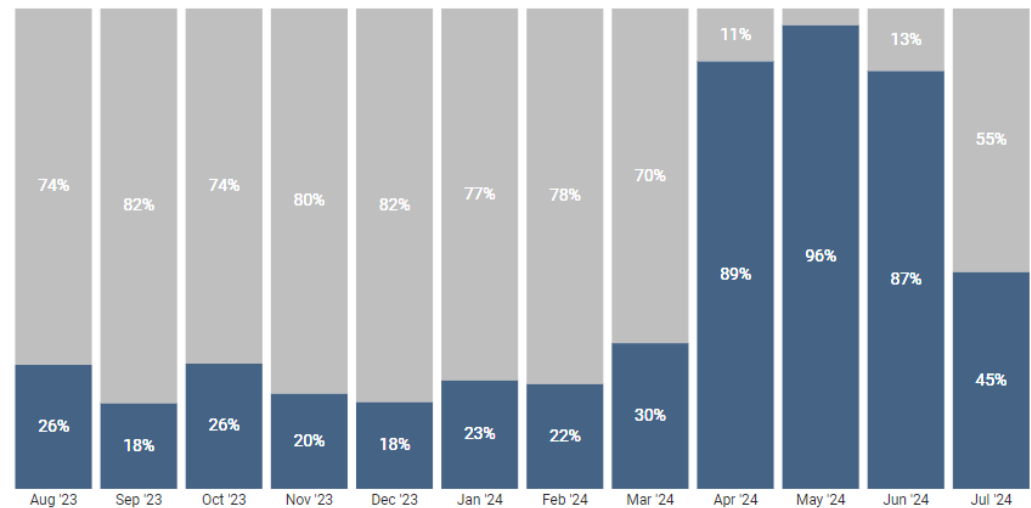
42%

New Members By Sign Up Month

Never Donated Has Donated



Donated In The Last 3 Months By Sign Up Month





New Donors

Show New Donors In the Last

4 Months

Minimum Contribution

\$10.00

*only showing new members with contributions of \$10 or more.

Fund

Select values

Frequency

All Recurring One Time

Analyzing Impact and Trends of New Donors.

New Donors

1.32k

Donation Volume

\$565k

Avg Contribution

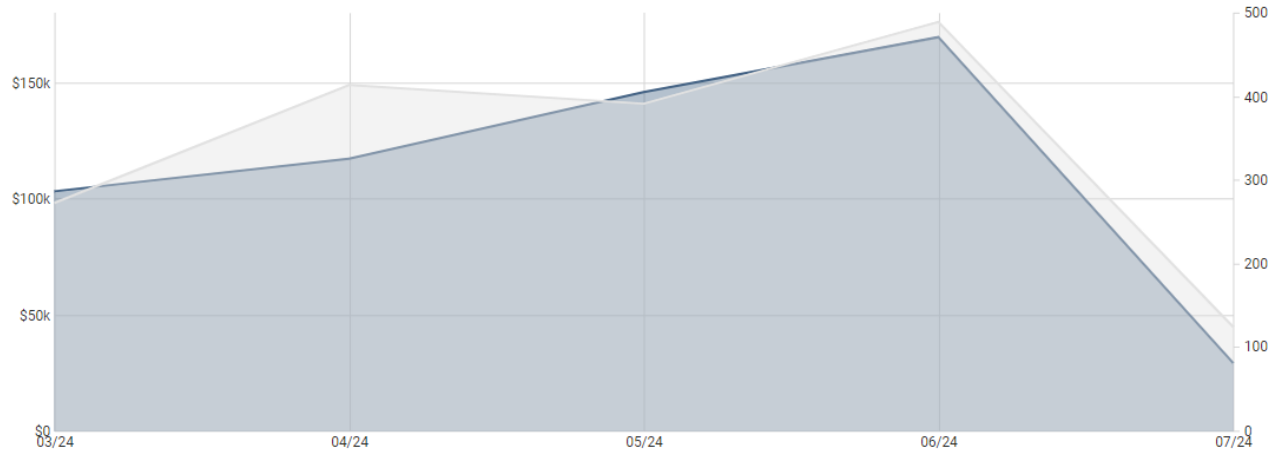
\$428

Donations

1.85k

Monthly New Donor Count & Donation Volume

Donation Volume New Donors



Top New Donors

Member Name	Contributions
Demo User	\$10.9k
Demo User	\$7.51k
Demo User	\$7.3k
Demo User	\$7.14k
Demo User	\$7.12k
Demo User	\$6.97k
Demo User	\$6.34k
Demo User	\$6.15k
Demo User	\$6.15k
Demo User	\$5.76k
Demo User	\$5.74k
Demo User	\$5.67k
Demo User	\$5.67k
Demo User	\$5.59k
Demo User	\$5.32k
Demo User	\$5.23k
Demo User	\$5k
Demo User	\$5k
Demo User	\$4.85k





Giving Changes

Comparison Period Date Range*
365 Days

Fund
Select values

Page
1

Members Per Page
10

Tracking & understanding shifts in donations.

Average Giving Increase

\$1.37k

-\$1.2k Average Giving Decrease

Net Giving Change ⓘ

\$146k

Total Giving Increase

\$2.15M

-\$2M Giving Decrease

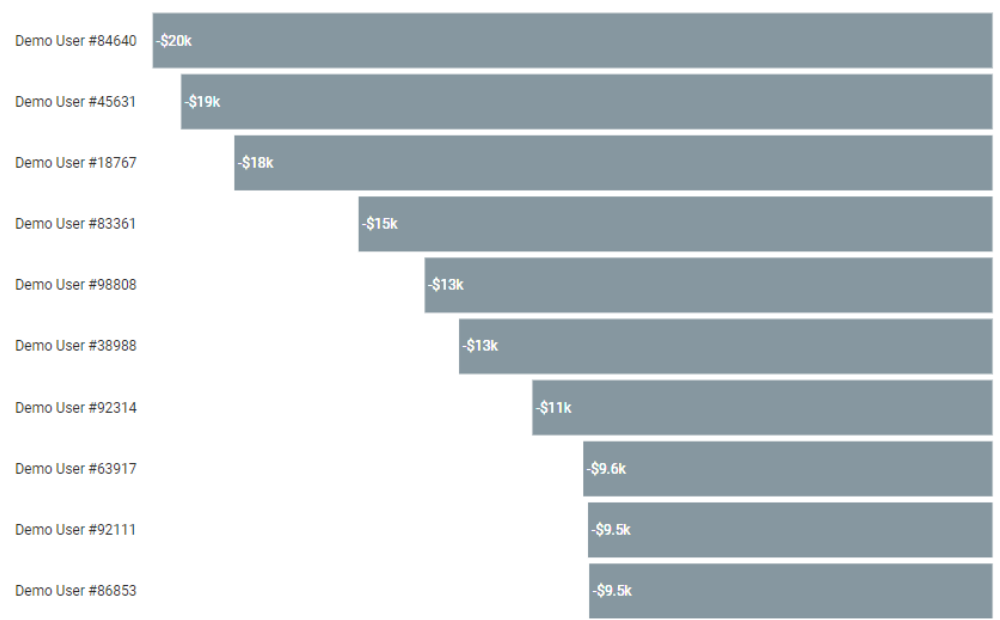
Increased Donor Contributions

1,569

1,549 Decreased Donor Contributions

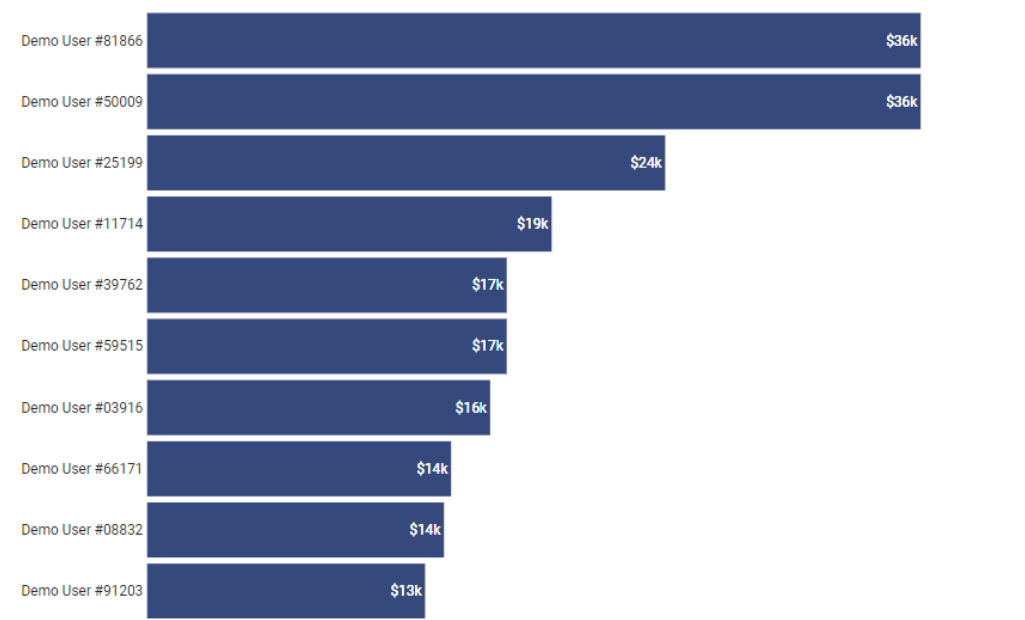
Giving Decreases

#1 - 10



Giving Increases

#1 - 10





Demo User: Donor Details

Name: Fund:

Explore individual giving and engagement patterns.

Donor Percentile
99%

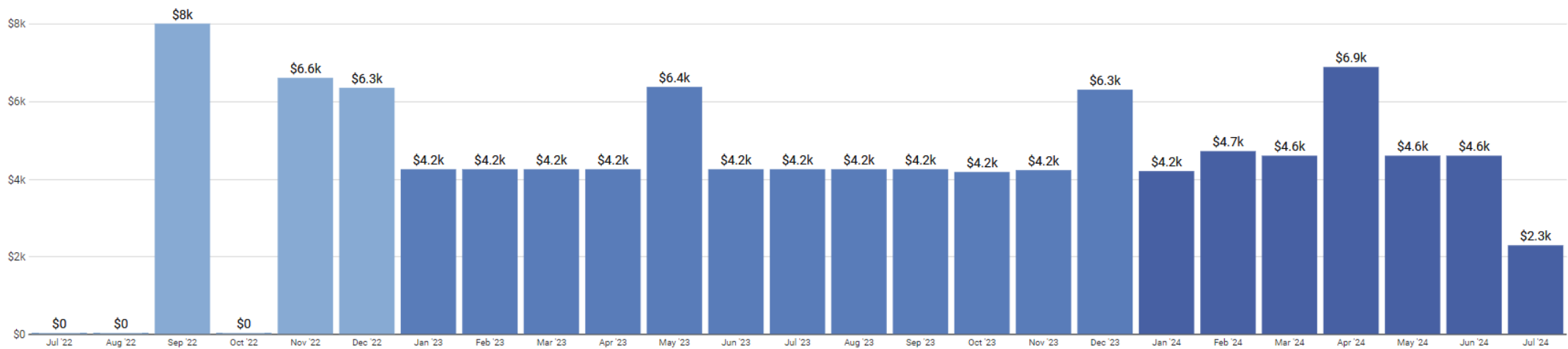
Total Contribution
\$108k

Donations
45

Average Donation
\$2,395

Avg Monthly Contribution
\$4,311

Monthly Donation Volume



Giving Frequency
Bi-Weekly

Last Donation Date
07/07/2024

Member Since
09/26/2022





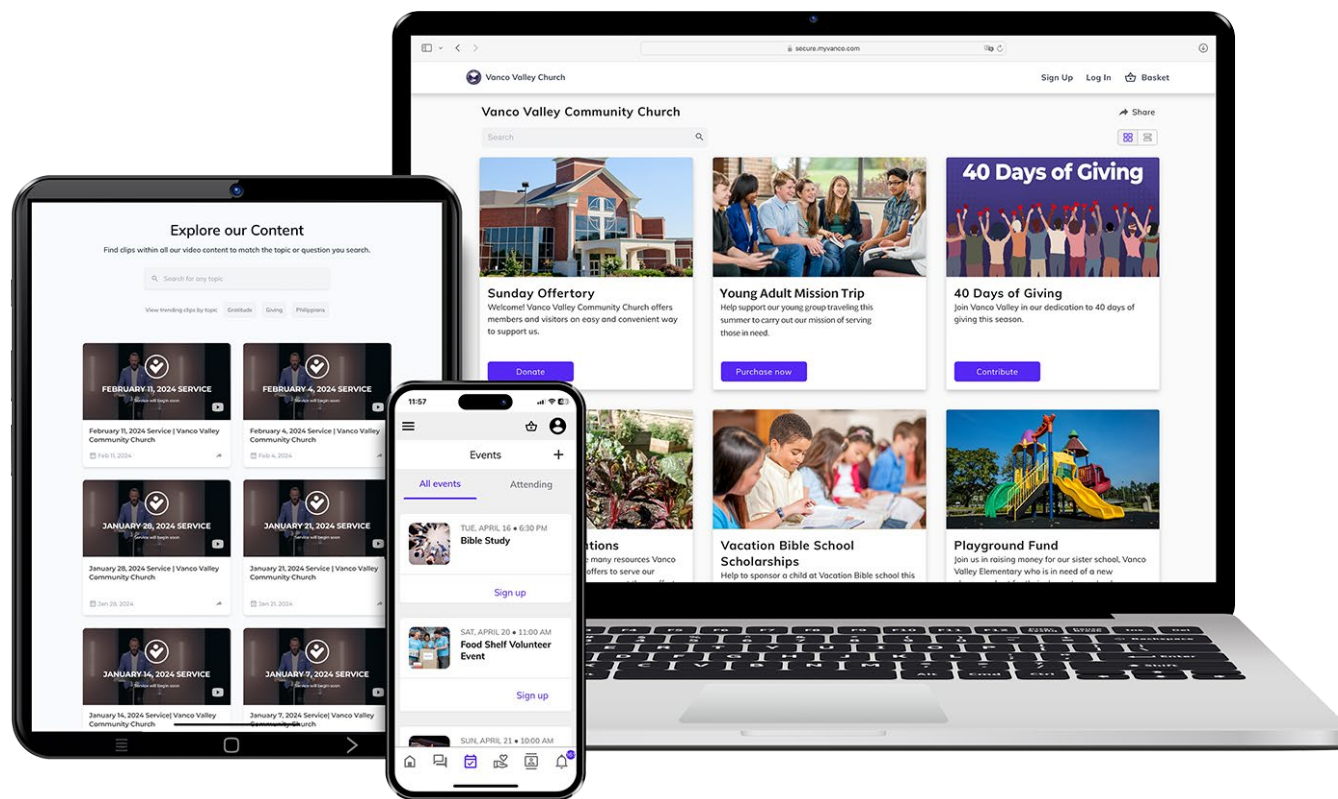
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Empowering Community.



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Unveiling The New Vanco Giving Platform



Elevate Your Community's Experience through
Effortless Giving, Enhanced Engagement

The Vanco Giving Platform

Your Partner in Growing Generosity Through Connected Giving

TRUSTED! Giving Module

Secure, flexible, expanding digital payment solution.



NEW! Donor Communication

Connect more deeply to members and the larger community with opportunities to forward your ministry.

NEW! Video Content and Editing

Create and search dynamic video content to enhance connection.

EASY TO UNDERSTAND!

Reporting and Insights

Visual, actionable reports and insights about what's working and where to grow.

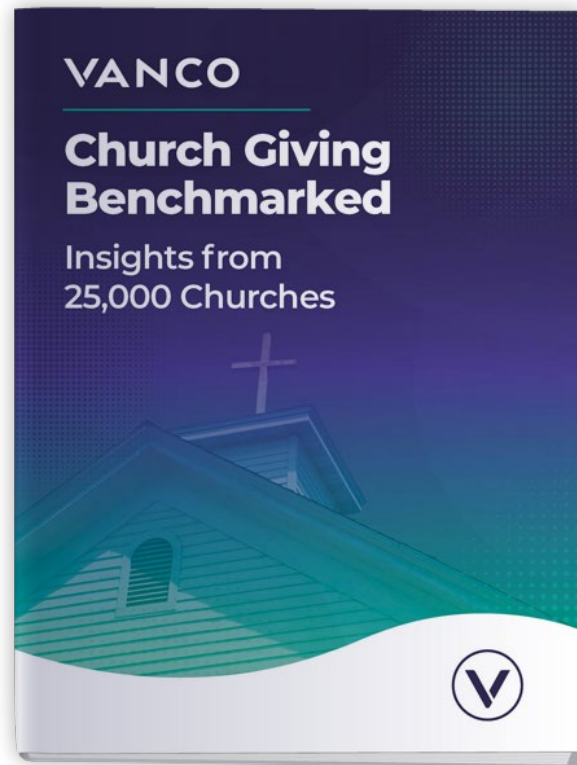
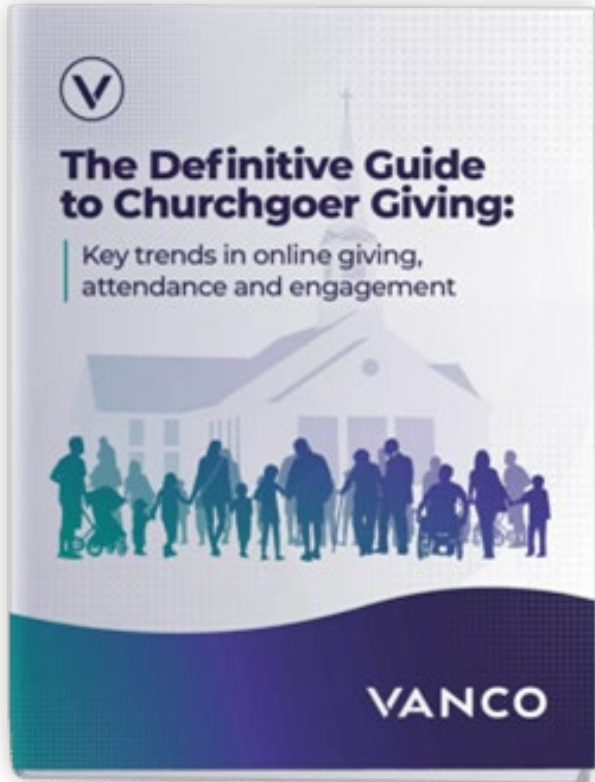


NEW and EXPANDED!

ChMS Partnerships and more!

Support and ideas from Vanco and our growing list of specialized partners.

Resources to help you drive growth



Questions

Gain access to the slides and more!

- Scan our QR code to receive:
 - Slides from today's presentation
 - Vanco's Church Giving Benchmarks
 - An extra entry into Vanco's drawing



Thank You!

