

Inspire Giving, Build Connection



Today's Presenter



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Agenda

- Today's Giving Landscape
- How Today's Members View Giving and Connection
- Giving Shift
- Best Practices to Boost Giving
- How Vanco Helps Churches Inspire Giving and Drive Connection
- Questions

Today's Church Is Changing



Technology Is Changing The Church Landscape



The Story Is The Same For Giving

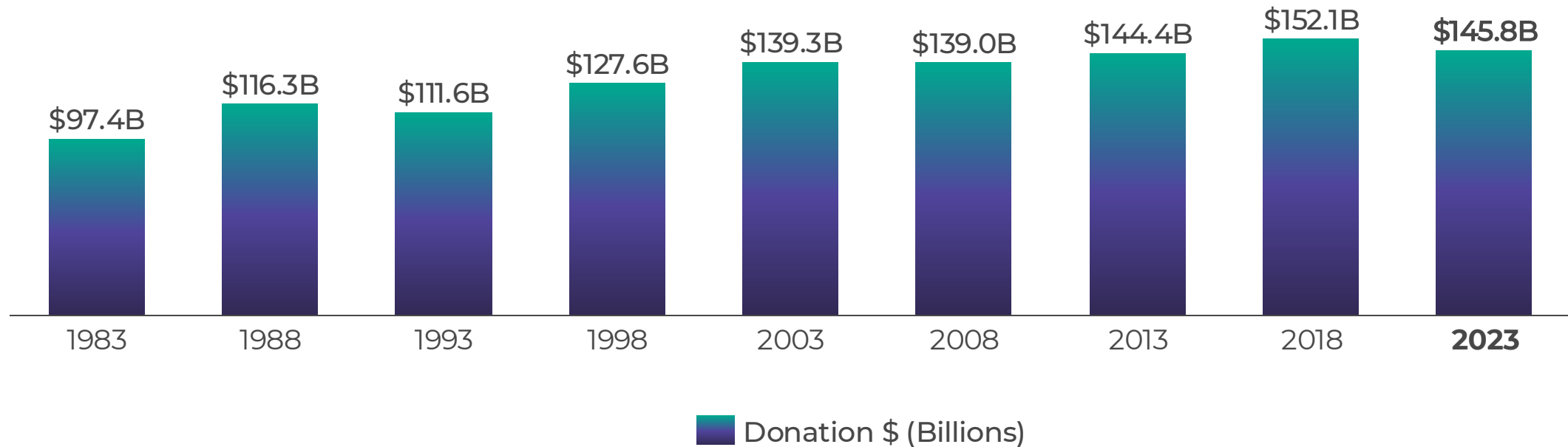


Generational Giving Shifts



Despite Record Total Religious Giving Dollars, Inflation-adjusted Dollars Have Fallen From Their All-time High In 2016.

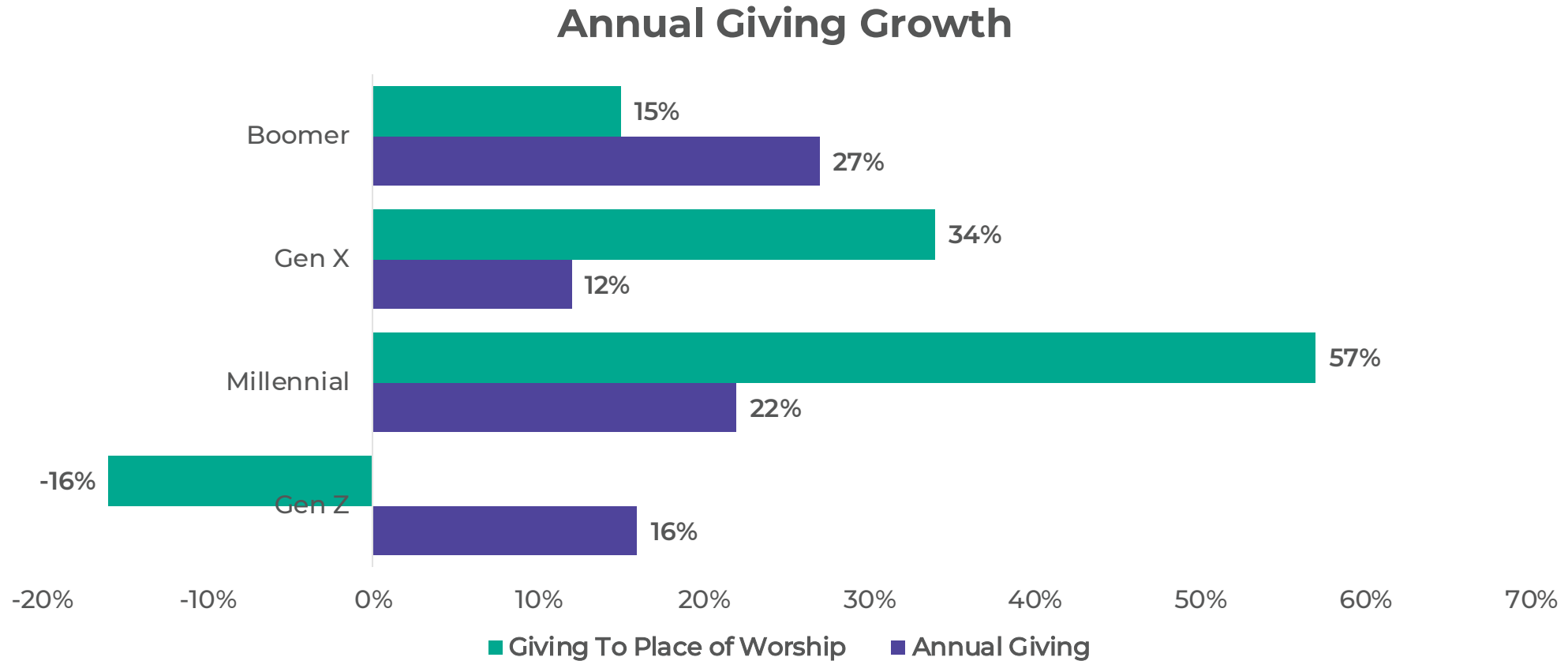
Religious Giving In Inflation-adjusted Dollars (Billions)



Source: Giving USA 2024



Gen Z giving to their place of worship has declined significantly despite growth from other generations.

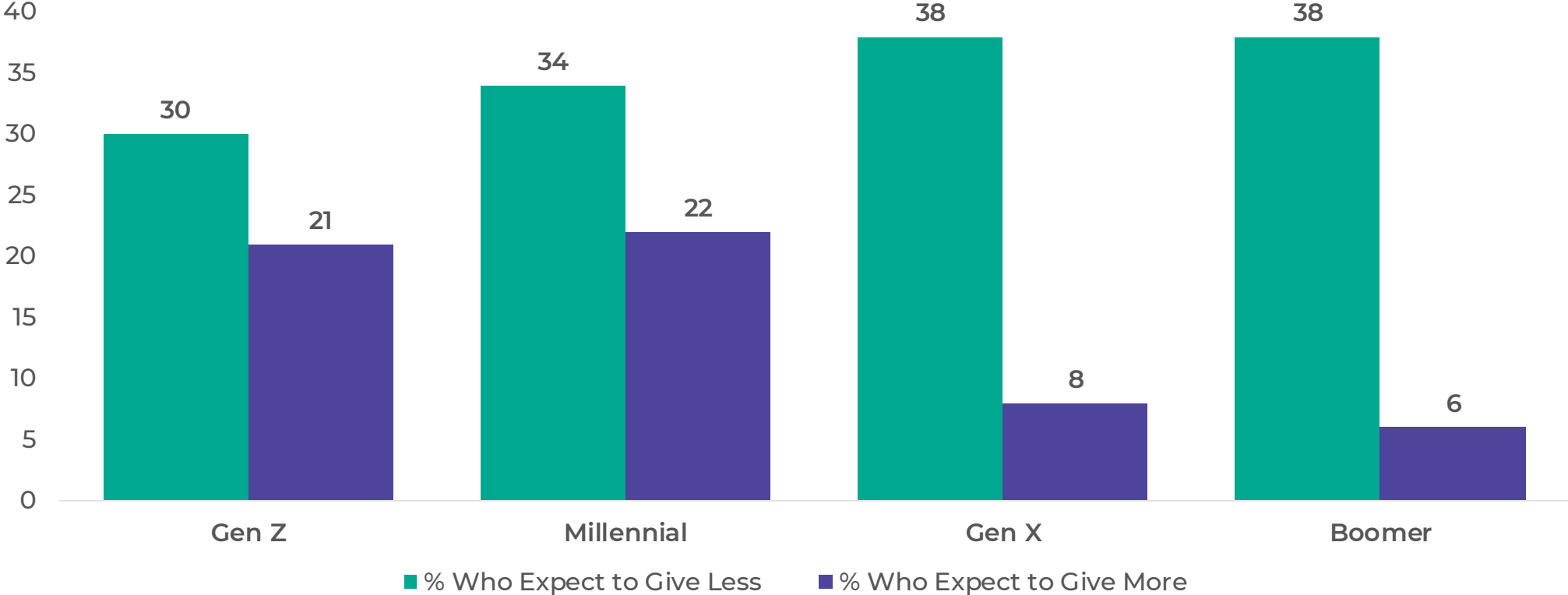


Source: Giving USA 2024 (Giving by Generation)



However, growth is a concern.

Expected Giving Changes for 2025



Donor Succession Plan

- As older demographics of donors approach retirement, do you have a donor succession plan when it comes to generosity?
- Engaging with the next generation of donors is critical for the long-term viability and success of our churches.

How Today's Members View Giving and Connection

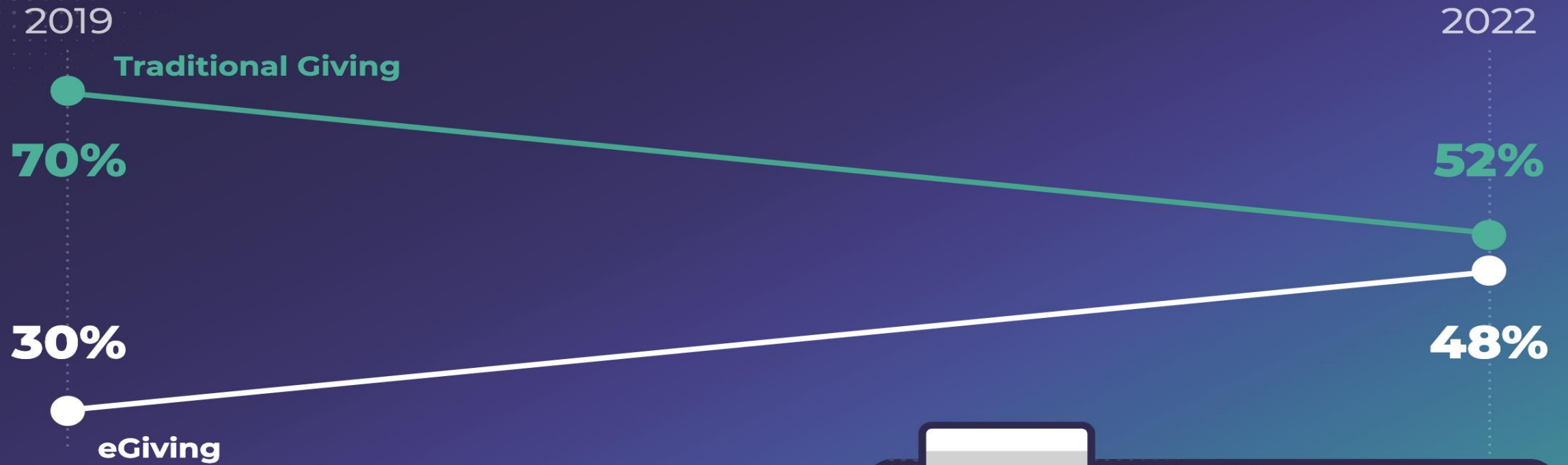


The next generation of donors are shifting their motivation from institutional loyalty to individual impact

- Younger donors want to know they are making a difference.
- Younger donors want their generosity to be contributing towards specific outcomes.
- Younger donors want financial transparency.



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**

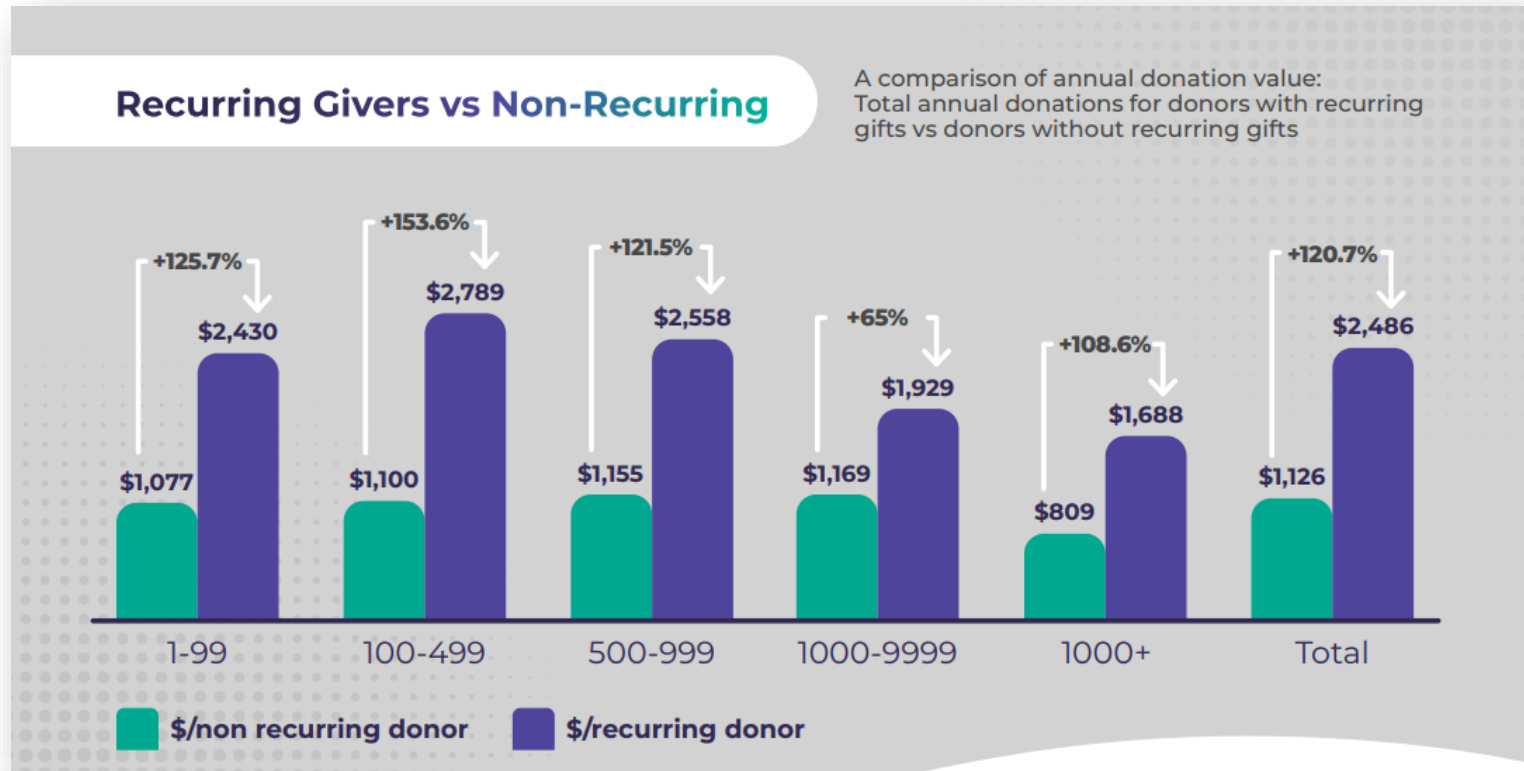


3x

more likely to give via **texting**



Recurring Givers Donate More Than One-Time Donors



Importance of Connecting Gifts to Impact



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**.

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.

Anchor generosity within a narrative framework

- People are most inspired by narrative
- Attention spans are held through narrative
- Tell your story on multiple channels
 - Website
 - Sunday service
 - Bulletin
 - Announcements
 - Social media
 - Email
- Follow up and share the results

Building a Strong Story

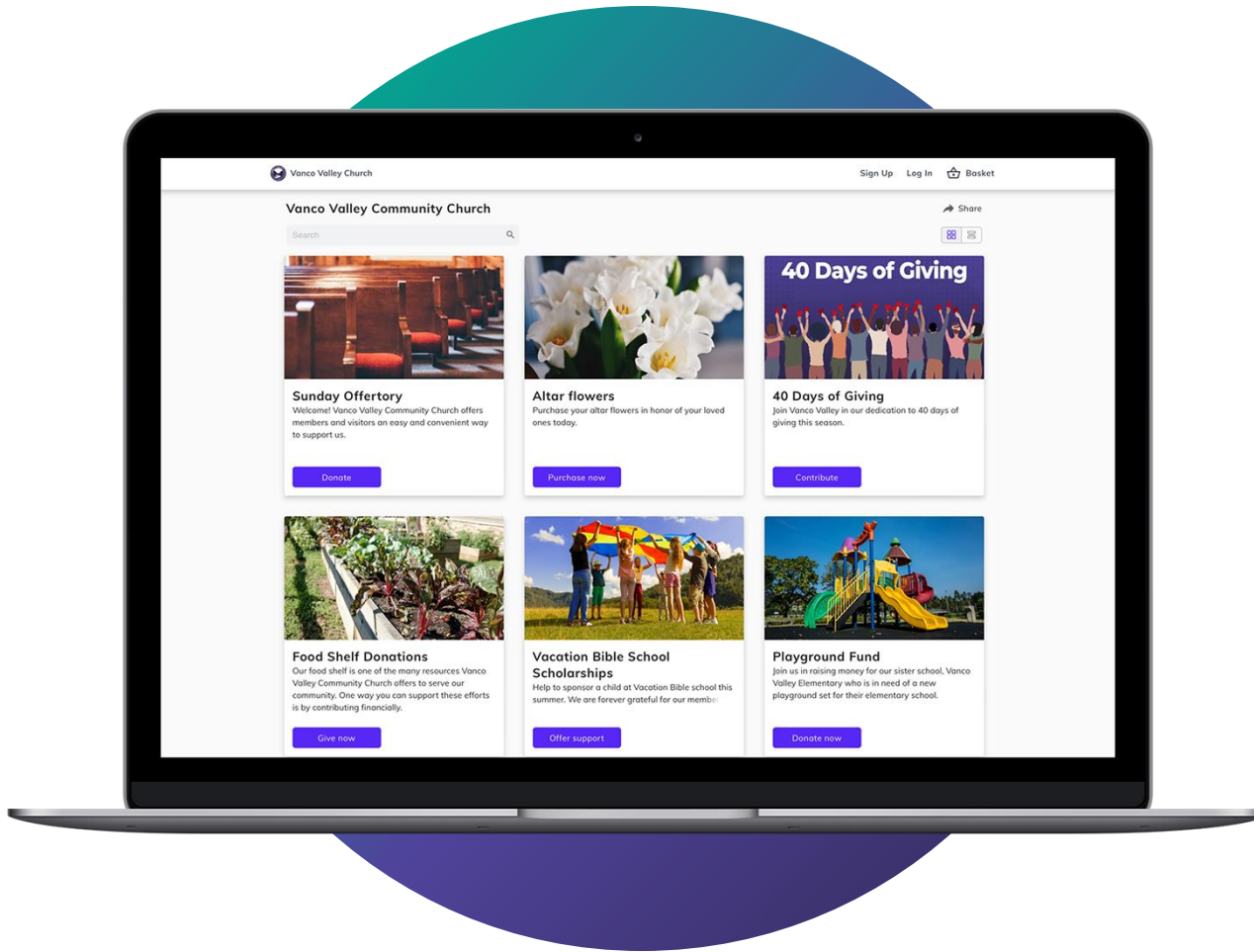
- Who is the main character?
- What is the problem or need?
- Who is the guide proving a plan?
- What is pathway to success?
- What is the call to action?
- What is at stake?
- What is the desired outcome?



Make the path to giving easy



Drive engagement with your giving page



- Use visual imagery
- What the fund helps to support
- Prior year metrics
- Ways to get involved outside of donations

Engage with your website

- Think of your website as the new lobby of your church
- Be a visitor to your own website
 - Is your e-giving easy to find?
 - Is your e-giving clear and concise?
 - Visible on home page
 - Not too many clicks
 - Not too many options/decisions



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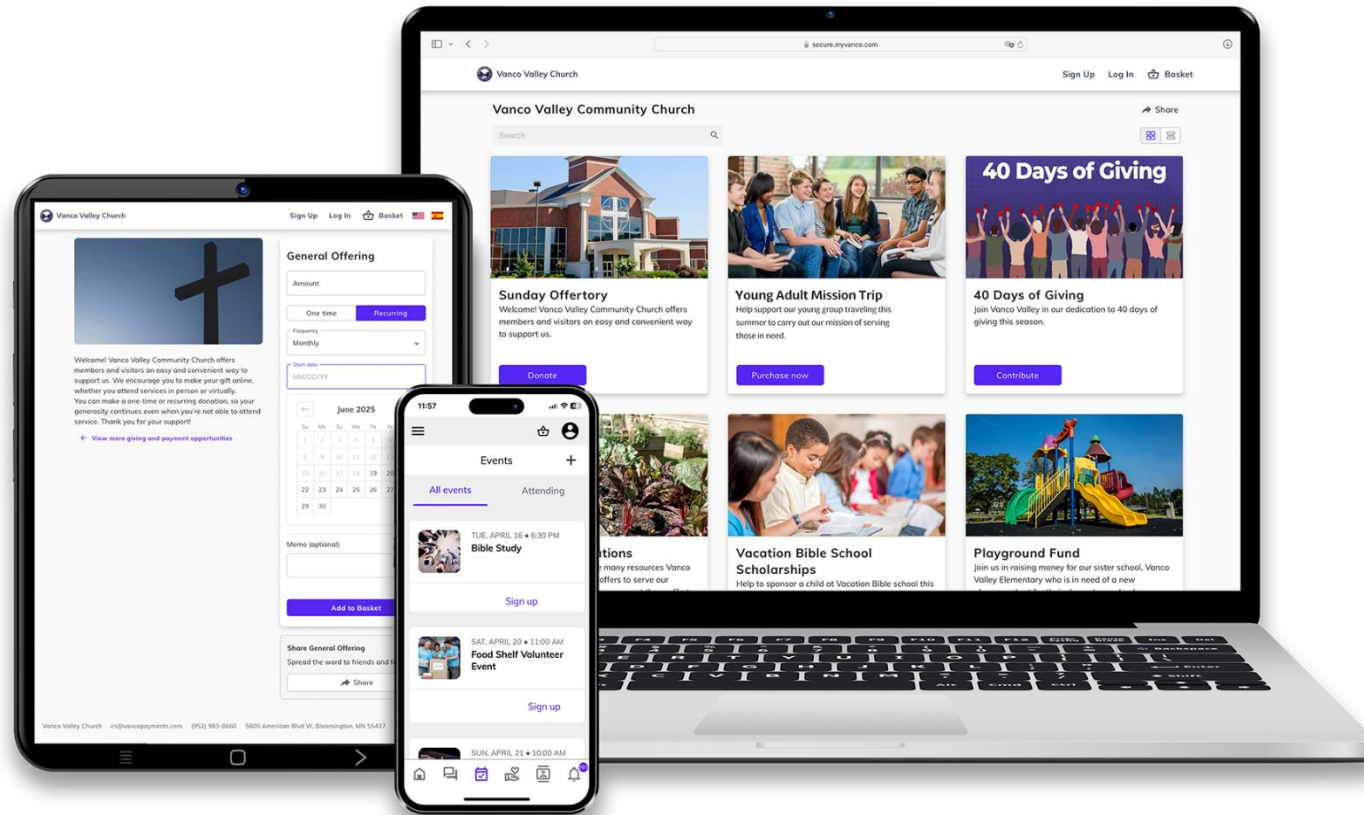
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Vanco Giving Platform



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Effortless Giving, Enhanced Engagement

Gain access to the slides and more!

- Scan our QR code to receive:
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 - Vanco's Churchgoer Giving Study Vol. 5



Thank You!

