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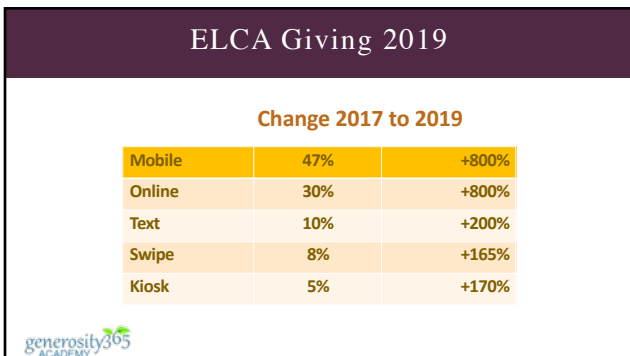
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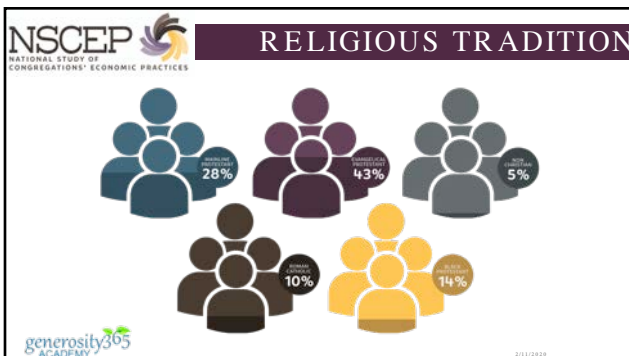
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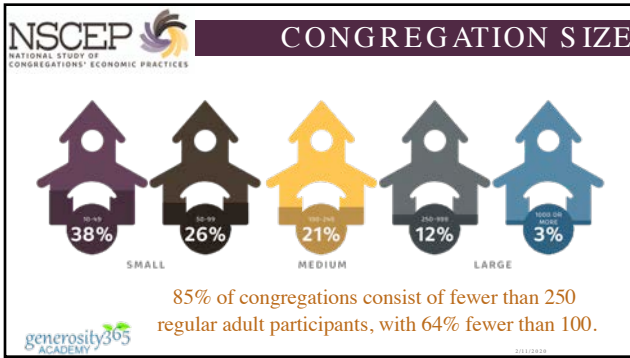
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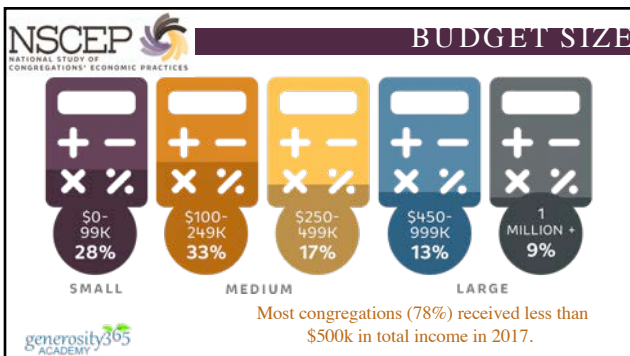
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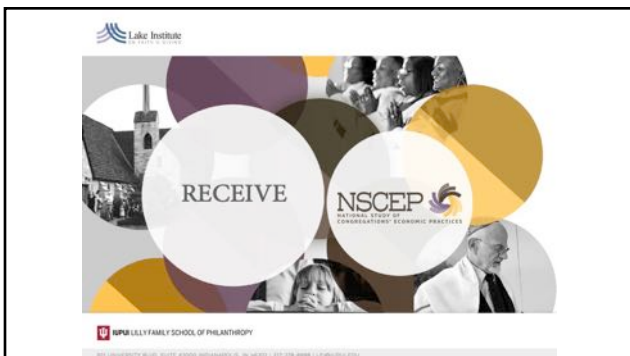
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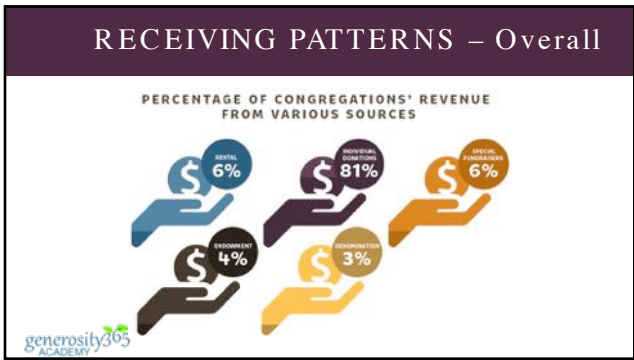
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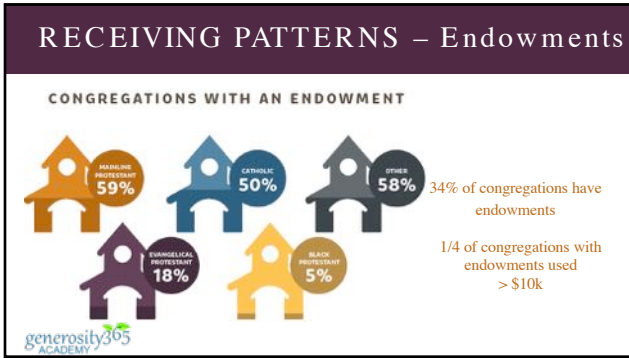
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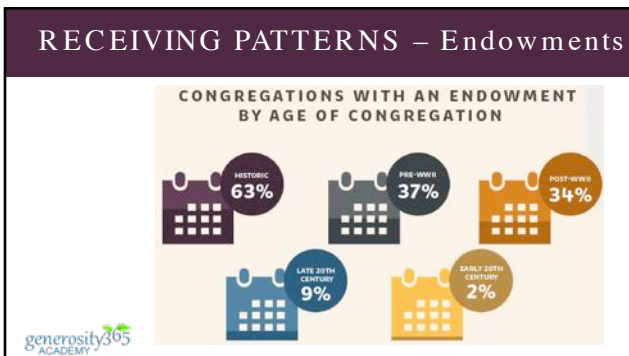
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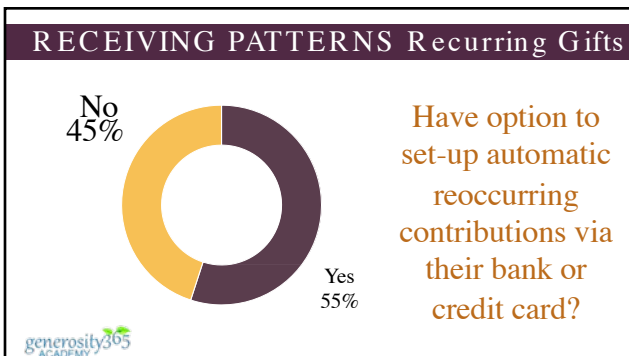
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CHURCHGOER GIVING STUDY 2019

STUDY CONDUCTED BY:

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CHURCHGOER GIVING STUDY 2019

eGivers are more likely to make multiple gifts each month.



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CHURCHGOER GIVING STUDY 2019

eGivers donate more of their salaries to their church than others.



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**CHURCHGOER GIVING STUDY 2019**

Age isn't a barrier to eGiving.

Churchgoers across age groups are comfortable with eGiving.



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**CHURCHGOER GIVING STUDY 2019**

Churchgoers want to pay for events, meals and activities with cards and smartphones at church.



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**CHURCHGOER GIVING STUDY 2019**

- Convenience is more important than processing costs.
- Churchgoers understand these fees, and many say they will give more to cover them.



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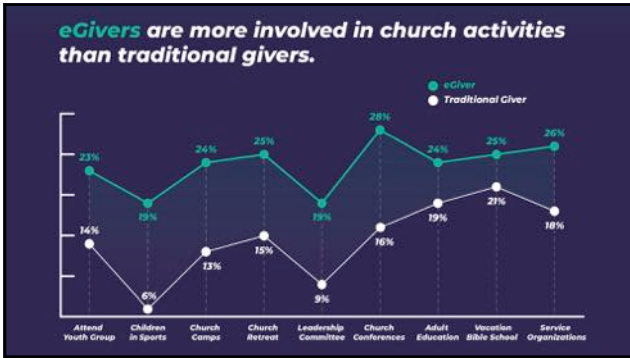
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- CONGREGATIONAL GIVING SITE**
1. Simplicity in navigation
  2. Integration to church's website
  3. Remembering account info each time
  4. Email a receipt/notifications
  5. Gifts in memory/honor of someone
    - a. Will it send acknowledgements?
  6. Recurring giving options

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**A LOOK AT GENERATIONAL DIFFERENCES**

Churchgoers ages 35 to 44 are 2 times as likely to give with an app compared to 24 to 34-year-olds.



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**A LOOK AT GENERATIONAL DIFFERENCES**

Churchgoers in the 35-44 age group are among the most enthusiastic about selecting a cause for their gifts, with 34% reporting doing so. They were followed closely by the 55-65 age group, with 33% directing a gift.



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**A LOOK AT GENERATIONAL DIFFERENCES**

Among churchgoers ages 24-44, far more than half would pay with a card or smartphone



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### CHALLENGES TO E-GIVING

- 1. Resistance to change
- 2. Resistance to fees
- 3. Technophobia & Trust
- 4. Building critical mass
- 5. Evolution of the offering moment

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### “NEW NORMAL” POST COVID-19

“What will the world look like when it’s safe to leave our homes and come back to our churches?”



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### LONG RANGE FUTURE OF E-GIVING



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