



Changes in giving affect churches

Have you ever noticed that some people seem to give more than others, or that their giving patterns differ from one another? In an audio-conference, fundraiser Samuel Gough, Jr., discussed how giving patterns are changing among different demographic groups. Of particular interest is participation in religious causes and giving by age groups:

- 77% of the population can be classified as Christian (a decrease from 1990), while 3.7% classify themselves as non-Christian (a small increase). 14% do not align with any religion (a larger increase).
- Almost 40% of those identifying themselves with a religion said that they did not attend church, nor did anyone in their household.
- Women are more likely than men to describe themselves as religious, as are older Americans.
- Those who give to charity (75%) give an average of \$1,800 per year. People who say they are religious give almost 4 times as much as those who are not.
- The middle class give less, as a percentage, than either the rich or the poor.
- Generation Ys give an average of \$791 per year, and the majority says they will give more. 18% have given \$100 or more.
- Gen Y givers tend to be concerned about “personal” issues such as human rights, family values.
- Younger donors should be given the opportunity to volunteer as well as to make gifts.
- Donors who are in their peak earning years might be the best prospects for commitments to be paid over a specified period of years, or for life income or insurance gifts.
- Donors who are nearing or already in retirement might be interested in charitable trusts and gift annuities.
- More and more, younger people want to lead as well as give. Inclusivity should be considered in the leadership of the ministry as well as in the congregation as a whole.
- In all cases, a strong mission, vision, and goals should be articulated. Help people to commit to these in a way that is meaningful to them.

We recently have made an agreement with the Greater Kansas City Community Foundation to serve as a fiduciary agent for the Association and interested ministries. You can set up a church fund at the Foundation, wherever you are, to receive and manage many different types of planned gifts from congregants. To find out more, contact Lisa at the email below.

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