

GENERATIONAL GIVING

Exploring the current
demographics of faith based
and generational giving
in a digital age



CDM+

FACTS & FIGURES

As life becomes more technology driven, churches are affected by the digital demands of their congregations and members. Although we need to work with technology, you can also make technology work for you. Having a thorough understanding of the demographics of generational giving in a digital age is the basis by which you can make important decisions that impact your organization. Let's take a look at some current church giving statistics.

- Church charity statistics show that about 49% of all donating to churches comes from credit cards.
- More than half (60%) of those who donate to churches would give money digitally.
- Churches that accept online tithing record a 32% increase in overall donations.
- Christians these days give 2.5% of their income, which is less than how much they gave in the past. During the Great Depression, they gave a higher share of 3.3%.
- Individual donations make for the largest share of charitable and church giving in the United States. 69% of all donations come from this source, and among those 10% is from will bequests. Foundations and corporations contribute only 17% and 5%, respectively.
- 7% of church goers have dropped regular giving by 20% or more.

(Nonprofits Source 2022)



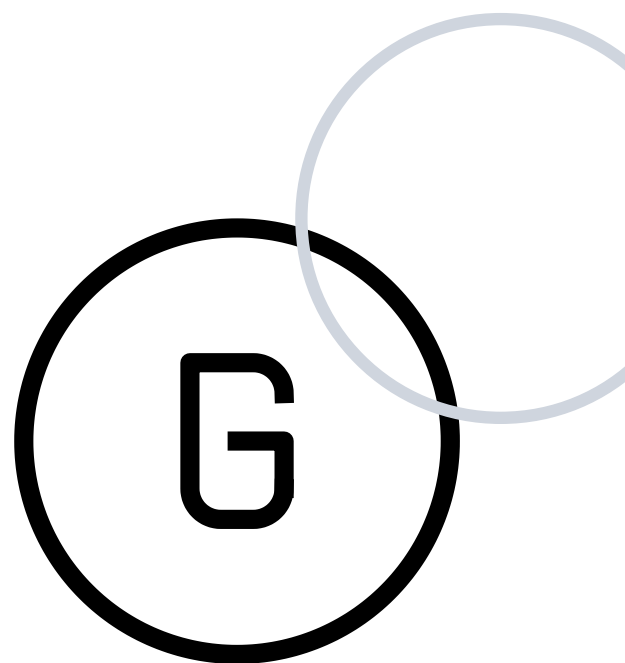
GENERATIONAL GIVING

GREATEST GENERATION

- 11.8% of the US population.
- **30% of donors aged 75+ say they have given online in the last 12 months and on average give 25% more frequently than younger generations.**
- 88% of the Greatest gen gives to charity, donating an annual average of \$1,367 across 6.2 organizations.
- They represent 26% of total US giving
- Greatest prefer voice calls and direct mail. These donors are late adopters of email and do not typically use text messaging or social media.

(Nonprofits Source 2022)

CHURCHES THAT
ACCEPT ONLINE
TITHING RECORD A 32%
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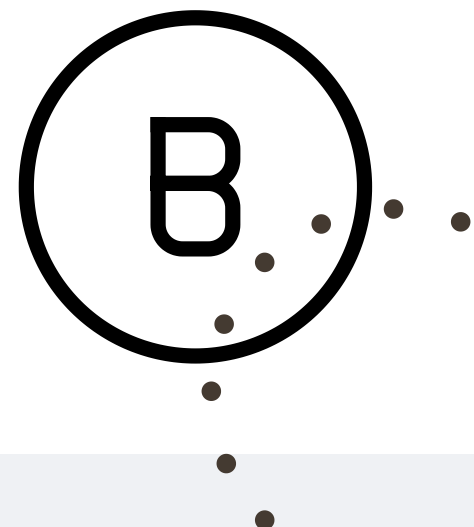
GENERATIONAL GIVING

BABY BOOMERS

- Represent 23.6% of the US populations.
- 41% give tribute gifts.
- 15% gave on #GivingTuesday 2017.
- 21% give through Facebook fundraising tools.
- 71% volunteer locally, 9% internationally.
- 58% attend fundraising events.
- 49% of Baby Boomer donors are enrolled in a monthly online giving program.
- 24% of Boomers say they were promoted to give an online donation because of direct mail they received.
- 72% of Boomers give to charity, donating an annual average of \$1,212 across 4.5 organizations.
- Boomers answer voice calls, check email regularly, and also use text messaging and social media. Though initially slow to adopt new technology, they take to it quickly once they do.
- Boomers are most likely to make recurring donations on a monthly, quarterly or yearly basis.

(Nonprofits Source 2022)

49% OF BABY BOOMER DONORS
ARE ENROLLED IN A MONTHLY
ONLINE GIVING PROGRAM.



GENERATIONAL GIVING



GEN XERS

EMAIL PROMPTED
31% OF ONLINE
DONATIONS

- 20.4% of US population.
- 49% of Gen X donors are enrolled in a monthly online giving program.
- 31% give tribute gifts.
- 14% gave on #GivingTuesday 2017.
- 19% give through Facebook fundraising tools.
- 64% volunteer locally, 8% internationally.
- 56% attend fundraising events.
- Gen Xers are most likely to fundraise on behalf of a cause, make a pledge, and volunteer their time to an organization.
- Gen X prefers text messages or voice calls. These donors regularly check email and stay up to date on social media feeds.
- **Email prompted 31% of online donations made by Gen Xers**
- 59% of Gen Xs are inspired to donate to charity by a message/image they saw on social media.

(Nonprofits Source 2022)



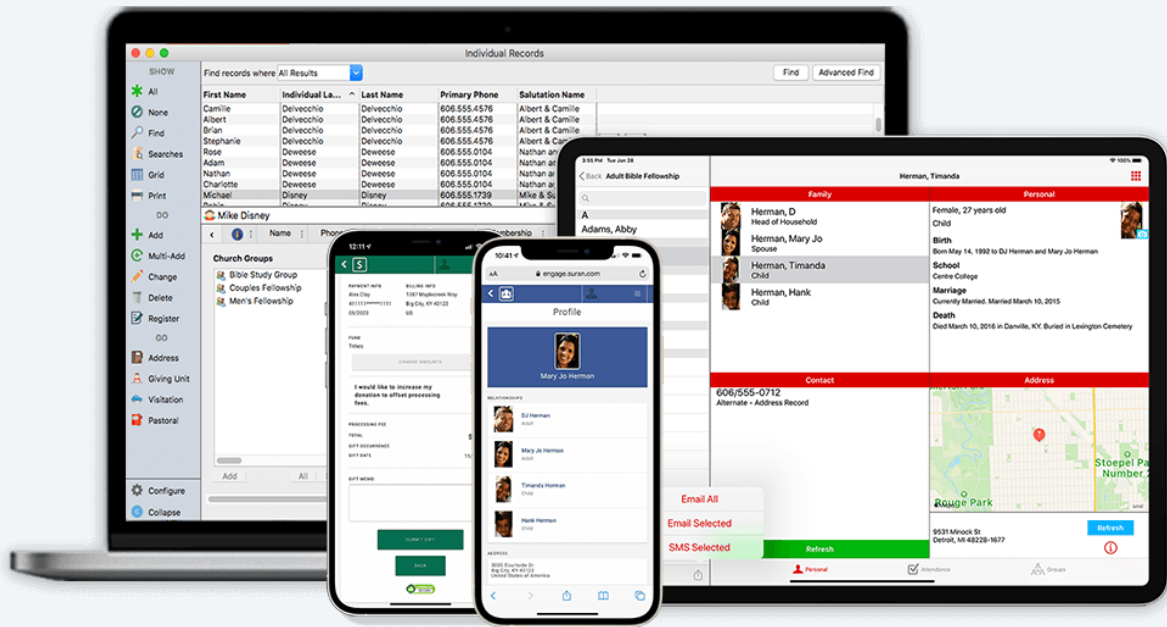
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MILLENNIALS

- 25.9% of US population.
- 40% of Millennial donors are enrolled in a monthly online giving program.
- 84% of Millennials give to charity, donating an annual average of \$481 across 3.3 organizations.
- Millennials are active on their phones and respond best to text message and social media, but rarely check personal email or respond to voice calls.
- Millennials are most likely to contribute to work sponsored initiatives, donate via mobile and watch online videos before making a gift.
- **47% of Millennials gave through an organization's website.**
- 26% gave tribute gifts.
- 46% donate to crowdfunding campaigns.
- 15% gave on #GivingTuesday 2017.
- 16% give through Facebook fundraising tools.
- 64% volunteer locally, 9% internationally.
- 55% attend fundraising events.
- 11% of total US giving comes from Millennials

47% GAVE THROUGH
AN ORGANIZATION'S
WEBSITE





Utilize CDM+ to ensure you are capturing the 49% of people who want to give online and a 32% increase in tithing donations when offered an online option.

CDM+ can be used to schedule and register live classes, zoom events or send letters to your donors and prospects with a link to a story on your website. Even share stories on social media.



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