

EBOOK

8 Tips for Using Technology to Manage Church Finances

A guide to using technology to
demonstrate good stewardship

Nonprofit

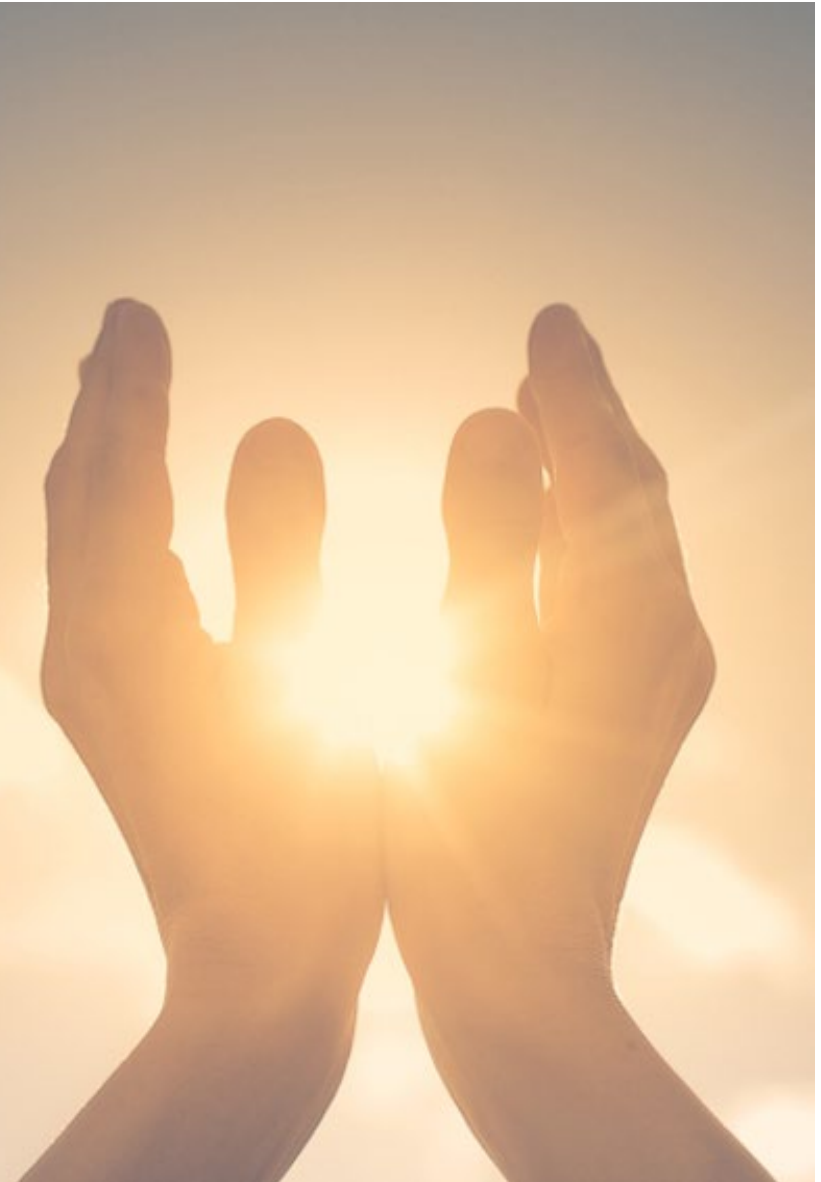


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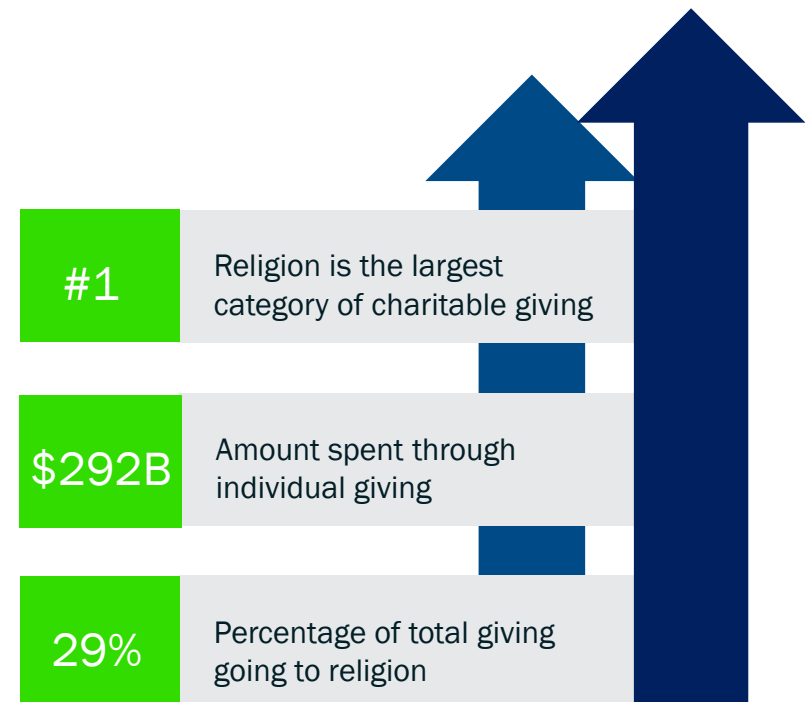
Introduction

Trends in U.S. Religious Giving

On the whole, Americans are passionate about giving to faith-based ministries.

Over the past 40 years, individual giving has increased from \$123B to \$292B, meaning individuals are willing to give over 250% more today than they were 40 years ago. Faith-based institutions represent the largest category of charitable giving, with nearly one-third of total giving in 2018 going to religious institutions. Religion generated more than twice as much in contributions than the next most popular subsector, education.

Whether it's to congregations, religious media, mission organizations, or denominational bodies, faith-based organizations face a more willing and wealthier giving base than ever before.



Religious Givers

Religious Giving Goes Beyond Dollars

The world's major religions all agree on the virtue of charity, and that is a major reason religious people give to religious organizations.

Donors who make gifts to congregations direct the overwhelming majority (80%) of their charitable dollars to organizations with ties to religion.¹ One aspect that sets religious givers apart from others is that they often get personally involved. Many religious donors give much more than their money; they also volunteer their time.

When a donor is personally involved in the work, they get to witness the impact of their donations (and volunteerism) first-hand. Religious people believe in the mission of the church and are personally motivated to participate. This is the most powerful combination possible for continued donor engagement.

In the past seven days²....

	Highly Religious	Less Religious / Not Religious
Volunteered once or more	45%	28%
Helped the poor financially	65%	41%

¹ Jumpstart, "Connected to Give: Faith Communities," 2014.

² Giving USA, "Giving to Religion," 2017, pg. 6.

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