

# An Introduction to Cultivating Generosity in Parishes

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*in partnership with*  
Greek Orthodox Archdiocese of America



# Lake Institute on Faith & Giving IU Lilly Family School of Philanthropy



**IUPUI**

LILLY FAMILY SCHOOL OF PHILANTHROPY



# Lake Institute on Faith and Giving: Three Core Areas

1. Research and Scholarship

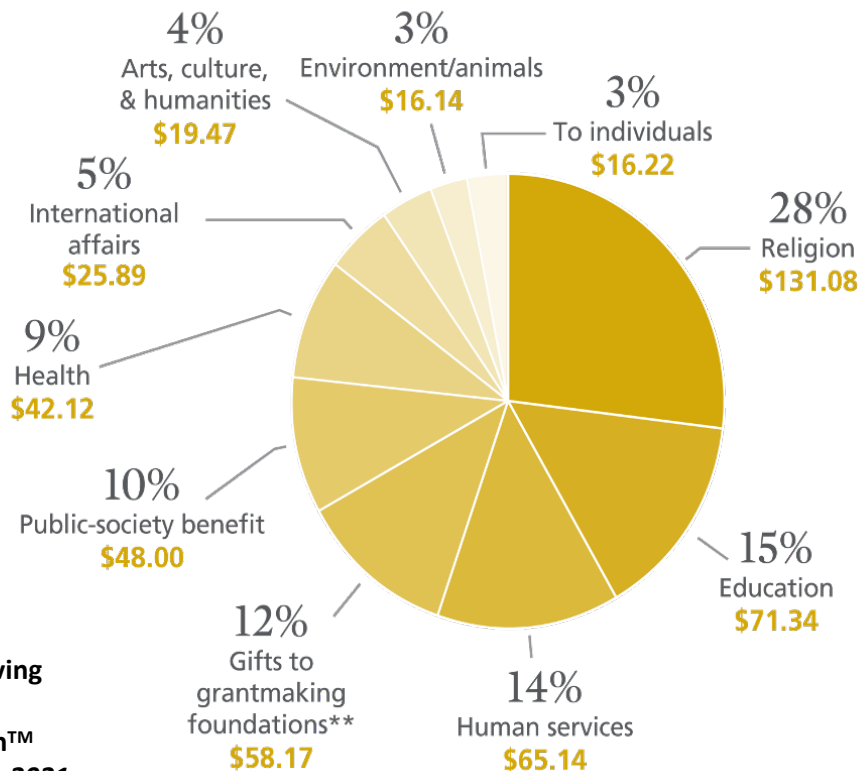
2. Education and Training

3. Thought Leadership and Public Understanding

## Education and Training

- **Executive Certificate in Religious Fundraising (ECRF)** is an individual practitioners' eight-week online course with a practical application capstone project that provides the research, tools and customized training to meet the growing needs of leaders in religious communities and fundraisers of faith-based organizations.
- **Cultivating Generous Congregations (CGC)** is a seminar designed for congregational teams that examine key concepts to shape a comprehensive development strategy by exploring significant and necessary steps to creating lasting cultural change within a congregation.

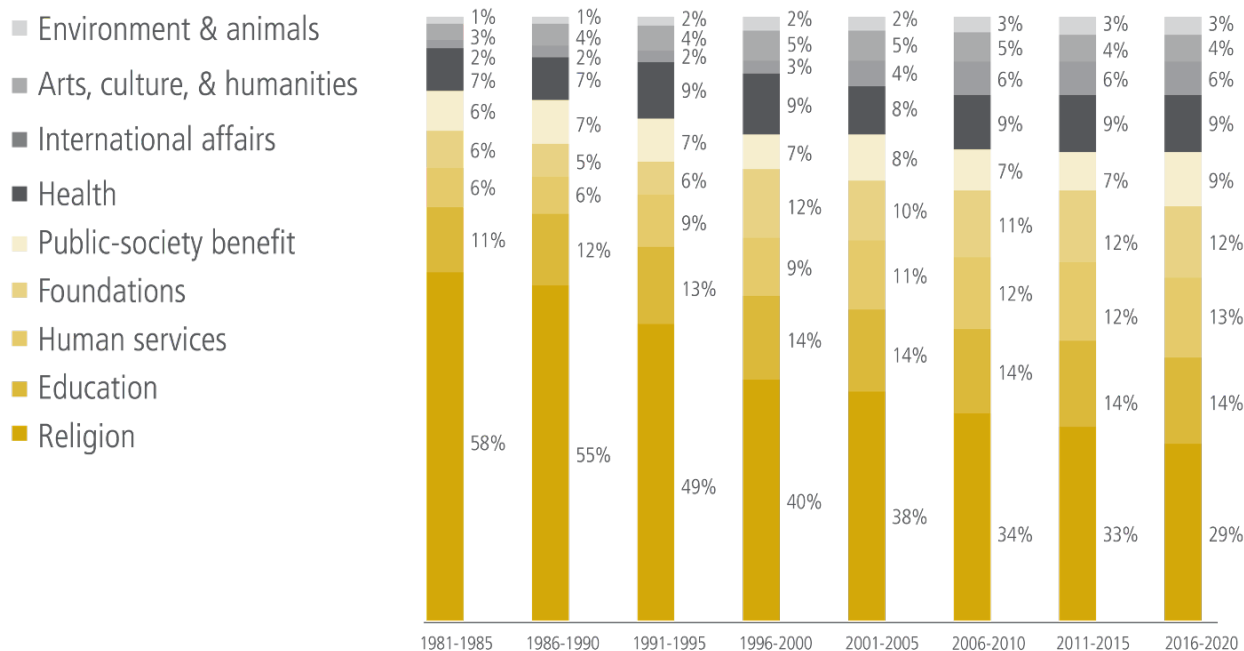
# Religion is the Beneficiary of Donor Generosity



**2020 Contributions:**  
\$471.44 billion by type  
of recipient  
organization  
(in billions of dollars –  
all figures are  
rounded)

# Religion is the Beneficiary of Donor Generosity

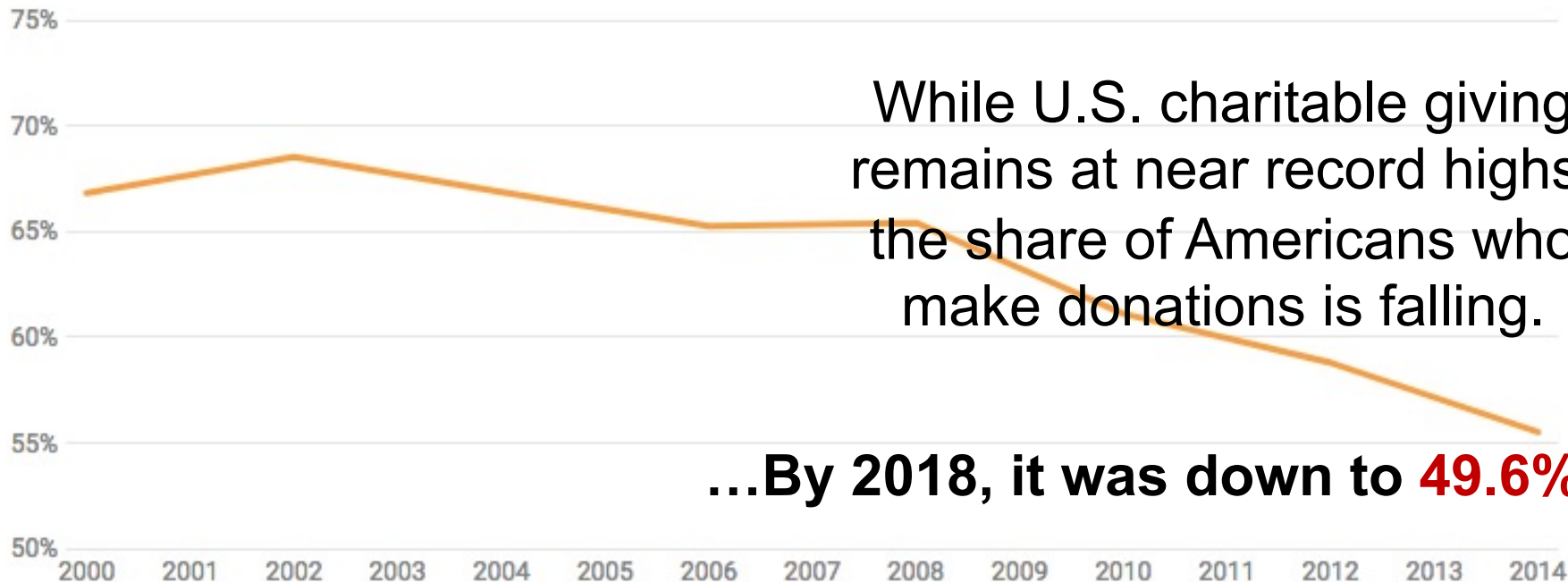
Giving by type of recipient: percentage of the total in five-year spans, 1981-2020 (does not include "unallocated")





## Decline in % of households giving charity

(Share of Americans giving to charity **68%** in 2002—>**55%** in 2014)



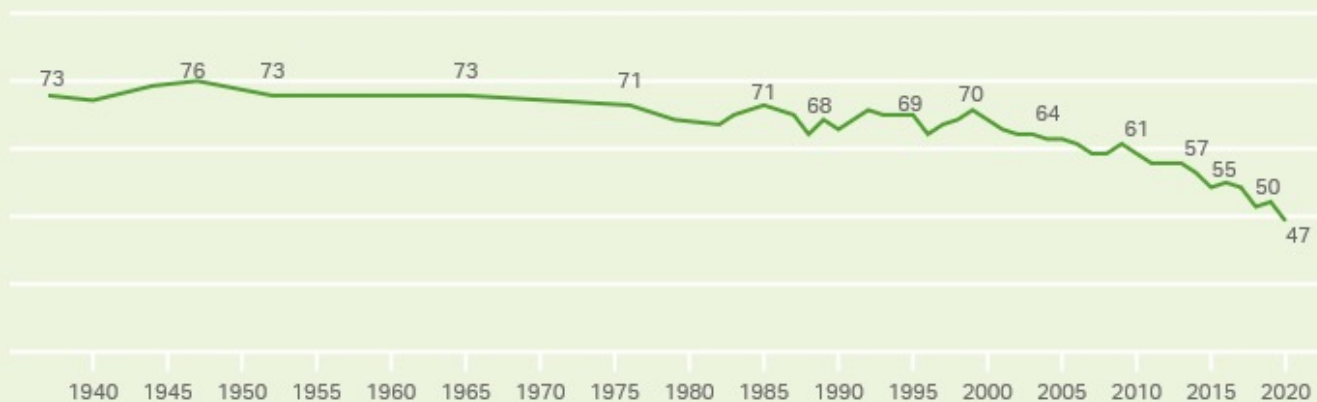


## Religious Affiliation

### Church Membership Among U.S. Adults Now Below 50%

Do you happen to be a member of a church, synagogue or mosque?

— % Yes, member



Based on annual aggregated data, usually based on two surveys

GALLUP





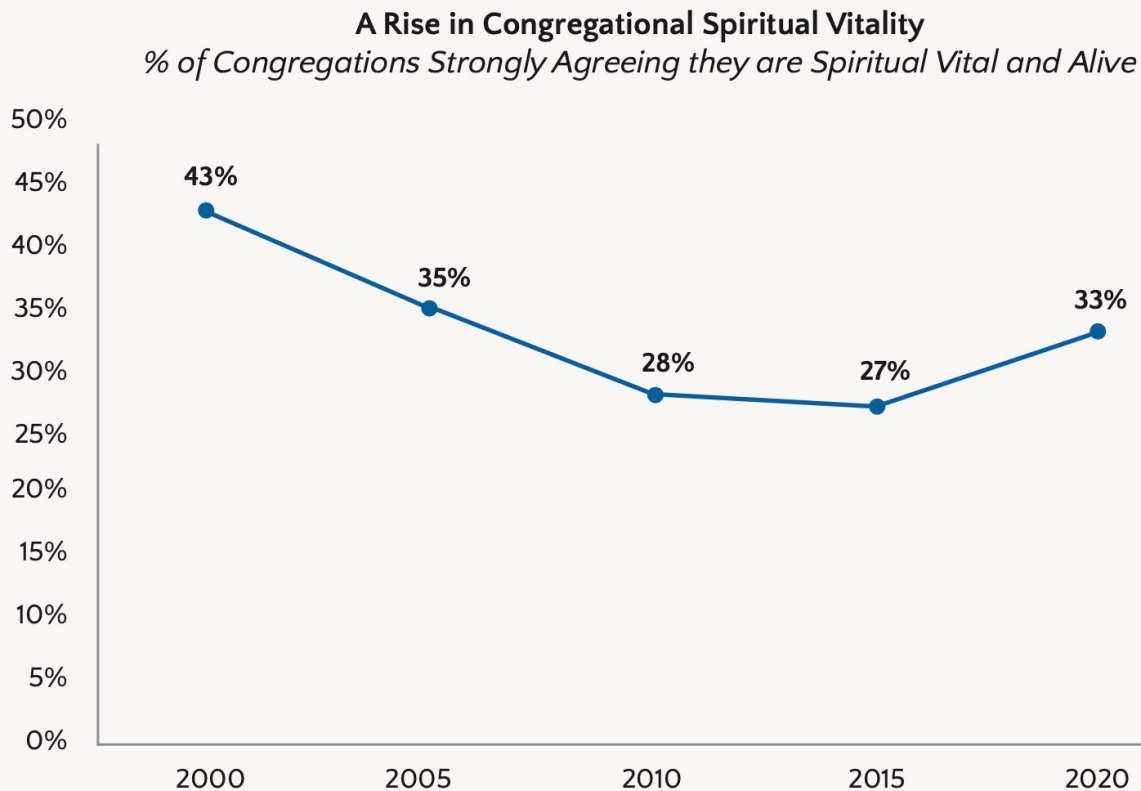
## Worship Participation

Religious Family	Median Worship Size in 2020	Median Change Rate Since 2015
Mainline Protestant Christian	50	-12.5%
Evangelical Protestant Christian	65	-5.4%
Catholic & Orthodox Christian	400	-9.11%
Other Religious Traditions	90	+25.0%

Source: 2020 Faith Communities Today survey,  
Hartford Institute for Religion Research



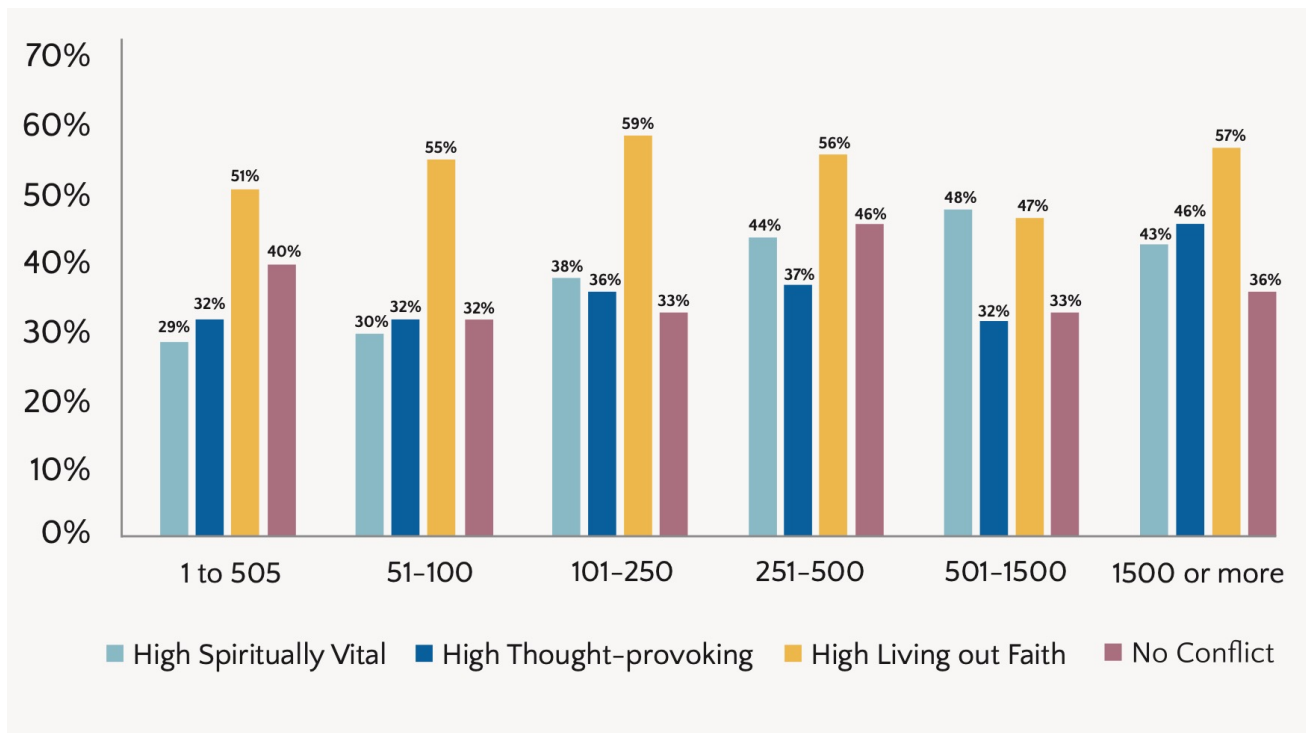
## Spiritual Vitality



Source: 2020 Faith  
Communities Today  
survey, Hartford  
Institute for Religion  
Research



## Elements of Spiritual Vitality in Every Size



Source: 2020 Faith Communities Today survey,  
Hartford Institute for Religion Research



# Religious Pandemic Giving

## **Roughly one-in-five religious attenders say they have donated less money to their congregation than usual during outbreak, one-in-ten say they've donated more**

*Among U.S. adults who typically attend religious services at least monthly or attended in person in the last month, % who say since the start of the coronavirus outbreak, they have donated \_\_\_\_\_ than they normally would have to the house of worship they attend most often*

	About the same amount of money				
	More money	Less money	Do not donate	No answer	
	%	%	%	%	%
Total	8	18	54	17	2=100
Christian	8	19	56	16	2
Protestant	8	16	60	14	2
Evangelical	8	14	62	14	2
Mainline	9	20	55	14	1
Historically Black	9	18	58	13	3
Catholic	5	28	42	22	2
White Catholic	7	27	53	12	1
Hispanic Catholic	4	25	30	37	5

Source: Pew Research Center



## Elements of Orthodox Spiritual Vitality

1. Members gather together for a divine common purpose;
2. They do so in ways that transform them;
3. They gather also in ways that affect and transform the local communities where the congregations are situated.

Source: 2020 Orthodox Vitality Reflection,  
Alexei Krindatch, Hartford Institute for Religion  
Research





## The Paradigm Shift in Religious Giving

### The Traditional Paradigm

- Moral obligation
- Theology of duty
- Institutions are to be trusted
- The gift is the point
- Budgets are need-driven

### The Emerging Paradigm

- Donor cultivation
- Theology of grace
- Institutional trust must be earned
- Creating change is the point
- Giving is value-driven





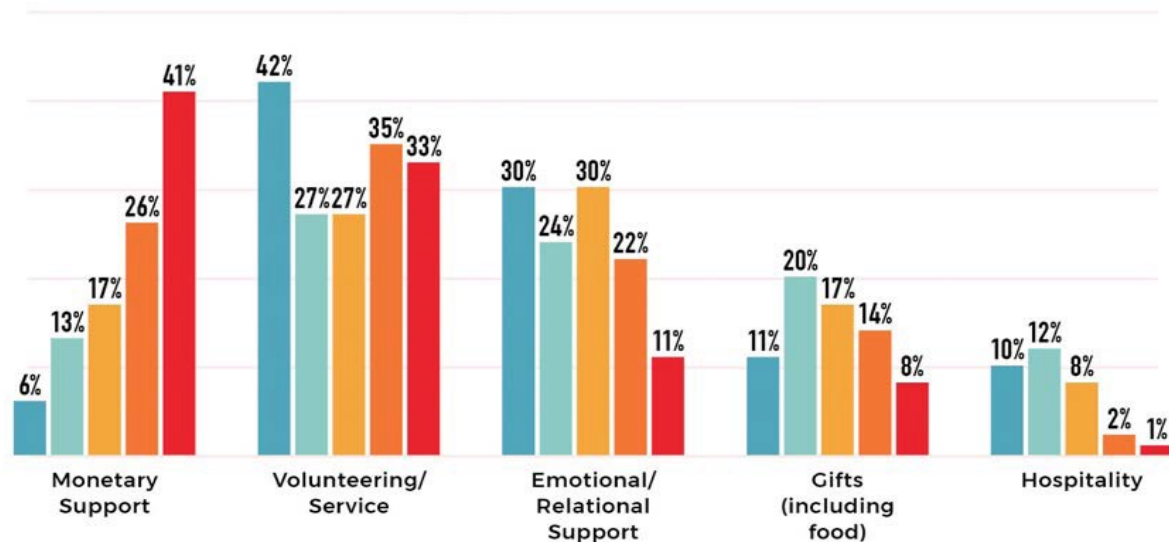
# Generational Approaches to Generosity

## EXPRESSIONS OF GENEROSITY, BY GENERATION

**Barna**

*In what way are you most frequently generous to others?*

◆ Gen Z ◆ Millennials ◆ Gen X ◆ Boomers ◆ Elders





# Generosity in Congregations



Moral Formation...

... Nonprofit Organization



# Year Round Cycle of Giving



# Year Round Cycle of Giving

What does your  
parish do *well* in each  
quadrant?

What one thing could  
your parish do in  
each quadrant in the  
next two months?





# Year Round Cycle of Giving

What one thing in  
each quadrant would  
you want to be  
stronger in the next  
six months?





Connect!



**@LakeInstitute**

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