An Introduction to Cultivating Generosity in Parishes

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in partnership with Greek Orthodox Archdiocese of America
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: $131.08 (28%)
- Human services: $65.14 (14%)
- Education: $71.34 (15%)
- Gifts to grantmaking foundations: $58.17 (12%)
- Public-society benefit: $48.00 (10%)
- Health: $42.12 (9%)
- International affairs: $25.89 (5%)
- Arts, culture, & humanities: $19.47 (4%)
- Environment/animals: $16.14 (3%)
- To individuals: $16.22 (3%)

Source: Giving USA Foundation™ Giving USA 2021
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”)

Source: Giving USA Foundation™
Giving USA 2021
Decline in % of households giving charity
(Share of Americans giving to charity 68% in 2002—>55% in 2014)

While U.S. charitable giving remains at near record highs, the share of Americans who make donations is falling.

...By 2018, it was down to 49.6%
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
<table>
<thead>
<tr>
<th>Religious Family</th>
<th>Median Worship Size in 2020</th>
<th>Median Change Rate Since 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mainline Protestant Christian</td>
<td>50</td>
<td>-12.5%</td>
</tr>
<tr>
<td>Evangelical Protestant Christian</td>
<td>65</td>
<td>-5.4%</td>
</tr>
<tr>
<td>Catholic &amp; Orthodox Christian</td>
<td>400</td>
<td>-9.11%</td>
</tr>
<tr>
<td>Other Religious Traditions</td>
<td>90</td>
<td>+25.0%</td>
</tr>
</tbody>
</table>

Source: 2020 Faith Communities Today survey, Hartford Institute for Religion Research
A Rise in Congregational Spiritual Vitality

% of Congregations Strongly Agreeing they are Spiritual Vital and Alive

- 2000: 43%
- 2005: 35%
- 2010: 28%
- 2015: 27%
- 2020: 33%

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
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.

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

Source: Pew Research Center
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

<table>
<thead>
<tr>
<th>The Traditional Paradigm</th>
<th>The Emerging Paradigm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moral obligation</td>
<td>Donor cultivation</td>
</tr>
<tr>
<td>Theology of duty</td>
<td>Theology of grace</td>
</tr>
<tr>
<td>Institutions are to be trusted</td>
<td>Institutional trust must be earned</td>
</tr>
<tr>
<td>The gift is the point</td>
<td>Creating change is the point</td>
</tr>
<tr>
<td>Budgets are need-driven</td>
<td>Giving is value-driven</td>
</tr>
</tbody>
</table>
Generational Approaches to Generosity

**Expressions of Generosity, by Generation**

In what way are you most frequently generous to others?

- Gen Z
- Millennials
- Gen X
- Boomers
- Elders

**Monetary Support**
- Gen Z: 6%
- Millennials: 13%
- Gen X: 26%
- Boomers: 17%
- Elders: 41%

**Volunteering/Service**
- Gen Z: 42%
- Millennials: 27%
- Gen X: 35%
- Boomers: 33%
- Elders: 22%

**Emotional/Relational Support**
- Gen Z: 30%
- Millennials: 24%
- Gen X: 20%
- Boomers: 17%
- Elders: 14%

**Gifts (including food)**
- Gen Z: 11%
- Millennials: 11%
- Gen X: 6%
- Boomers: 8%
- Elders: 10%

**Hospitality**
- Gen Z: 12%
- Millennials: 8%
- Gen X: 8%
- Boomers: 2%
- Elders: 1%

n=1,500 ( Practicing Christians ) | January 4 - 18, 2019
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?
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