

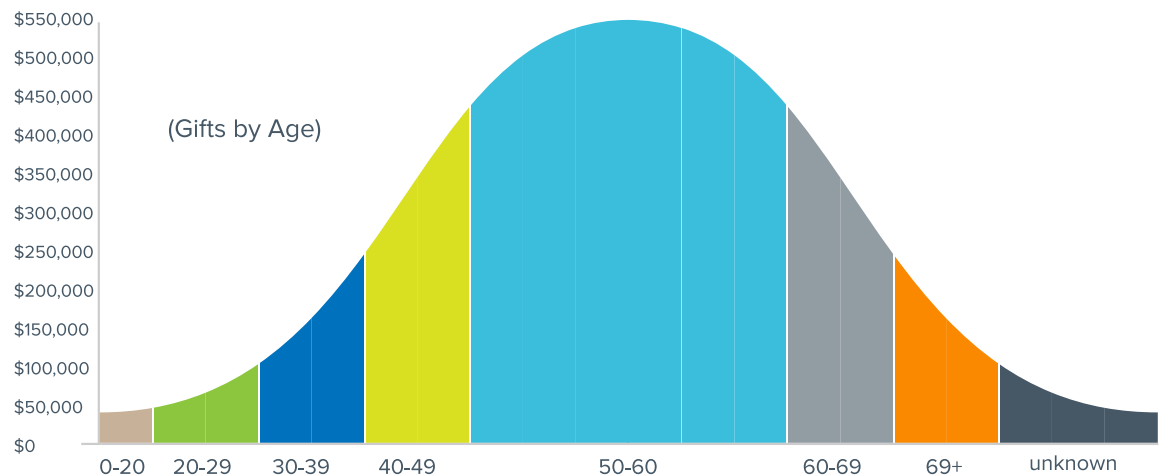
DESCRIPTION

The Age Distribution Report looks at giving by the age of the household's head-of-household.

VALUE

Age dispersion for household giving for most growing churches represents a bell curve (*below*). Older demographic churches have a tremendous opportunity to educate their givers regarding how to transfer wealth, both during their life and at the end of their life.

*Typical Age-Based
Bell Curve of
Household Giving*



STRATEGY

A stewardship ministry should embrace a "cradle to grave" approach for discipling all age groups of givers. There must be a strategy to educate Boomers on why and how to transfer wealth responsibly, as well as those who will be the recipient. When executed properly, giving to the church can have a linear, "up and to the right" giving trajectory and not a bell curve.

- Assess which segment(s) of households your church is attracting
- Develop discipleship pathways for all life stages of your givers
- If giving is declining from those who are 60+, a strategy must be developed to educate on how to give from assets.
- Create a strategy to obtain linear (up and to the right) giving by instituting a gift planning ministry

Want to learn more about non-cash planned giving strategies? Contact a MortarStone engagement specialist for more information – [click here](#).