

UNDERSTANDING BIG DATA

Financial Discipleship & Generosity



Mortar**Stone**



Kingdom Analytics

Who We Have Served

Commercial



Church



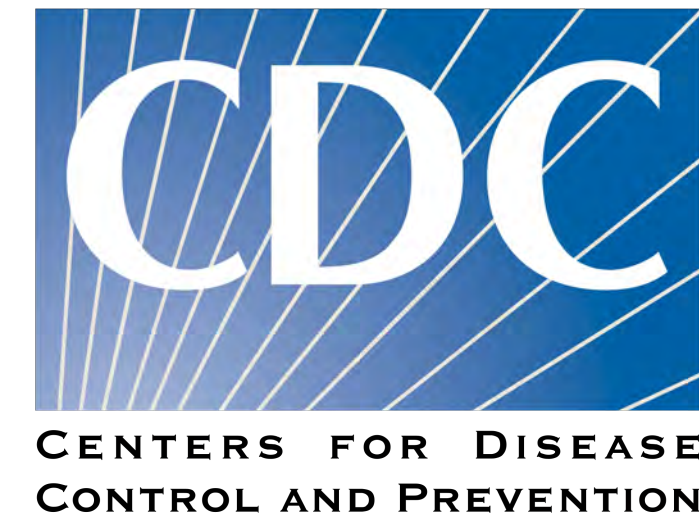
Non-Profit



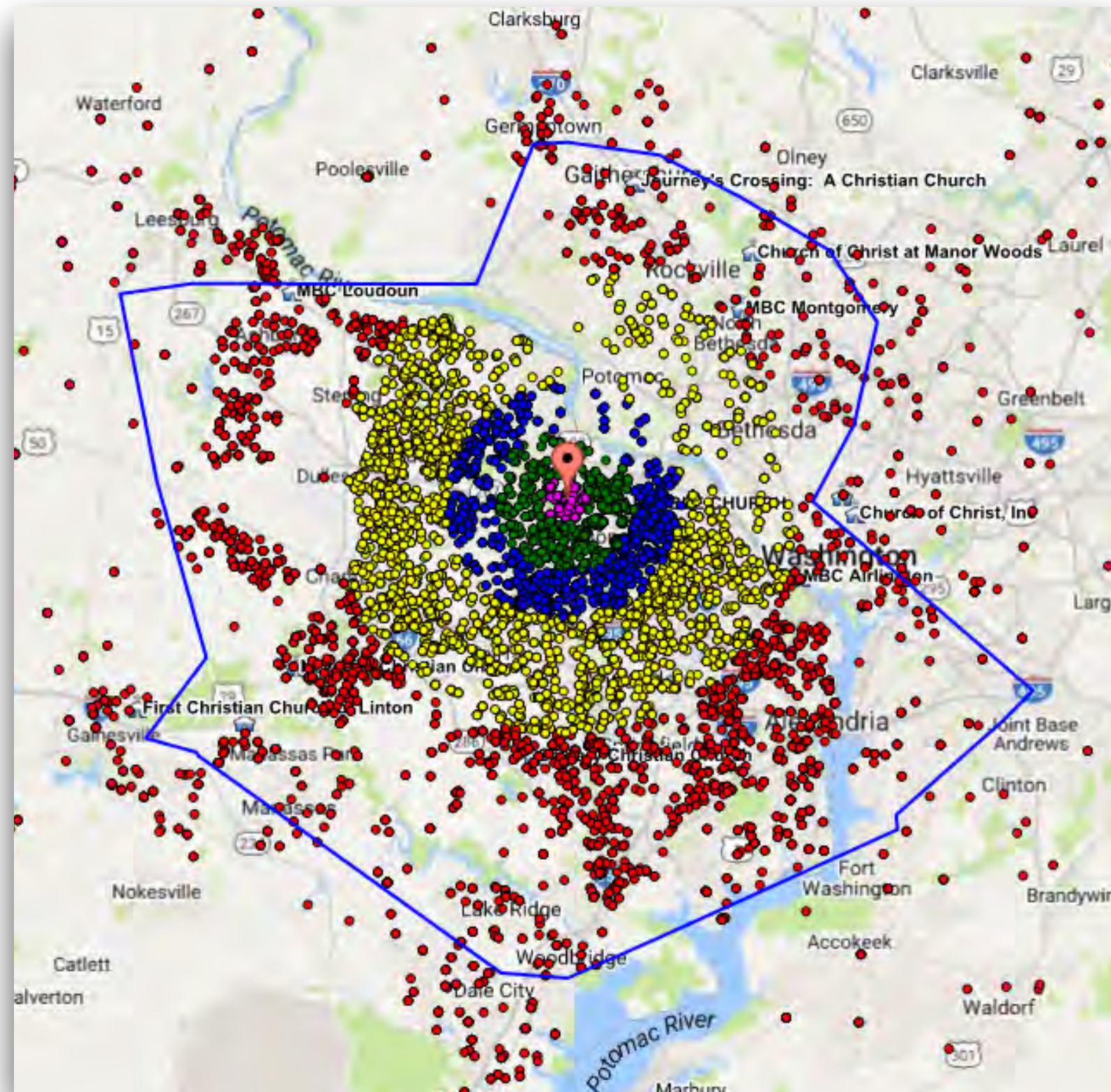
Education



WHERE THE DATA COMES FROM

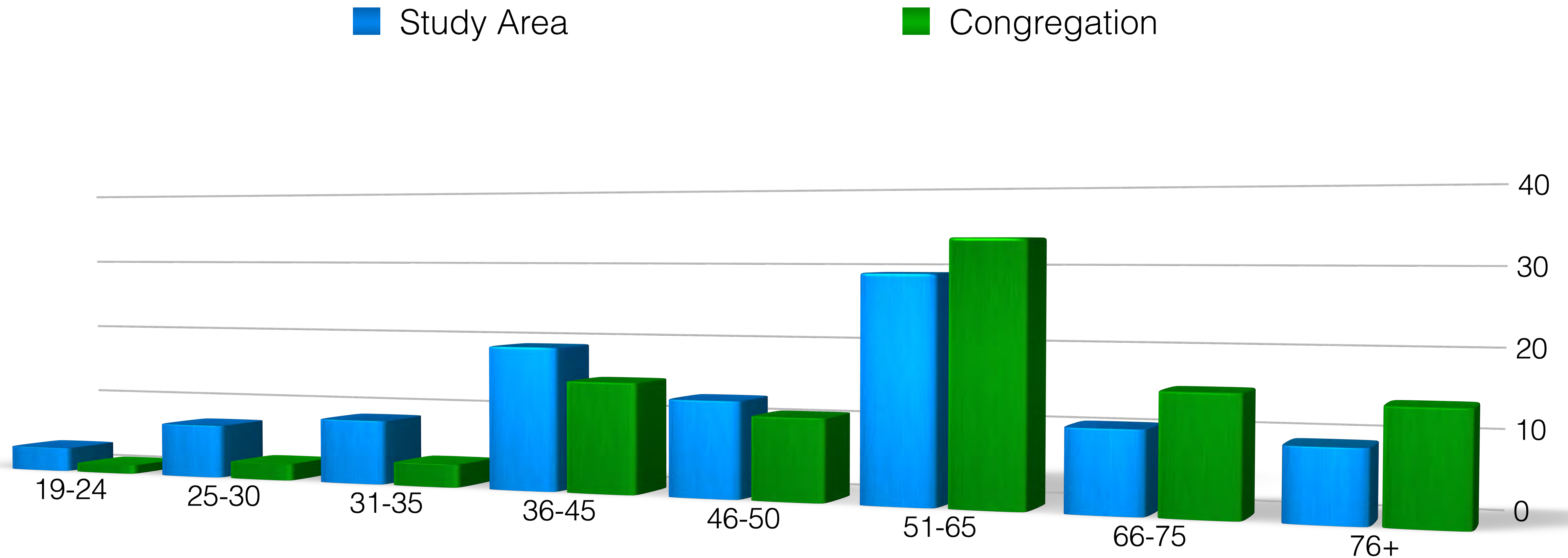


RAW DATA PARAMETERS

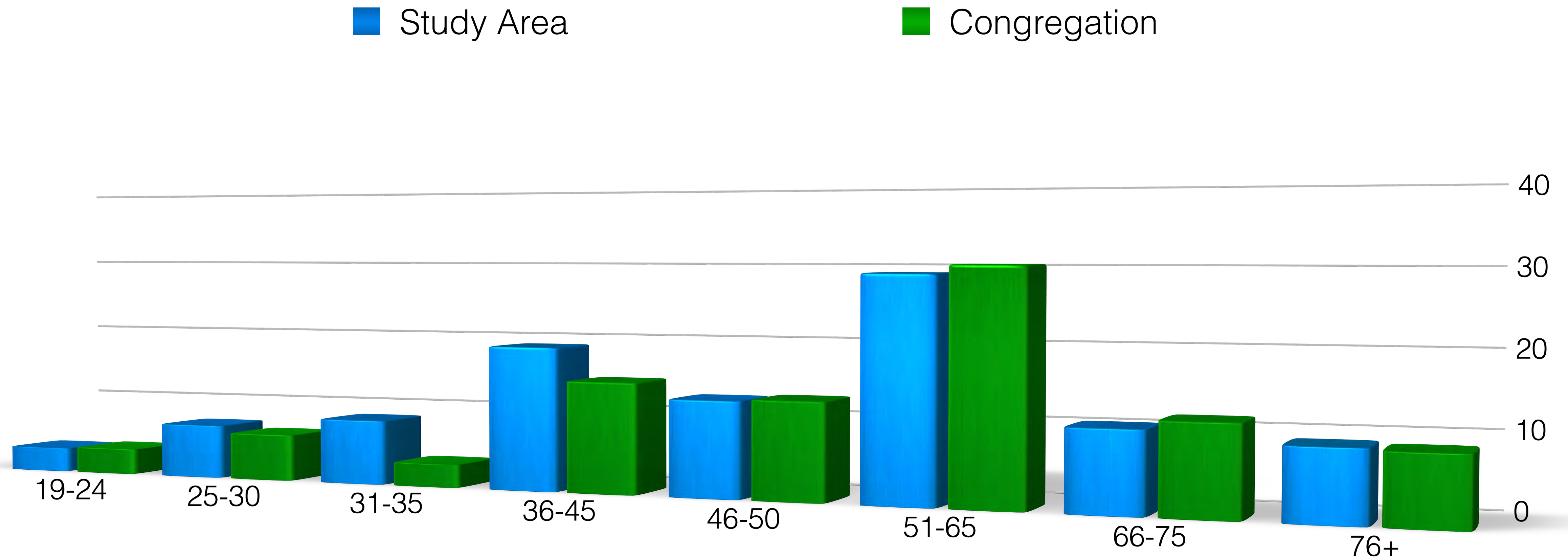


- All data collected is based on the population located within a **20-minute drive radius** of 8925 Leesburg Pike, Vienna, Virginia

Age Comparison: Aging Church

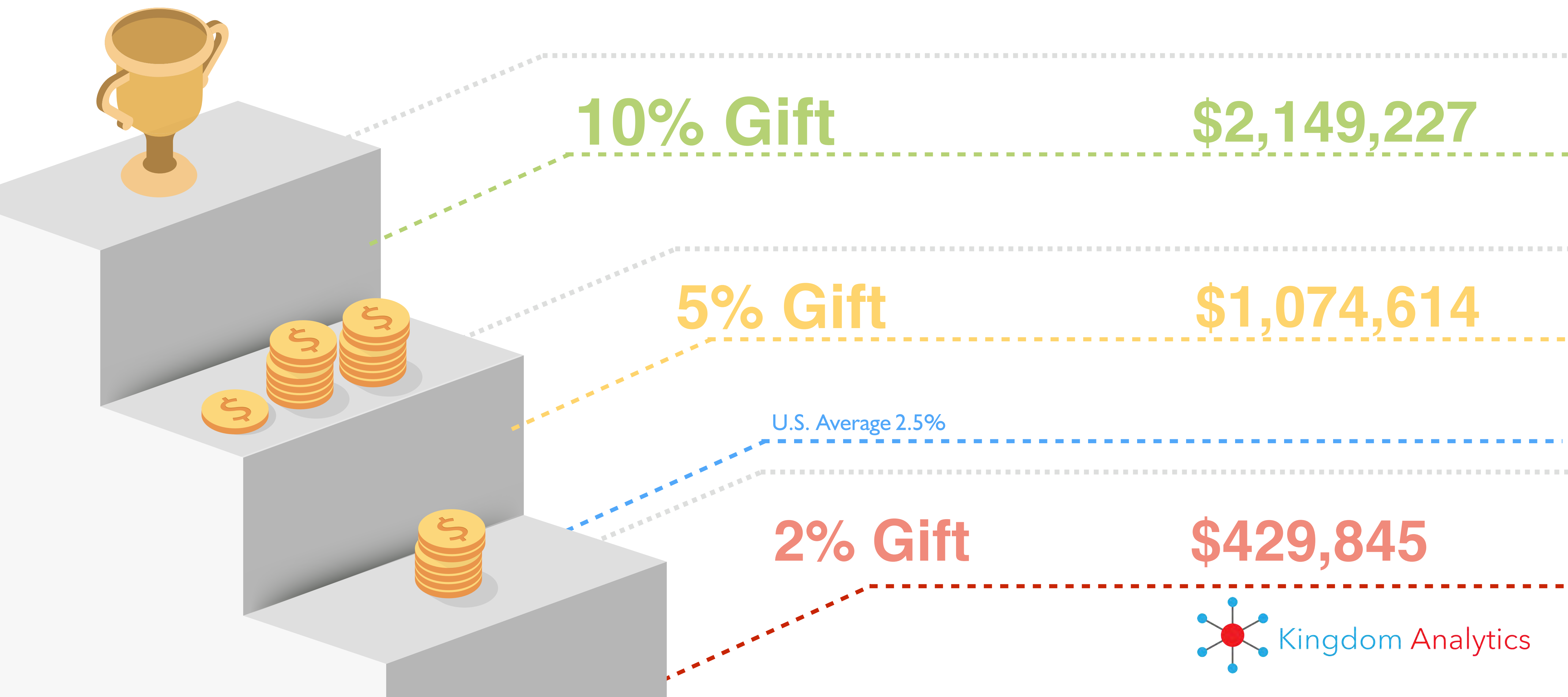


Age Comparison: Mega Church



Congregation Total Income: \$21,492,270

THIS DATA IS BASED OFF OF 127 Households



OUTSIDE VIEWS OF THE CHURCH

Of those who do not attend Church in America these are their reasons for not participating

ABOUT THE CHURCH...



1. Religious People too Judgmental

- 61.3% Agree

2. Religion too Focused on Money

- 55.7% Agree

3. Don't Trust Organized Religion

- 53.3% Agree

4. Disillusionment With Religion

- 47.3% Agree

*The information above was found in October 2019 and is available through Kingdom Analytics.

WHAT PEOPLE ARE LOOKING FOR IN A CHURCH



1. WARM AND FRIENDLY ENCOUNTERS

- Important: 79.2%

2. QUALITY SERMONS

- Important: 65.5%

3. TRADITIONAL WORSHIP SERVICES

- Important: 59.9%

4. CONTEMPORARY WORSHIP SERVICES

- Important: 52.8%

*The information above was found in October 2019 and is available through Kingdom Analytics.

HOW MORTARSTONE WORKS WITH BIG DATA

Giver Segmentations

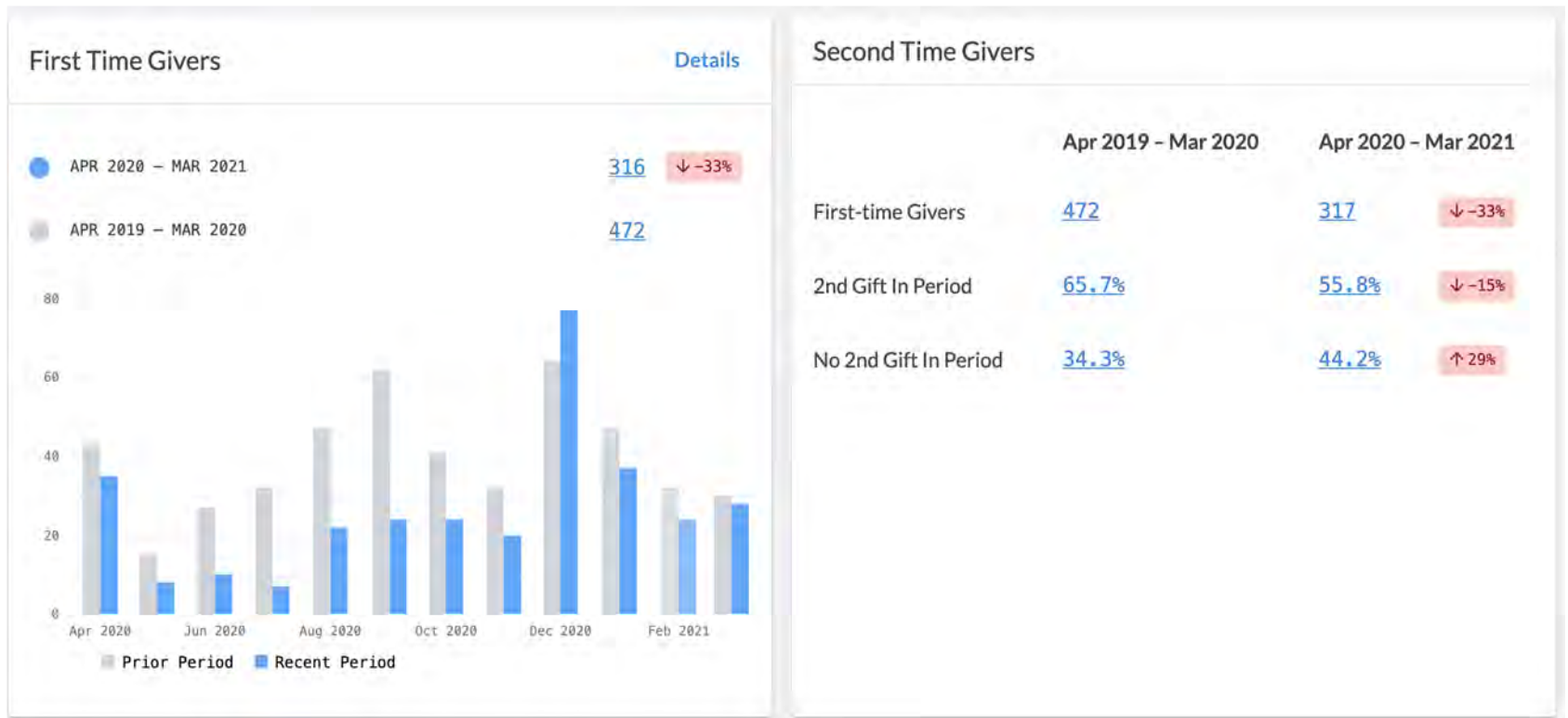
- New Givers
- Recurring/Core Givers
- Top Givers



SEGMENTING GIVERS

Band Composition 								
Apr 2019 – Mar 2020			Apr 2020 – Mar 2021					
Band	Households		Giving		Average Giving		% Households	% Giving
1	339	↓ -31.8%	\$26,099.26	↓ -49.7%	\$76.99	↓ -26.3%	28.92%	0.76%
2	306	↓ -11.3%	\$151,692.41	↓ -18.1%	\$495.73	↓ -7.7%	26.11%	4.42%
3	314	↓ -8.5%	\$749,496.00	↓ -14.8%	\$2,386.93	↓ -6.8%	26.79%	21.84%
4	130	↑ 3.2%	\$897,410.66	↓ -5.8%	\$6,903.16	↓ -8.7%	11.09%	26.15%
5	83	↑ 12.2%	\$1,606,889.66	↑ 28.4%	\$19,360.12	↑ 7.4%	7.08%	46.83%
Totals	1,172		\$3,431,587.99		\$2,927.98		100%	100%

New Givers



Second Time Givers

	Apr 2019 – Mar 2020	Apr 2020 – Mar 2021	
First-time Givers	472	317	↓ -33%
2nd Gift In Period	65.7%	55.8%	↓ -15%
No 2nd Gift In Period	34.3%	44.2%	↑ 29%

New Givers

What can you do to retain more NEW givers?

Evaluate Assimilation Processes

- Send thank you notes & emails to First-time, Second-time and Third-time Givers.
- Have someone on staff reach out to build relationships.
- Tell new givers know what ministries the church offers.

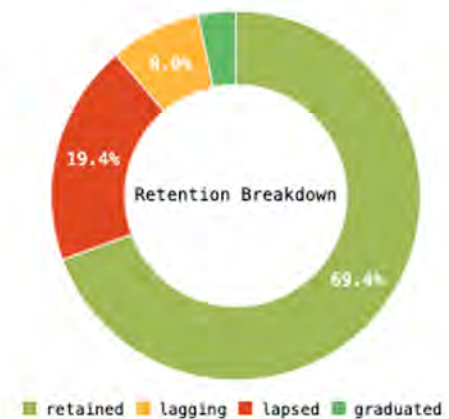
Recurring/Core Givers

Raw Retention

How are core givers from Aug 2019 - Jul 2020 giving in Aug 2018 - Jul 2019?

[Details](#)

Graduated - Became a top giver in the recent period	214
Retained - Continued as a core giver in the recent period	4,533
Lagging - Dropped to band 1 in the recent period	520
Lapsed - Did not give in the recent period	1,268



Recurring/Core Givers

What can you do to retain more CORE givers?

- Thank CORE Givers quarterly.
- Have Pastors reach out to form a relationship.
- Invite CORE Givers to get involved in ministry service.
- Have Pastors contact lapsed & lagging givers.
- Offer financial & generosity classes.



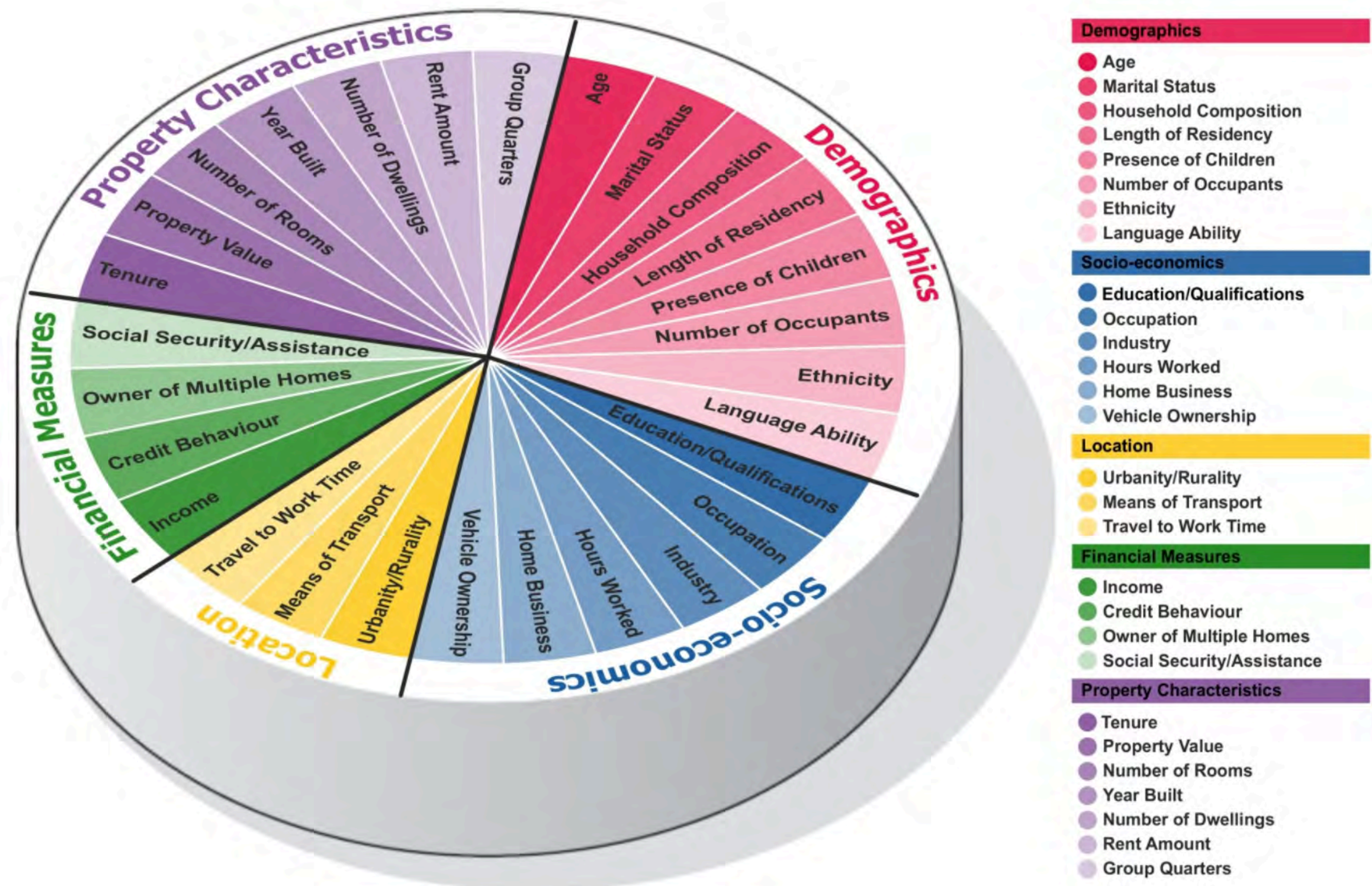
WHAT IS A MOSAIC?



- Mosaic is a demographic segmentation system. It seeks to provide a multi- dimensional view of a community taking into account multiple socio-economic and life stage factors.
- It classifies all U.S. households and neighborhoods into 71 unique segments (or types) and 19 groupings that share similar demographic and socioeconomic characteristics.
- Mosaic assignments are updated annually by incorporating updated AGS demographics into the segmentation mode.

WHAT MAKES UP A MOSAIC?

- More than 300 unique data-points are used to determine which mosaic segment a household falls into.
- The data is updated quarterly to ensure the most accurate description of each household.



TOP 3 MOSAICS: 30 MINUTE DRIVE (36%)



American Royalty

18.9% or 145 Households



Fast Track Couples

8.8% or 68 Households



Couples with Clout

8.3% or 64 Households

THIS DATA IS BASED ON A 30 MINUTE DRIVE TIME FROM 2667
Bruton Blvd. Orlando, FL 32805

American Royalty (church profile)



- Wealthy, influential and successful couples and families living in prestigious suburbs.
- Global Perspective, Leadership, Drive For Affluence, and Sense of Well-Being.
- People in this segment regard church membership as a status, and often choose churches like they choose cars. "My church should catch people's attention."
- People in this segment generally prefer a larger church (but not necessarily a mega-church). They may be sporadic in church attendance, and may gladly connect with a church via web casts.
- People in this segment can be extraordinarily generous givers, but only if the church has a proven record of excellent stewardship with minimum waste.

Platinum Prosperity: Donor Profile



Income = \$250,000+

Discretionary Spending = \$32,000+

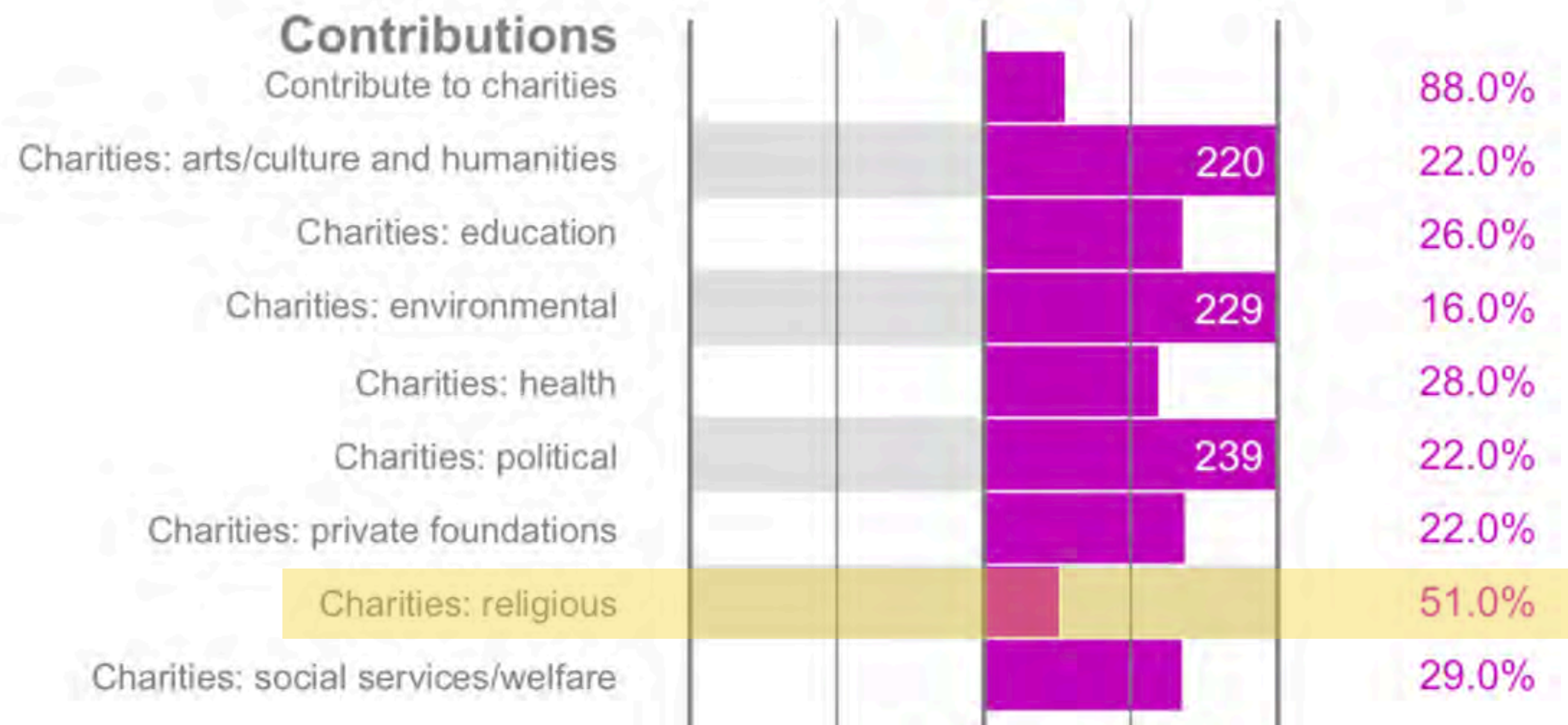
Donor Index = 2371

Preferred Out Reach = Education & the Arts

Financial Profile = Gather research before giving, can be swayed by powerful images

24x as likely to be your donor than the average American.

Aging of Aquarius: Contribution Breakdown



How to communicate to us?



***Average Mosaic Score = 100**

BEST

1. Direct Mail: Score 304

2. Email: Score 204

3. Traditional Newspaper: Score 126

Worst

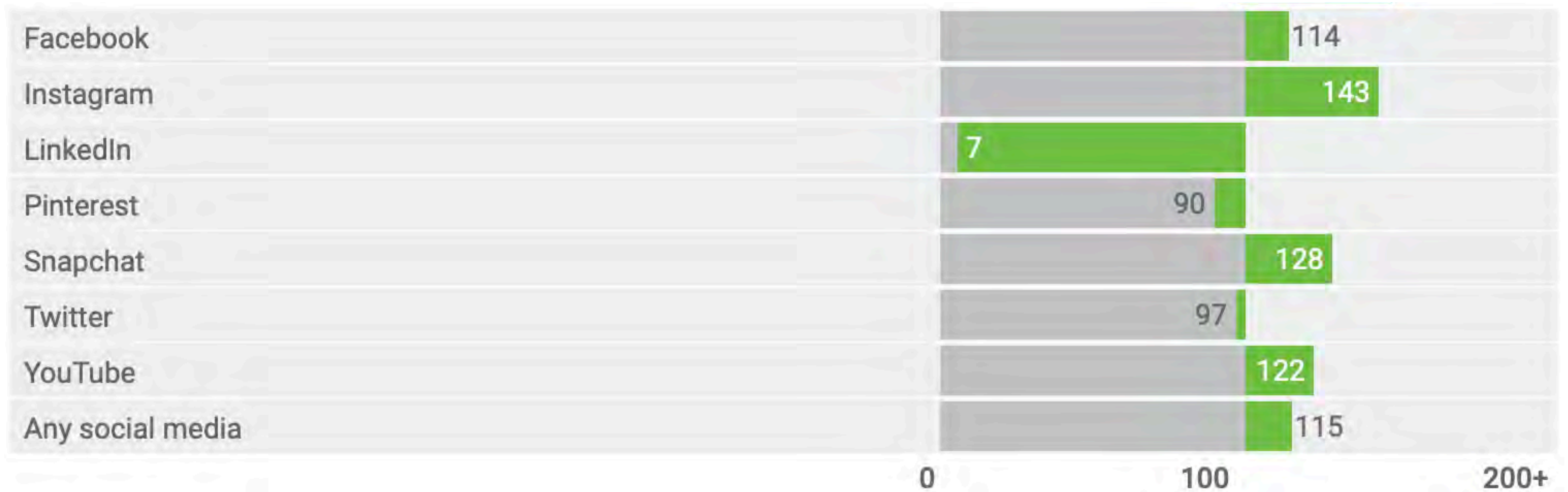
1. Broadcast Cable TV: Score 6

Full Pockets, Empty Nests

Social Media Preferences

Diapers and Debit Cards

Average American has a receptivity score of 100



This data is based on a 20-minute drive from the



REALESTATE DEVELOPMENT

Study Area Beliefs about Jesus

Study Area Comparison between 2012 & 2017	Beliefs about Jesus								
	2012			2017			Point Change Between Surveys		
	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree	All Disagree	No Opinion	All Agree
Jesus actually rose from the dead as the Bible teaches.	16.2%	18.7%	65.1%	23.8%	26.3%	49.9%	7.6	7.6	-15.3
Jesus belief does not require participation in a church.	27.9%	19.4%	52.7%	22.1%	26.5%	51.3%	-5.8	7.1	-1.4
Jesus is not like his followers in the Church.	22.9%	37.6%	39.4%	23.7%	38.8%	37.6%	0.8	1.1	-1.9
Jesus is the only way for human salvation from sin.	27.0%	18.1%	54.9%	31.8%	24.5%	43.7%	4.8	6.4	-11.2
Jesus rules now as Lord of Heaven and earth.	23.1%	21.7%	55.2%	24.5%	29.2%	46.3%	1.4	7.5	-8.9
Jesus was a good and wise moral teacher but no more.	64.5%	18.5%	17.0%	45.5%	27.8%	26.8%	-19.1	9.3	9.8
Jesus was both divine and human.	17.0%	22.2%	60.9%	18.5%	27.3%	54.3%	1.5	5.1	-6.6
Jesus was the expected Jewish Messiah.	14.3%	38.9%	46.8%	19.6%	39.9%	40.5%	5.2	1.0	-6.2

HOW MORTARSTONE WORKS WITH BIG DATA

Giver Segmentations

- New Givers
- Recurring/Core Givers
- Top Givers



Household Income

Data Enrichment Report



Demo Reno Church

DETAILS

Segment	Supporters	Gift Amount	% of Gifts	Average Gift
Under \$30,000	156	\$204,532	4.6%	\$1,311
\$30,000 - \$44,999	84	\$62,186	1.4%	\$740
\$45,000 - \$59,999	188	\$146,949	3.3%	\$782
\$60,000 - \$74,999	300	\$414,608	9.4%	\$1,382
\$75,000 - \$99,999	471	\$649,238	14.7%	\$1,378
\$100,000 - \$149,999	703	\$1,070,810	24.3%	\$1,523
\$150,000 - \$174,999	97	\$120,758	2.7%	\$1,245
\$175,000 - \$199,999	66	\$471,214	10.7%	\$7,140
\$200,000 - \$249,999	74	\$190,692	4.3%	\$2,577
Over \$250,000	149	\$258,666	5.9%	\$1,736
Unknown	559	\$821,721	18.6%	\$1,470
Total	2,847	\$4,411,374	100.0%	\$1,549

Asset Values

Data Enrichment Report



Demo Reno Church

DETAILS

Segment	Supporters	Gift Amount	% of Gifts	Average Gift
Under \$25,000	543	\$715,861	16.2%	\$1,318
\$25,000 - \$49,999	245	\$302,216	6.9%	\$1,234
\$50,000 - \$99,999	400	\$513,415	11.6%	\$1,284
\$100,000 - \$249,999	652	\$1,103,837	25.0%	\$1,693
\$250,000 - \$499,999	475	\$571,871	13.0%	\$1,204
\$500,000 - \$749,999	220	\$596,614	13.5%	\$2,712
\$750,000 - \$999,999	144	\$350,199	7.9%	\$2,432
\$1,000,000 - \$1,999,999	129	\$220,689	5.0%	\$1,711
Over \$2,000,000	37	\$35,640	0.8%	\$963
Unknown	2	\$1,033	0.0%	\$517
Total	2,847	\$4,411,374	100.0%	\$1,549

Age

Data Enrichment Report



Demo Reno Church

DETAILS

Segment	Supporters	Gift Amount	% of Gifts	Average Gift
Under 20	8	\$4,176	0.1%	\$522
20-29	183	\$148,944	3.4%	\$814
30-39	368	\$489,866	11.1%	\$1,331
40-49	734	\$1,094,348	24.8%	\$1,491
50-59	723	\$1,447,313	32.8%	\$2,002
60-69	317	\$509,983	11.6%	\$1,609
Over 69	124	\$178,831	4.1%	\$1,442
Unknown	390	\$537,914	12.2%	\$1,379
Total	2,847	\$4,411,374	100.0%	\$1,549



Top Givers

The Greatest Wealth Transfer EVER is Upon Us

- \$41 Trillion is expected to transfer over the next 20-30 years.




Top Givers



12.1%

Giving to education is estimated to have increased 12.1 percent between 2018 and 2019, to \$64.11 billion. Adjusted for inflation, giving to education organizations increased 10.1 percent.



5.0%

Giving to human services increased by an estimated 5.0 percent in 2019, totaling \$55.99 billion. Adjusted for inflation, giving to human services organizations increased by 3.1 percent.



Giving to religious institutions only increased by .5% from 2019, making it the only charitable institution that have relatively flat financial growth.

Source: Giving USA 2020 Annual Report



Top/Financial Leaders



Build personal relationships with
Financial Leaders



Invite Financial Leaders to
participate in vision &
legacy planning



Host classes & events specifically
for Financial Leaders that teach gift
planning, legacy giving, and
financial stewardship.



Teach Financial Leaders how to give
long-term sustainable gifts

WEBINAR ONLY SPECIAL

Get 10% off a Data Enrichment Report
&
a Free Gift Planning Assessment

Contact: Nikki@MortarStone.com for more
information.

Two Special Offers!



And





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