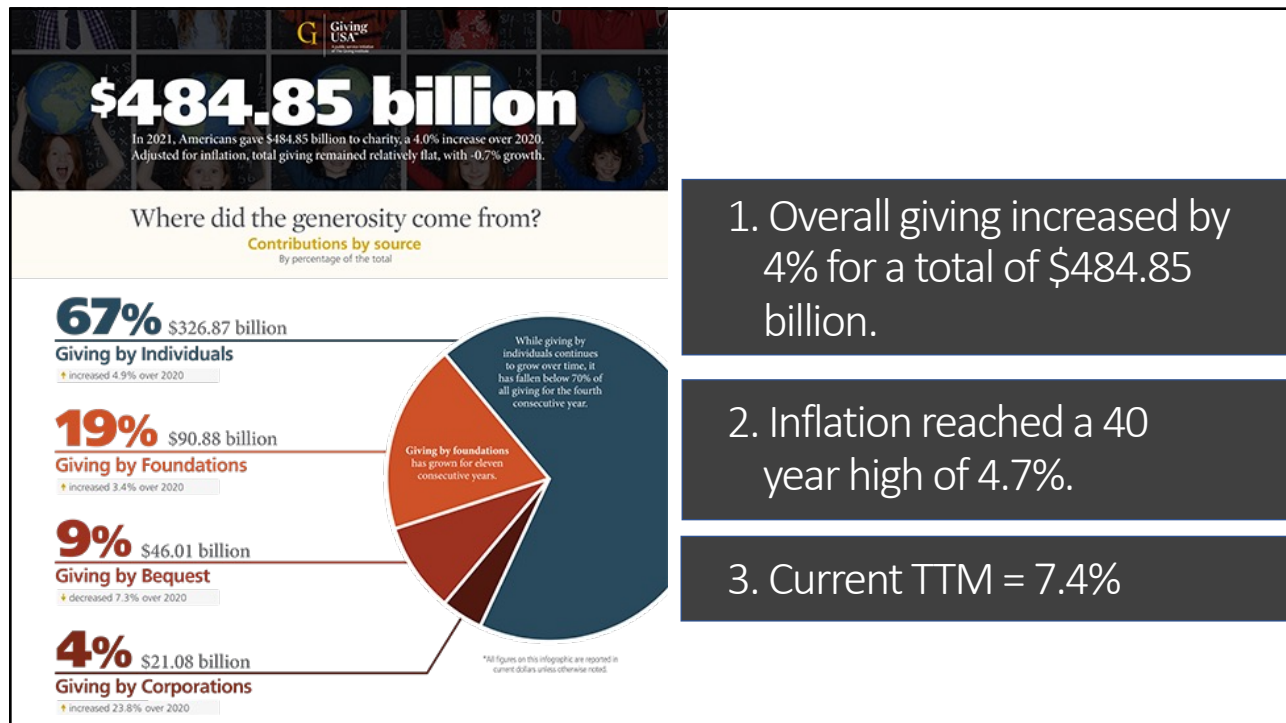


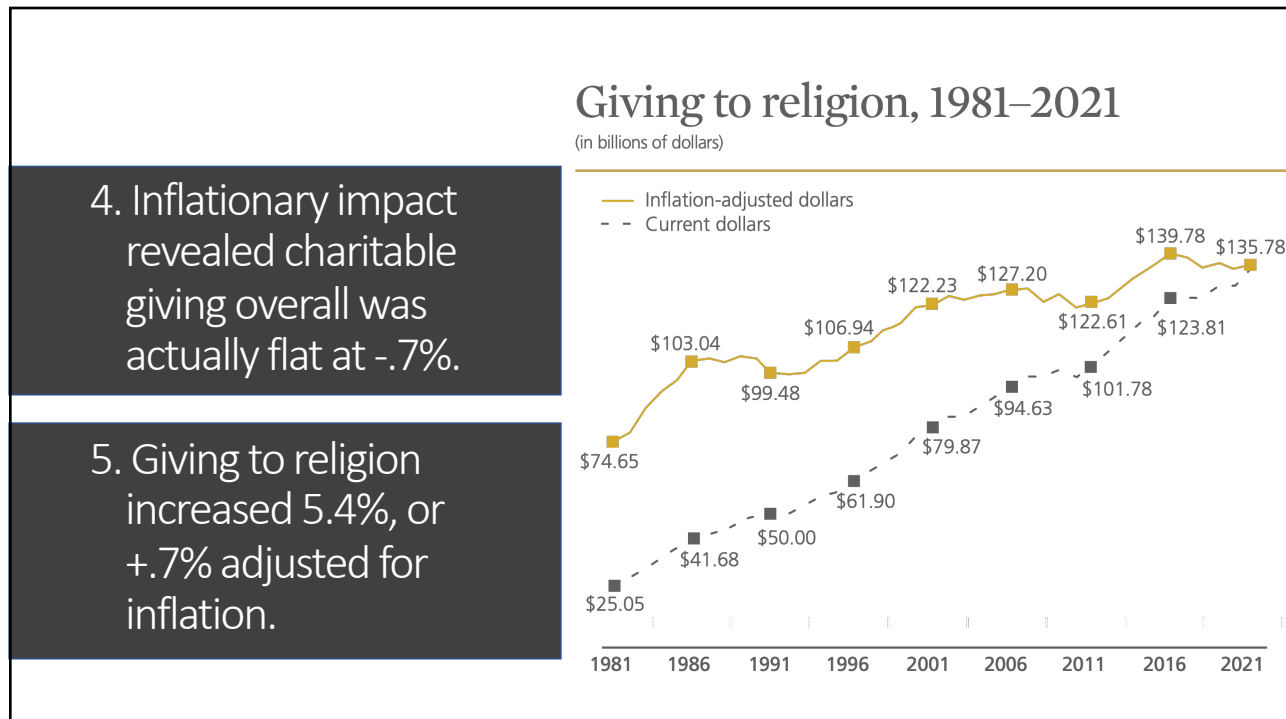
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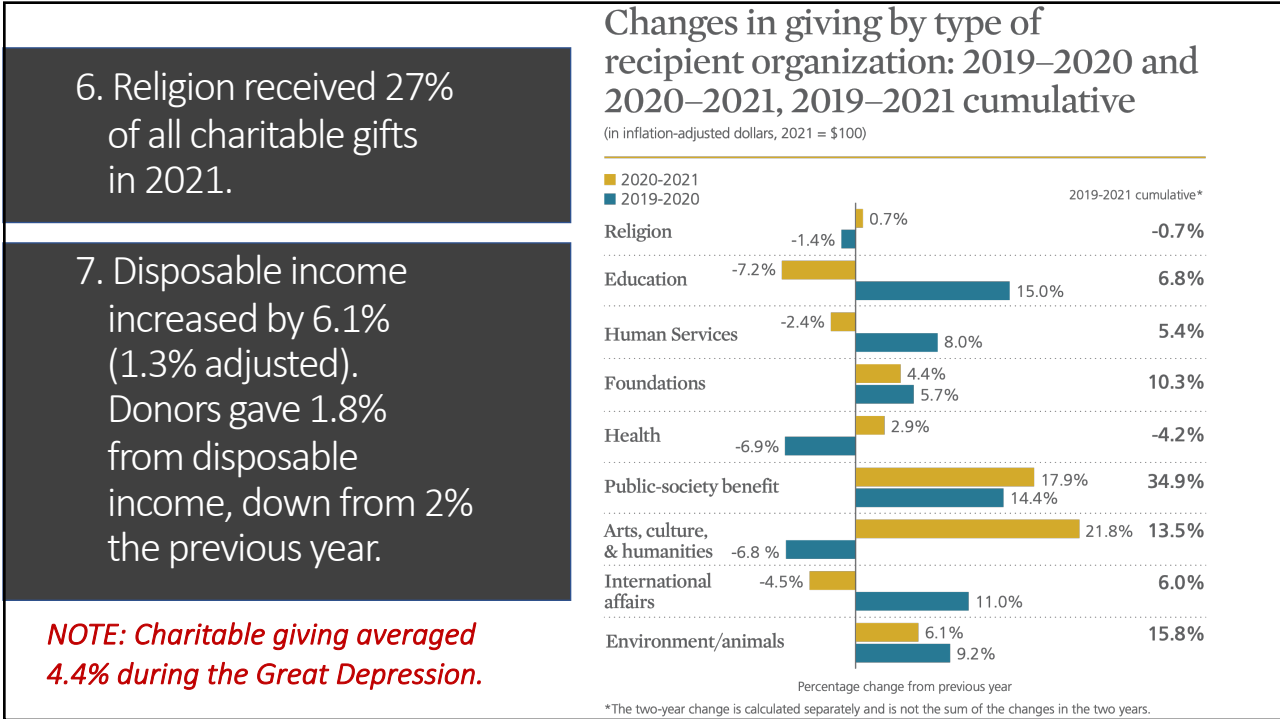
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4



5



6

1. The current trend shows **MORE DOLLARS** are coming from **FEWER GIVERS**.

- 65% of dollars given from individuals came from 3% of givers.
- All charitable organizations are becoming increasingly more reliant on the top 10%.



7

ACTIONABLE STEPS:

1. Form relationships with your Top Givers.
2. Invite your Top Givers to be involved with the church.
3. Educate Top Givers on diversified avenues for asset-based giving.

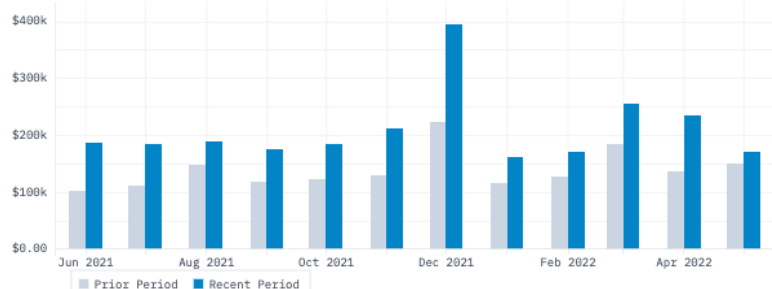
Period Over Period Giving ⓘ

[Details](#)

● JUN 2021 – MAY 2022 \$2,517,489.33

● JUN 2020 – MAY 2021 \$1,675,957.87

DIFFERENCE \$841,531.46 ↑ 50%



8

2. Competition is **INCREASING** due to an **OVERCROWDED** Not-for-Profit landscape.

- The IRS reported 1,404,170 non-profits in 2021.
- A recent report showed that 58% of all Evangelicals support charities other than their church.
- Older givers continue to give based on loyalty and or tenure.
- Younger givers want to give toward causes, without respect to annual budget needs.

9

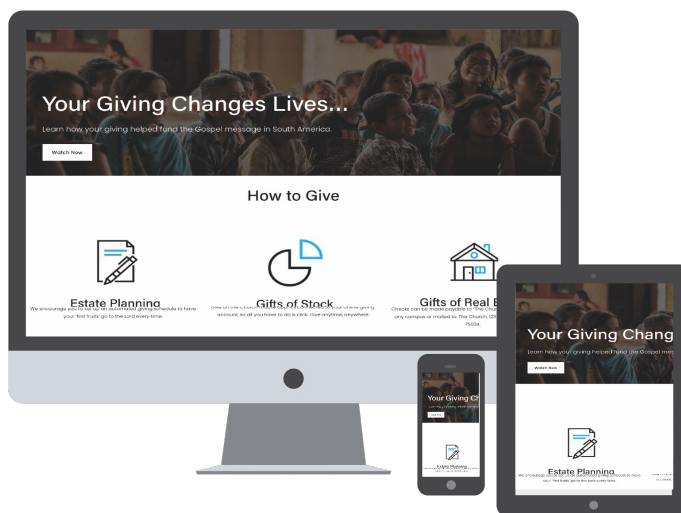
ACTIONABLE STEPS:

1. Be transparent with giving – where does giving go and what does it support.
2. Develop your church's Case for Support – the causes/ministries you fund and the impacts of this support.
3. Consider including overhead costs (*admin, building, resources, staff, etc.*) in the cause-based giving lanes of your Case for Support.

***Don't have a Case for Support
– MortarStone can help you!***

10

3. **ONLINE GIVING** continued to **GROW** post-pandemic by 9.4%



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ACTIONABLE STEPS:

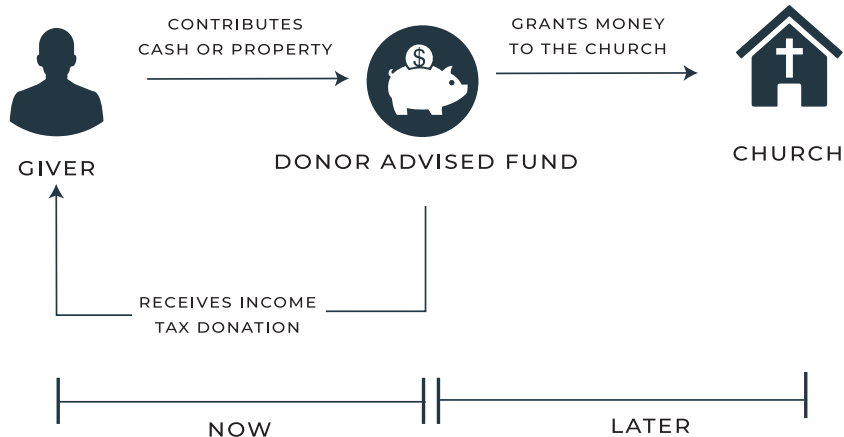
1. Identify the purpose of your giving page. The page should focus on encouraging givers through what God is doing in and through your church.
2. Include a life-change story (*1–2-minute short video of ministry/lives impacted*).
3. Invite people to join your mission with information on how to get involved with giving.
4. Include creative giving options as alternatives to cash only gifts.
5. Have a Live Chat feature available to answer questions and engage with givers.

***Get a Giving Page evaluation –
let MortarStone help!***

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4. **ASSET-BASED** giving will continue to **INCREASE**.

- In 2021, Donor Advised Funds accounted for 6% of all charitable giving. NPO's are marketing heavily and making direct appeals to those who hold DAFs.



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ACTIONABLE STEPS:

1. Offer opportunities for givers to make outright gifts of assets, life income gifts, and testamentary gifts.
2. Educate givers through in-person classes about opportunities to give creatively through assets.
3. Communicate opportunities for alternative gifts in your Case for Support.
4. Don't be afraid to ask!

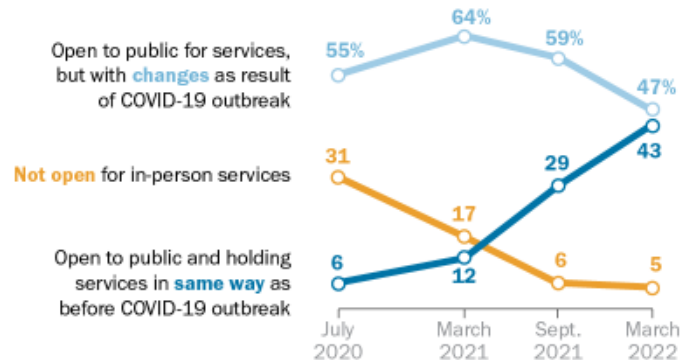
Get professional giver education classes – let MortarStone help!

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5. GIVING PRIORITIES are shifting back to PRE-PANDEMIC PRIORITIES, as people return to in-person services.

Share of churches and other houses of worship operating as they did pre-pandemic continues to rise

Among U.S. adults who typically attend religious services at least monthly or attended in person in the past month, % who say the house of worship they attend most often is currently ...



Note: Those who said "not sure" or declined to answer the question are not shown.
Source: Survey conducted March 7-13, 2022, among U.S. adults.

PEW RESEARCH CENTER

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ACTIONABLE STEPS:

1. Thank all of your givers (New, Recurring & Top Givers).
2. Lead with stories – share life change stories in church, through email, on your app, via social media, and on your website.
3. Remember to communicate! Give people the opportunity to participate in giving and be transparent about ministry funding.

Get engagement strategies for givers – let MortarStone help!

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6. The tax act of 2018 created a **STANDARD DEDUCTION of \$12,400 for individuals and \$24,800 for couples filing jointly.**

- It is estimated that only 20% of Americans currently itemize their deductions.
- This, along with inflation, has significantly impacted givers who have not been disciplined in stewardship.

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ACTIONABLE STEPS:

1. Givers who are new or newer to the church and/or faith must be motivated through the lens of discipleship vs. tax benefits.
2. Givers who are living on fixed incomes that are not keeping up with inflation must be encouraged to consider giving through one or more non-cash assets.

Learn which gifts are right for your church – Let MortarStone help!

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Next Steps...

Attend a Next Level Church Funding Training Event this fall!

- Only \$99 (early-bird) for 2 people
- Data-driven church funding solutions
- Creative giving strategies
- Practical and actionable tools and resources

A graphic for 'Next Level Church Funding' featuring a large, stylized sun with a gradient from yellow to orange and red, partially obscured by the text. The background is a dark blue ocean with white-capped waves. The text 'Next Level Church Funding' is written in a large, white, cursive font.

Next Level Church Funding

Take the plunge into data-driven, solutions-based church strategies that fully fund your church vision!

REGISTER TODAY >