



FACT SHEET

Vanco's "Churchgoer Giving Study: Comparison of preferences and trends, 2015-2017"

WHO: [Vanco Payment Solutions](#), an Atlanta-based company that has worked with more than 20,000 churches for nearly 20 years, helping them effectively manage and grow financial stewardship

WHAT: Results from online survey of 1,002 U.S. Christian churchgoers in August 2017 as compared to the same survey in 2015. The groundbreaking surveys focused on attitudes, preferences and behaviors of churchgoers toward giving. Full survey report is [here](#).

WHEN: Results published in January 2018

WHY: Understanding churchgoers' giving patterns and preferences is essential for churches to thrive. The study findings enable churches to understand and adapt to better serve their membership and missions. Churches need to align giving options, engagement strategies and resources with the way churchgoers live.

KEY FINDINGS:

- **62 percent of overall churchgoers prefer giving electronically**, and they're not just millennials. Preferences for eGiving were strong across all age groups. And the largest increase was found in the 66-74 age group, from 39 percent in 2015 to 58 percent in 2017.

Ages 25-34	75% prefer eGiving
Ages 35-44	72% prefer eGiving
Ages 45-54	62% prefer eGiving
Ages 55-65	52% prefer eGiving
Ages 66-74	58% prefer eGiving

- **Those who prefer eGiving participate more in church activities** than those who prefer traditional giving.

Activity	e-Givers	Traditional givers
Bible study	43%	35%
Sunday school	26%	18%
Service organizations	23%	16%
Church retreats	23%	16%
Church conferences	21%	15%
Leadership committees	17%	11%

HIGHLIGHTS

Nearly 2/3 of churchgoers prefer eGiving.

The largest increase in preference for eGiving is the 66-74 age group.

Churchgoers who prefer eGiving participate in more church activities.

Millennials are more likely to tithe than any other age group.

Full survey report is [here](#).

- Across all age groups, frequency of church attendance and use of traditional giving methods declined compared to our 2015 survey. **Churchgoers attending services once a week or more fell 20% -- to 58% from 78%**
 - 2017: 17% attended multiple times a week and 41% once a week
 - 2015: 33% attended multiple times a week and 45% once a week
- **Fewer people are using traditional giving methods like cash and checks in the offering plate or mailing in their contributions to the church office.**
 - Cash givers declined 6% (56% from 62%)
 - Givers who write checks declined 8% (45% from 53%)
 - Givers who send in contributions by mail declined 4% (7% from 11%)
- **Frequency of weekly giving has dropped**, leading to increases in less-frequent gifts.
 - 15% fewer churchgoers give weekly: 34% (down from 49% in 2015)
 - 3% more give once a month: 23% (up from 20% in 2015)
 - 6% more give every 2-3 months: 12% (up from 6% in 2015)
 - 6% more give every six months: 8% (up from 2% in 2015)
- **Those who prefer e-Giving contribute a higher percentage of their salaries to their church than those who prefer traditional giving. (6.9% vs. 5.9%).**
- **Millennials express a strong preference for e-Giving, contribute more of their annual income to the church and are more engaged in church activities outside of worship services than any other age group.**
 - 75% of millennials prefer eGiving
 - Church members who are millennials (25-34 years old) give more of their annual income to the church compared to older members. Percentage of givers by age group who tithe (give 10% of their income to the church):
 - Millennials (25-34): 36% tithe
 - 35-44 years old: 31% tithe
 - 45-54 years old: 29% tithe
 - 55-65 years old: 27% tithe
 - 66-74 years old: 20% tithe
 - Millennials are more likely to participate in some church activities outside of services than any other age groups:
 - Bible study: 44% vs. 35%
 - Church retreats: 20% vs. 16%
 - Church conferences: 20% vs. 15%
 - Leadership committee: 14% vs. 11%