



Generosity *by* LifeWay®

PROBLEM: 74% OF CHURCHES HAVE ONLINE GIVING, BUT ONLY 15% OF GIFTS ARE RECEIVED VIA CURRENT CHURCH ONLINE GIVING PLATFORMS.

TWO FACTS AND ONE QUESTION

- ▶ Charitable giving has hit record highs in the United States the last four years
- ▶ The percentage given to the church has fallen from 58% in the 80's to 31% in 2017
- ▶ If generosity is gaining historic momentum, why is the church falling so far behind?

GIVING TRENDS BY GENERATIONS

- ▶ 30% of Greatest Gen (75+) have given online in the last year
- ▶ 49% of Baby Boomers (60's-70's) are enrolled in a monthly giving program
- ▶ Ages 49-59 are the highest among text givers
- ▶ 45% of Gen X give via crowdfunding (ages 40's-60's)
- ▶ 84% of Millennials give to charity (ages 20's-30's)
- ▶ 59% of Gen Z were inspired to give via a social media post (ages early 20's and younger)



DIGITAL GIVING PLATFORM



GENEROSITY COACHING

SPECIAL OFFER

- ▶ 90% off first year of digital giving platform subscription
- ▶ Receive all coaching content for free
- ▶ Just go to lifeway.com/generosity to learn more!



Generosity *by* LifeWay®
