

# **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?



# **<u>GIVING TRENDS BY GENERATIONS</u>**

- > 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)



What would you					\$61,623.34 raised of \$350,000.00 g	
Money	Other	Vehicle	Assets	Gift Card	\$0.00 \$35 <b>90</b> DONORS	
\$25	\$50	\$75	\$100	\$Custom Amount \$0.00		$\bigcirc$
Minimum \$3 donation is required						Generosi
Payment Type	Debit Card	eCheck	PayPal			⊎yLifeWay.
How often will you donate? One-time				~		Unleash giving by sup organizations you ca
Choose your designation * General Fund				~		
Add Another Designation					D LUNCTEEL	
Give Now					DLUNI POLUNTEER	
Knowing that I can give so easily feels so great! SEAN W.						
					Questions?	Get Started

### 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 <u>lifeway.com/generosity</u> to learn more!



