



Enhancing Trust

THE
GENEROSITY
PROJECT

EXECUTIVE SUMMARY

Survey Conducted by Campbell Rinker
in conjunction with
A Work in Progress
Sponsored by ECFA



Enhancing Trust

Evangelical Council for Financial Accountability

440 West Jubal Early Drive, Suite 100 • Winchester, VA 22601

Dear colleague,

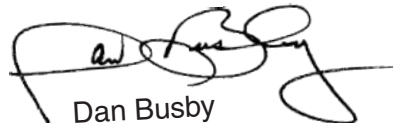
ECFA is pleased to provide this report on The Generosity Project. It is based on data gathered from 16,800 givers to ECFA members.

This report examines the giving patterns of the largest generation—Millennials. They see the world in a whole new way.

One thing is clear—Millennials and older generations place a premium on honest practices in the ministries they support. Additionally, financial accountability significantly impacts their giving decisions.

It is my hope that your ministry will significantly benefit from the results of this important study.

Serving Him joyfully,



Dan Busby
President

P.S. Join us on Thursday, April 20 at 1:00 P.M. for an informative webinar about the findings of this project. Register now at www.ecfa.org/Events!

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The Generosity Project—Eight Key Findings

1. Honesty is the most important ministry quality. Being honest and using gifts for stated purposes are the most desirable qualities in a ministry for givers of all ages.

2. Givers are influenced by the financial accountability. Overall, 92% of ministry givers consider financial accountability as having a positive influence on their support. Ninety-three percent of all givers agree that it's extremely important for ministries to uphold specific standards of financial integrity.

3. Millennials feel hopeful about giving. Most givers across generations feel hopeful after giving to a ministry for the first time. Millennials are significantly more likely to experience this emotion and a range of other positive emotions—invested, satisfied, generous and confident—after giving vs. older generations. In fact, Millennials are twice as likely to feel generous as Boomers (age 56–76).

4. Millennials give in traditional ways. While millennials are more likely to give online or on social media than older generations, they are as likely as or more likely to support ministries using traditional channels just like prior generations. Their top ways to give are through monthly support, occasional giving, matching gifts, at small events, and through being challenged.

5. Millennials give because of who they are. Millennial generations are more inclined to give because of who they are, while older generations are more inclined to give because of which ministry asked them to give.

6. Millennials are inquisitive. Ninety percent of all ministry givers research an organization on its website before giving. However, Millennials are significantly more likely to do this, to look an organization up on a third-party site, and to ask others.

7. Givers are generous because they are blessed. Overall, givers are twice as likely to say they give because they've been blessed as to say they give because their gift makes a difference.

8. Givers expect ministries to show the love of Jesus. Seventy-one percent of all givers are more likely to consider giving to a ministry if it shows the love of Jesus. Millennials are 10 times more likely to support a ministry that shows the love of Jesus than any other guiding trait of ministry service.



The Generosity Project 2016

Survey Findings



HONESTY:

the most desirable quality givers seek in a ministry

92% agree it is extremely important for ministries to uphold specific standards of financial integrity





Millennials | 35+ years old

69% ←  feel hopeful after giving to an organization for the first time → **60%**

35% ← OK with one communication from organization per month  → **29%**

96% ← research an organization on its website before giving  → **88%**

 **73%** check third-party websites

 **87%** ask people they know

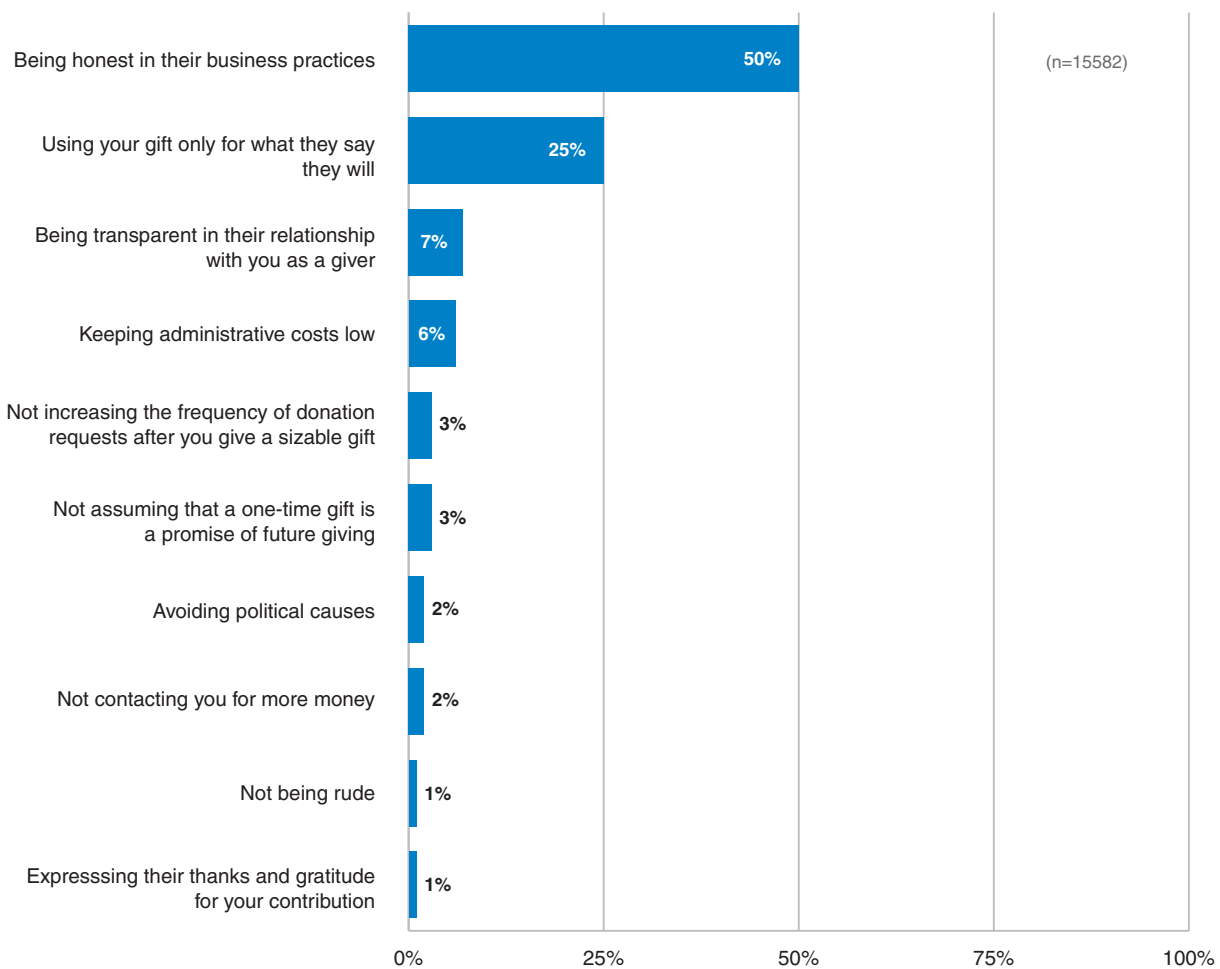
Survey Sample

16,800 RESPONDENTS: **22% MILLENNIALS** (AGES 18-34) **78% 35+ YEARS OLD**

(Data weighted to mirror Blackbaud's 2013 study "The Next Generation of American Giving")

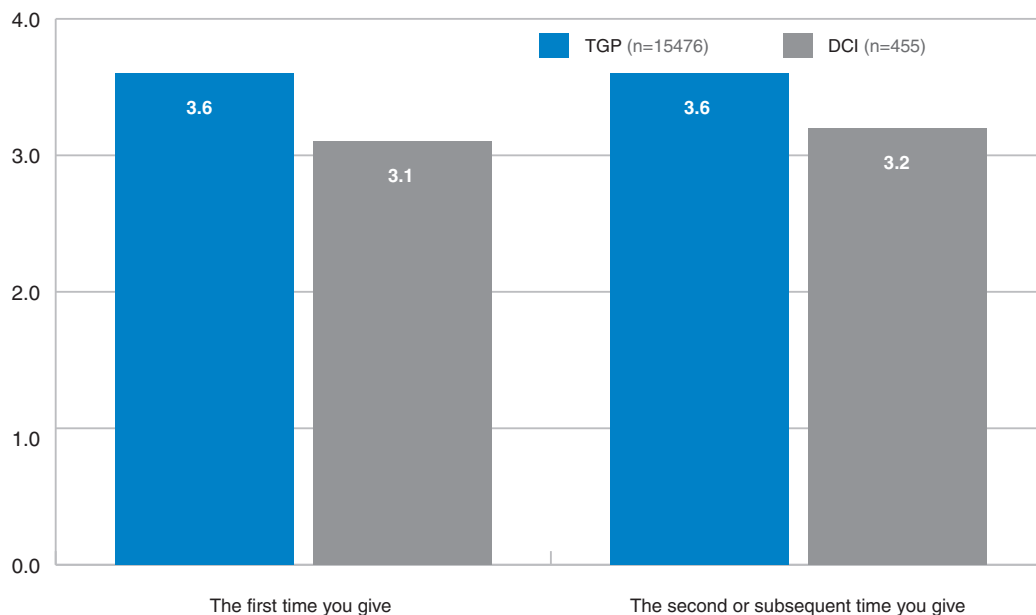
Finding 1: Honesty Is the Most Important Ministry Quality

- Nearly half of older givers and 56% of Millennials say honesty is the most important quality in a ministry. Older givers are more likely than Millennials to say using funds for the stated purposes is most important.
- Millennials are half as likely as givers age 35+ to say keeping administrative costs low is most important.
- Millennials are less likely than their elders to say that not being contacted for more money or not assuming future giving is important.



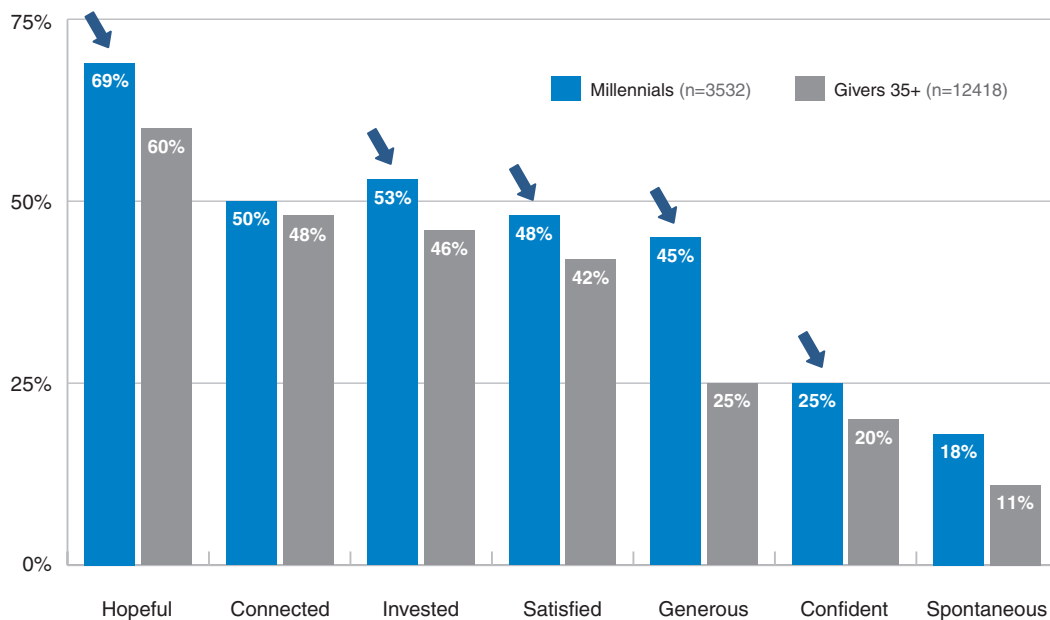
Finding 2: Givers Are Influenced by Financial Accountability

- Overall, 92% of ministry givers consider financial accountability as a positive influence on their support decision.
- Ministries must continue to demonstrate financial accountability even after givers give their first gifts, as the givers' perception of the influence of financial accountability between their first and subsequent gifts does not change.
- Older givers are especially less apt to renew without evidence of financial accountability.
- Faith-based givers nationally (based on a subset of the DCI survey) are less conscious of financial accountability when giving.
- Certain data from The Generosity Project (TGP) was compared to the findings from a survey of general population givers, the Donor Confidence Index (DCI).



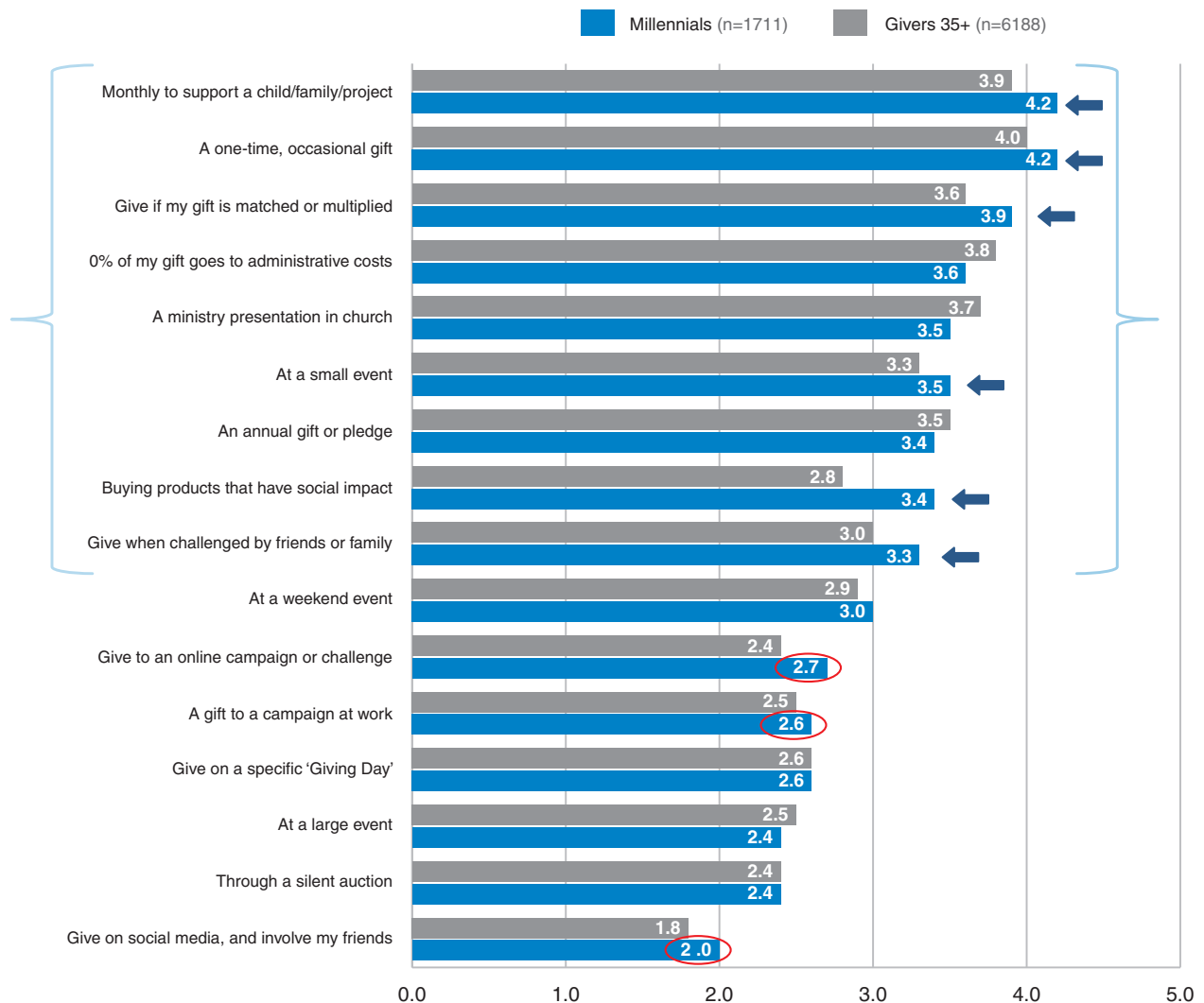
Finding 3: Millennials Feel Hopeful About Giving

Most givers across generations feel **hopeful** after giving to a ministry for the first time. Millennials are significantly more likely to experience this emotion and a range of other positive emotions after giving—**invested, satisfied, generous** and **confident**—vs. older generations. Ministry messages might affirm these positive, expectant attitudes.



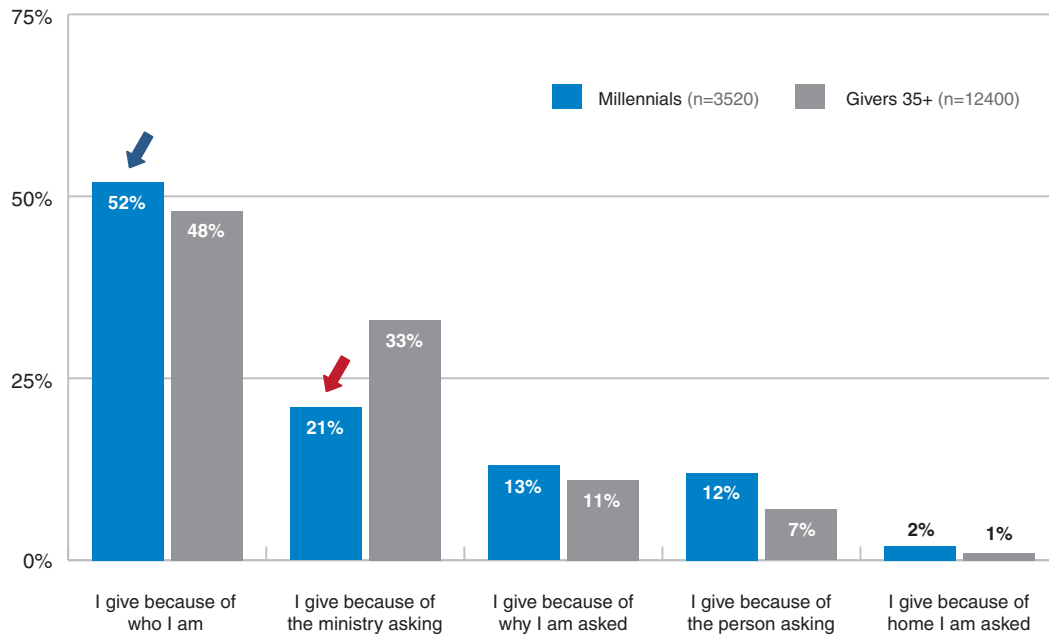
Finding 4: Millennials Give in Traditional Ways

Millennials are likelier than older generations to support ministries in traditional ways (arrows). They are likelier to use traditional ways than new ones (brackets). An expected Millennial lean toward supporting ministries through online challenges, work campaigns and social media did not emerge, although they are more likely than their predecessors to do so (circled items).



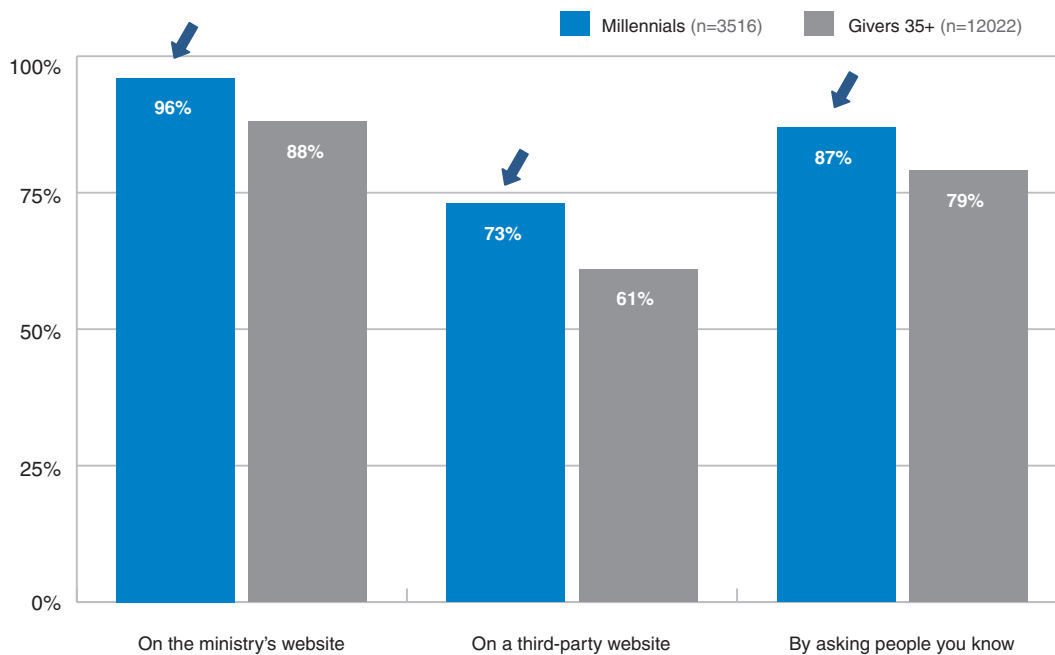
Finding 5: Give Because of Who They Are

The millennial generation is more inclined to give because of who they are, while older generations are more inclined to give because of the ministry asking them.



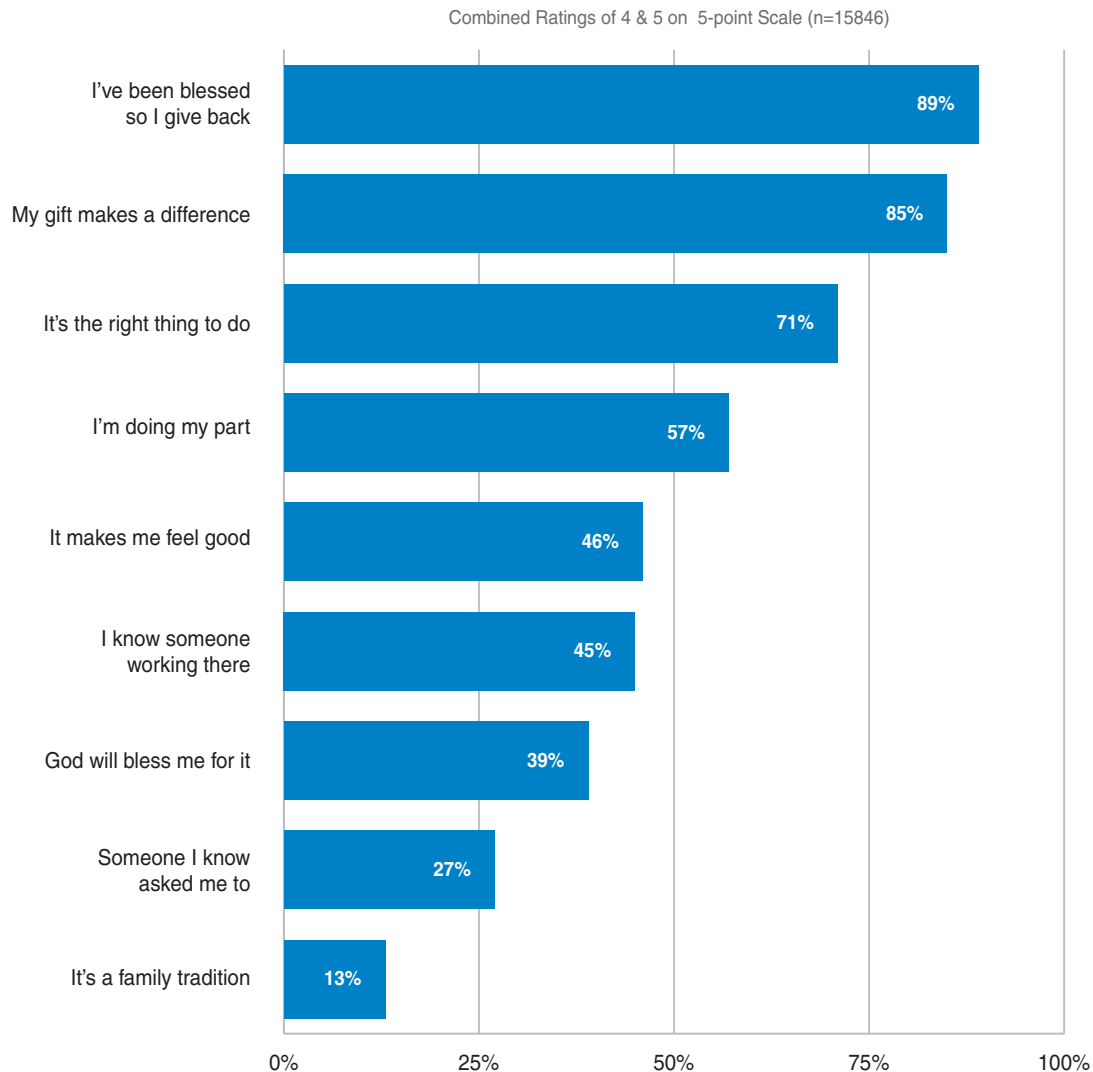
Finding 6: Millennials Are Inquisitive

While 90% of all ministry givers research a ministry on its website before giving, Millennials are significantly more likely to do this, to look up a ministry on a third-party site, and to ask others for their opinions before they give.



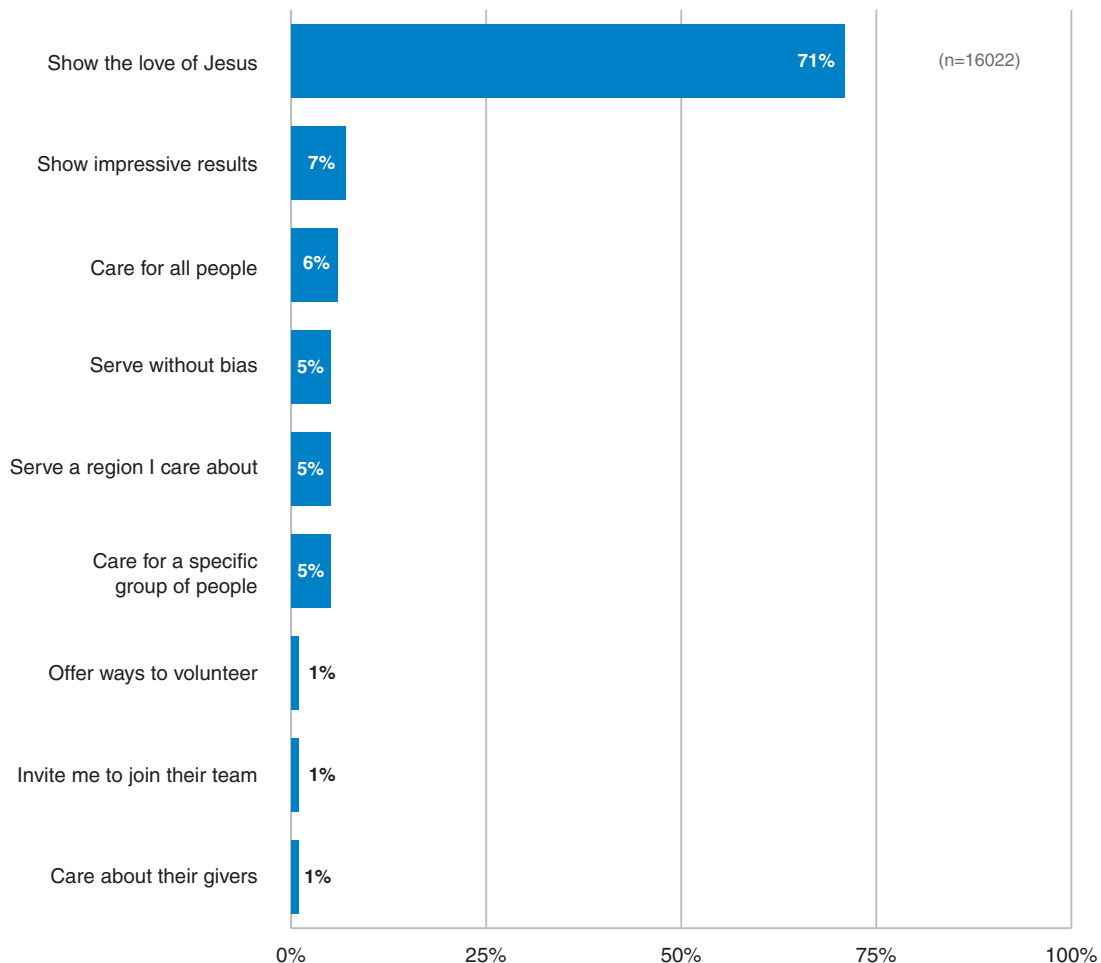
Finding 7: Givers Are Generous Because They Are Blessed

- Givers are significantly more likely to give because they've been blessed than because they hope to receive a blessing. This is especially true for Millennials.
- Millennials are less likely than older generations to think their gift makes a difference.
- Millennials are significantly more likely than older generations to give to a ministry because they know someone who works there.



Finding 8: Givers Expect Ministries to Show the Love of Jesus

- Seventy-one percent of all givers are more likely to consider giving to a ministry if it shows the love of Jesus.
- Millennials are less likely than older generations to prioritize supporting a ministry simply because it shows the love of Jesus, and they are more likely than older generations to prioritize supporting ministries that serve a specific region or people group.
- Givers in all age groups are 10 times more likely to support a ministry that shows the love of Jesus than any other guiding traits of ministry service.





METHODOLOGY

Study Methodology

- This study was conducted online among U.S. givers to 17 Christian ministries in October and November 2016.
- The givers were screened to ensure they remembered giving recently to Christian ministries other than their churches.
- Ministry partners and Campbell Rinker sent invitations and reminders to over 380,000 giver email addresses and received 16,525 responses, a 4.3% response rate.

Results Category	Overall
Invitations Sent	380,819
Completes	16,525
Response Rate	4.3%

Group	Response	Weighting Factor	Weighted Response
Millennials – 18–34	10%	2.2	22%
Gen Xers – 35–55	25%	1.4	34%
Boomers – 56–75	49%	0.5	26%
Silents – 76+	16%	1.1	18%

- Campbell Rinker cleaned the data by suppressing respondents who finished too fast, marked all the same answer, or provided inconsistent responses.
- The national data was then weighted to match the most recent Blackbaud proportions of givers in the U.S. by age, using the factors indicated in the table above. Weighting makes the overall results more accurately reflect the opinions of the giver population at large.
- Certain data from The Generosity Project (TGP) was compared to the findings from a survey of general population givers, the Donor Confidence Index (DCI).

17 Ministries

380,000 Email Invitations

16,800 Responding Givers

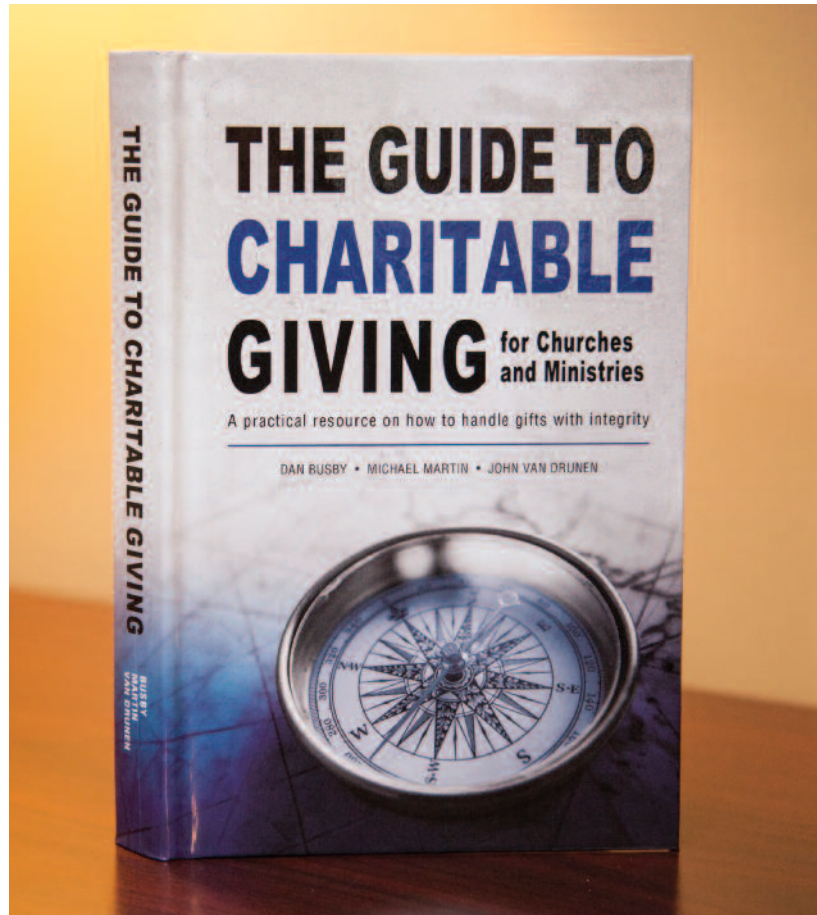
3,543 Millennial Givers

1.76 M Data Points

± 0.8% Margin of Error

The 2016 survey was conducted in October and November among givers who supported Christian ministries other than their church.

Available from ECFAPress



The Guide to Charitable Giving For Churches and Ministries

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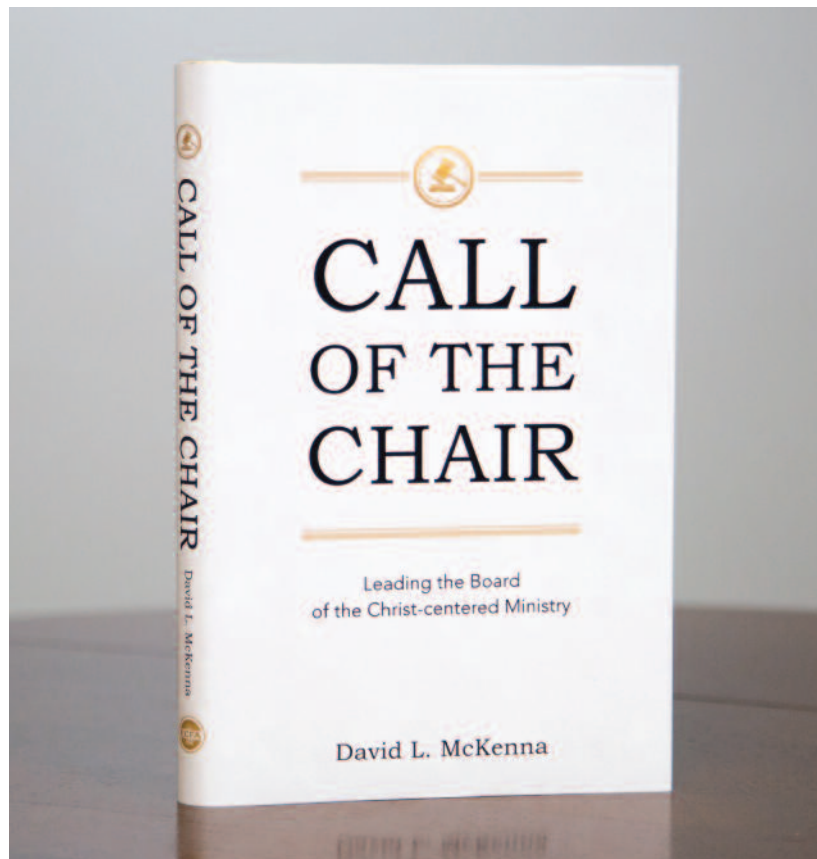
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Call of the Chair

Leading the Board of the Christ-centered Ministry

by [David L. McKenna](#)

As Christ-centered ministries go through changing times, the leadership role of the board chair rises in significance. As manager of the board, the chair joins the CEO in responsibility for advancing the mission, partnering with the vision, governing by policy, and setting the tone for the morale of the ministry. Such leadership requires a chair who is appointed by God, gifted with integrity, trust and humility, and anointed by the Holy Spirit.

With deft strokes written out of learning from professional practice, understanding from spiritual discipline, and insight from personal experience, David McKenna leaves no doubt. Unless chosen by God, the chair will fail; unless gifted with integrity, trust and humility, the board will fail; and unless obedient to the Spirit, the ministry will fail. Loud and clear, the message is sent to every Christ-centered ministry: The call of the chair is the call of God.

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