



Enhancing Trust

THE
GENEROSITY
PROJECT

FULL REPORT

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,

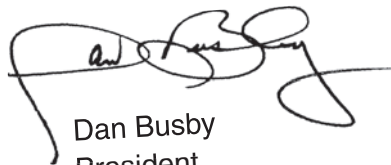
Thank you for your support of ECFA. As a member benefit, I am pleased to send you this report on The Generosity Project. It is based on data gathered from 16,800 givers to ECFA members.

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

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%



check third-party websites



ask people they know

Survey Sample

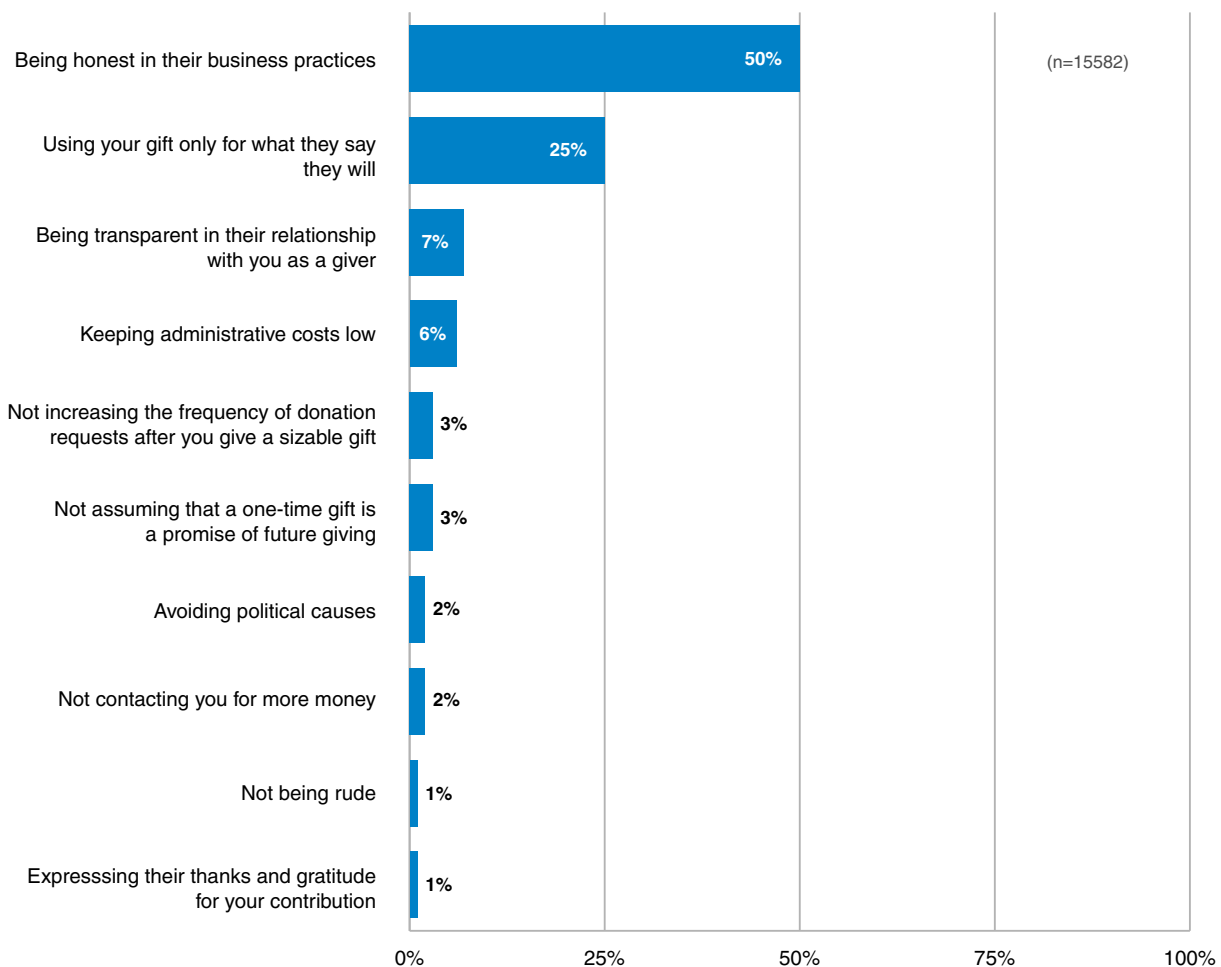
16,800 RESPONDENTS: **22% MILLENNIALS** (AGES 18-34) **78% 35+ YEARS OLD**

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

Evangelical Council for Financial Accountability • ECFA.org

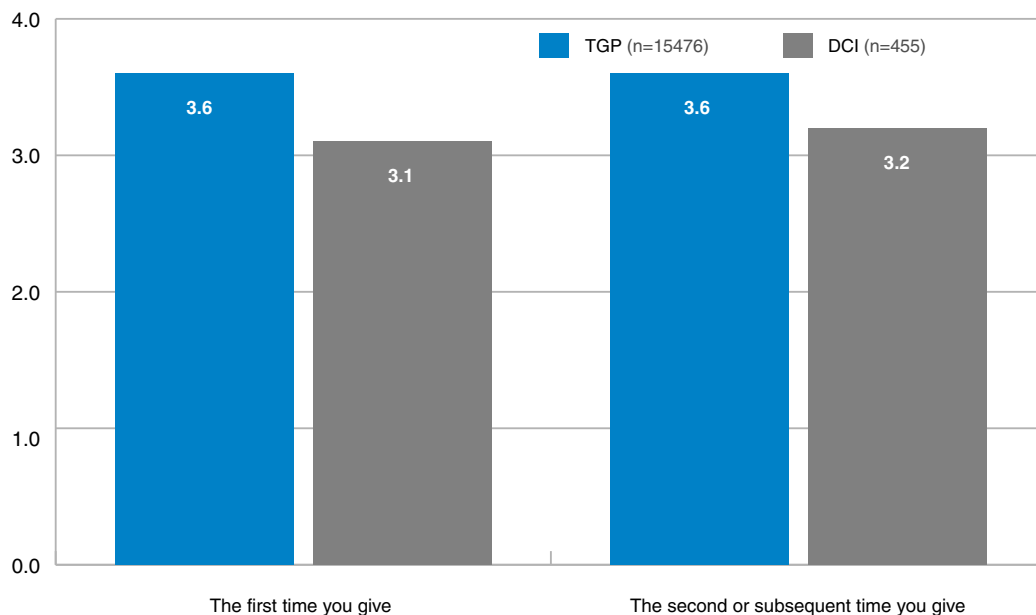
Finding 1: Honesty Is the Most Important Ministry Quality

- 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.



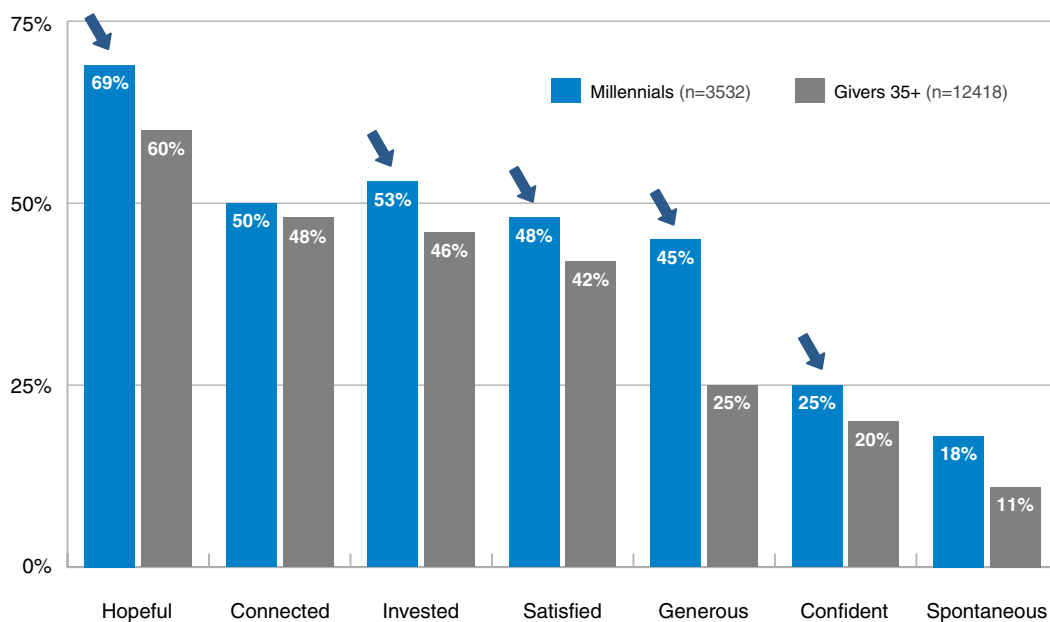
Finding 2: Givers Are Influenced by Financial Accountability

- 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).



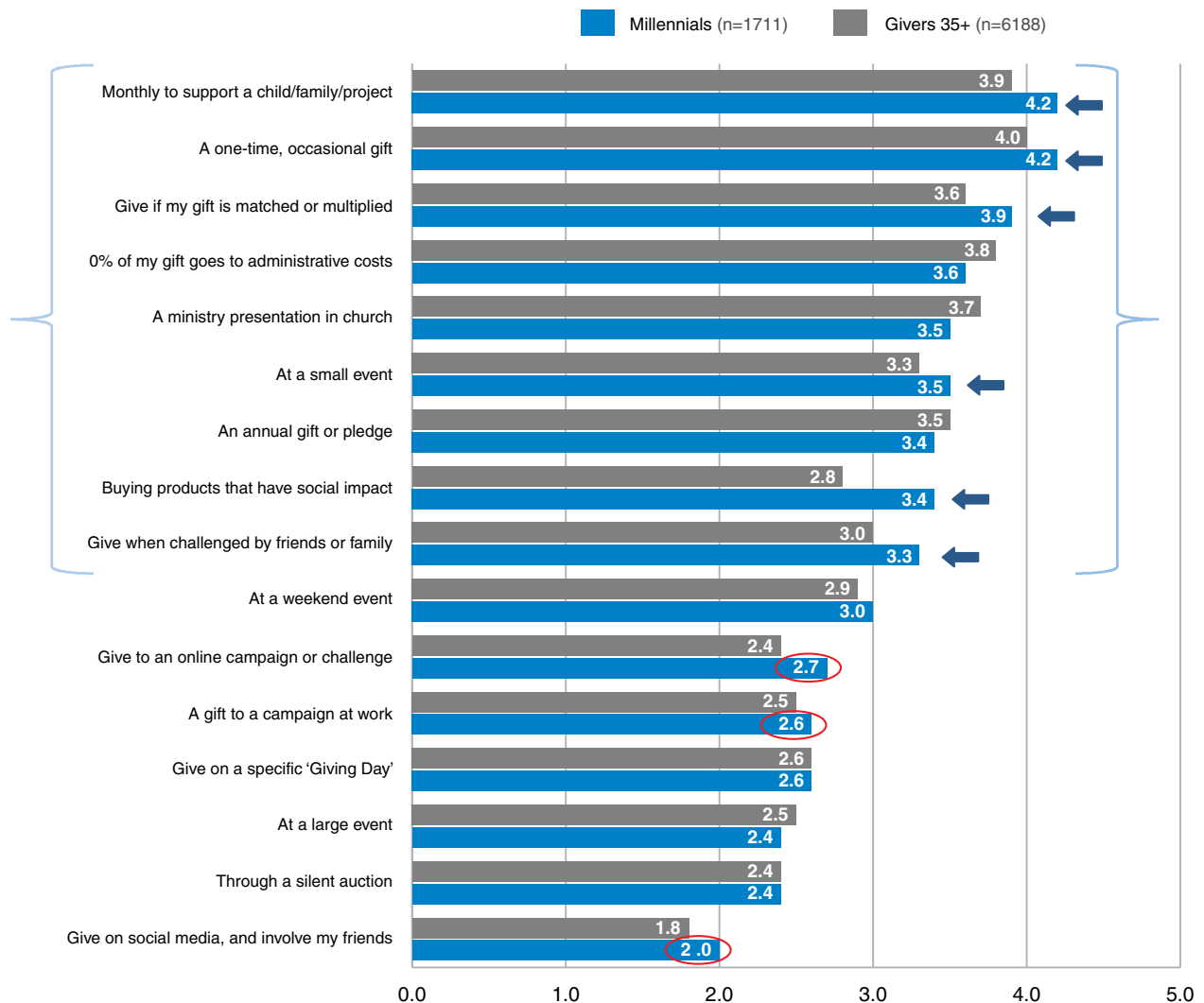
Finding 3: Millennials Feel Hopeful About Giving

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.



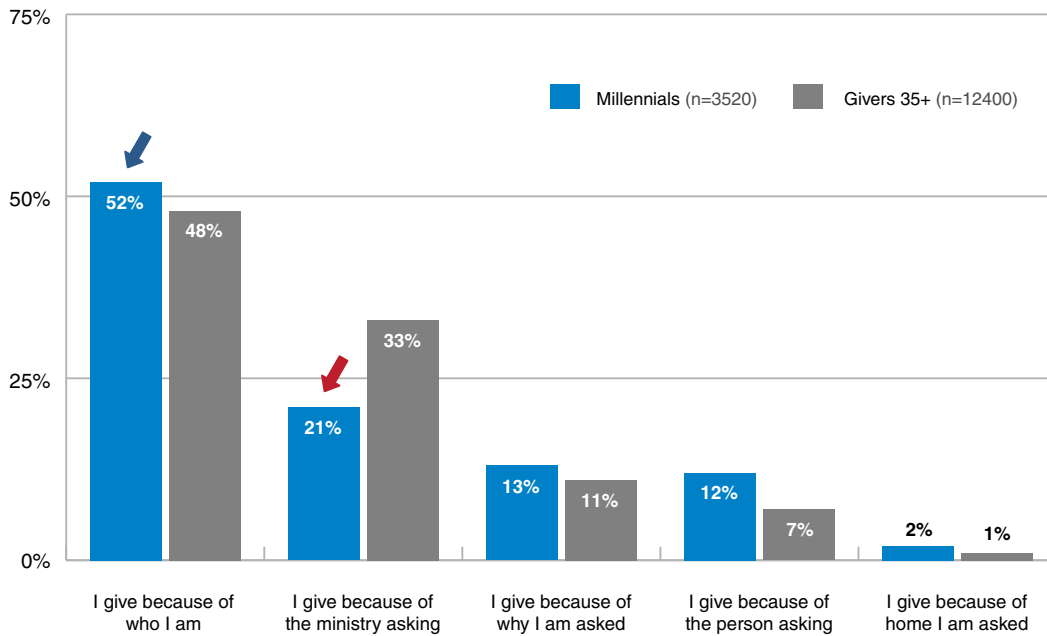
Finding 4: Millennials Give in Traditional Ways

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).



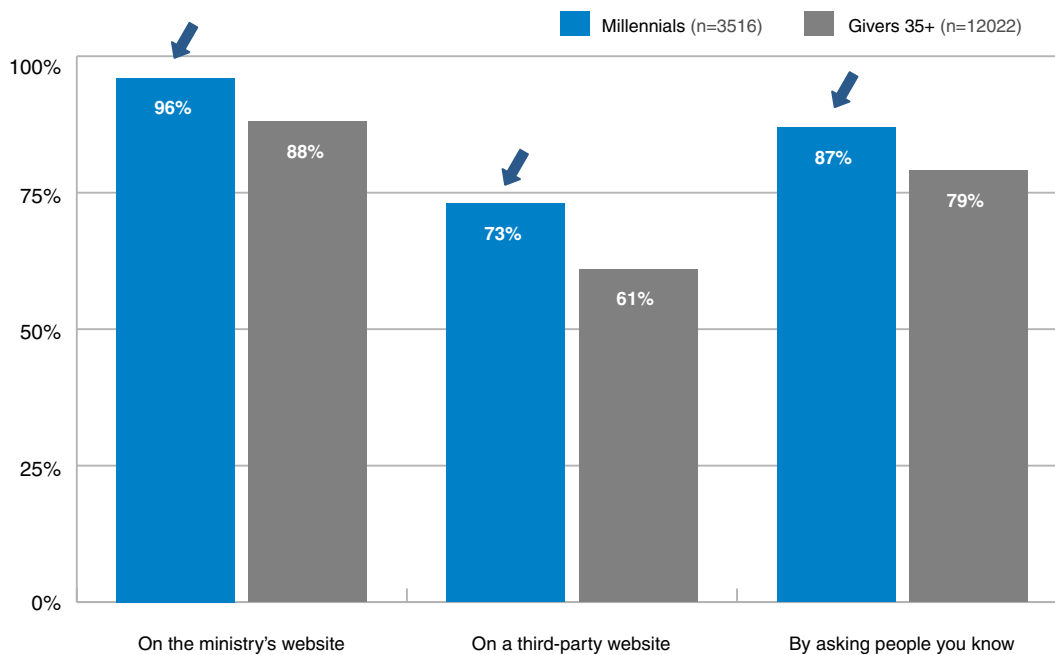
Finding 5: Give Because of Who They Are

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.



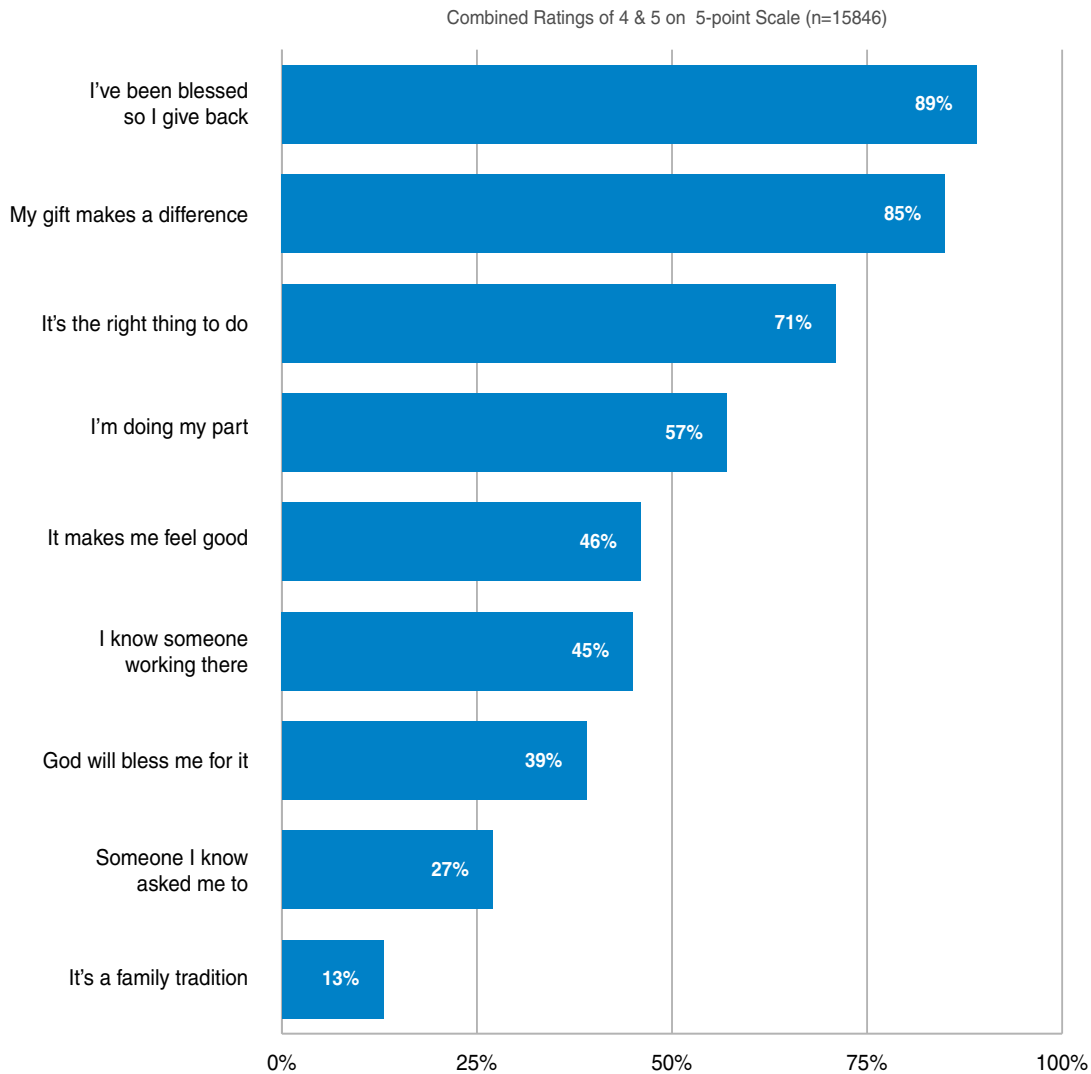
Finding 6: Millennials Are Inquisitive

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.



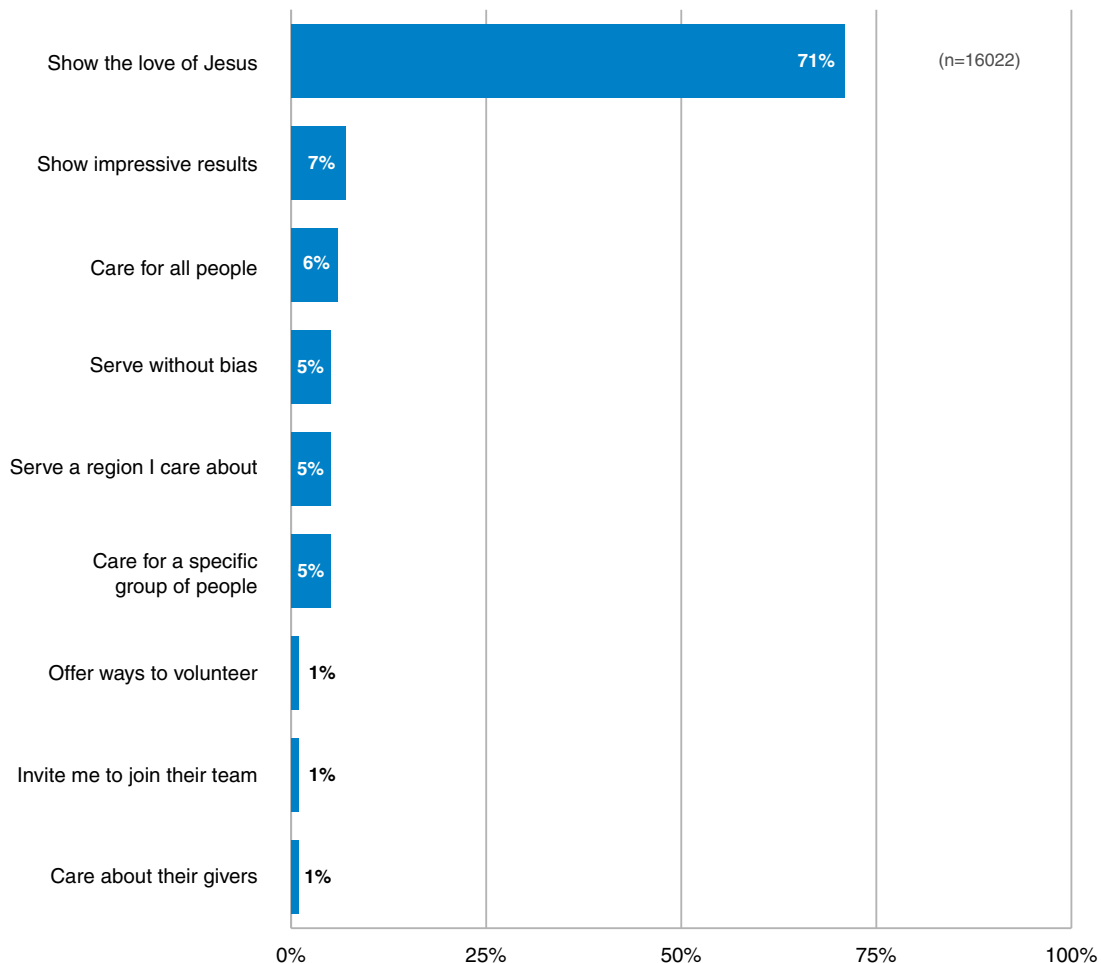
Finding 7: Givers Are Generous Because They Are Blessed

- 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).



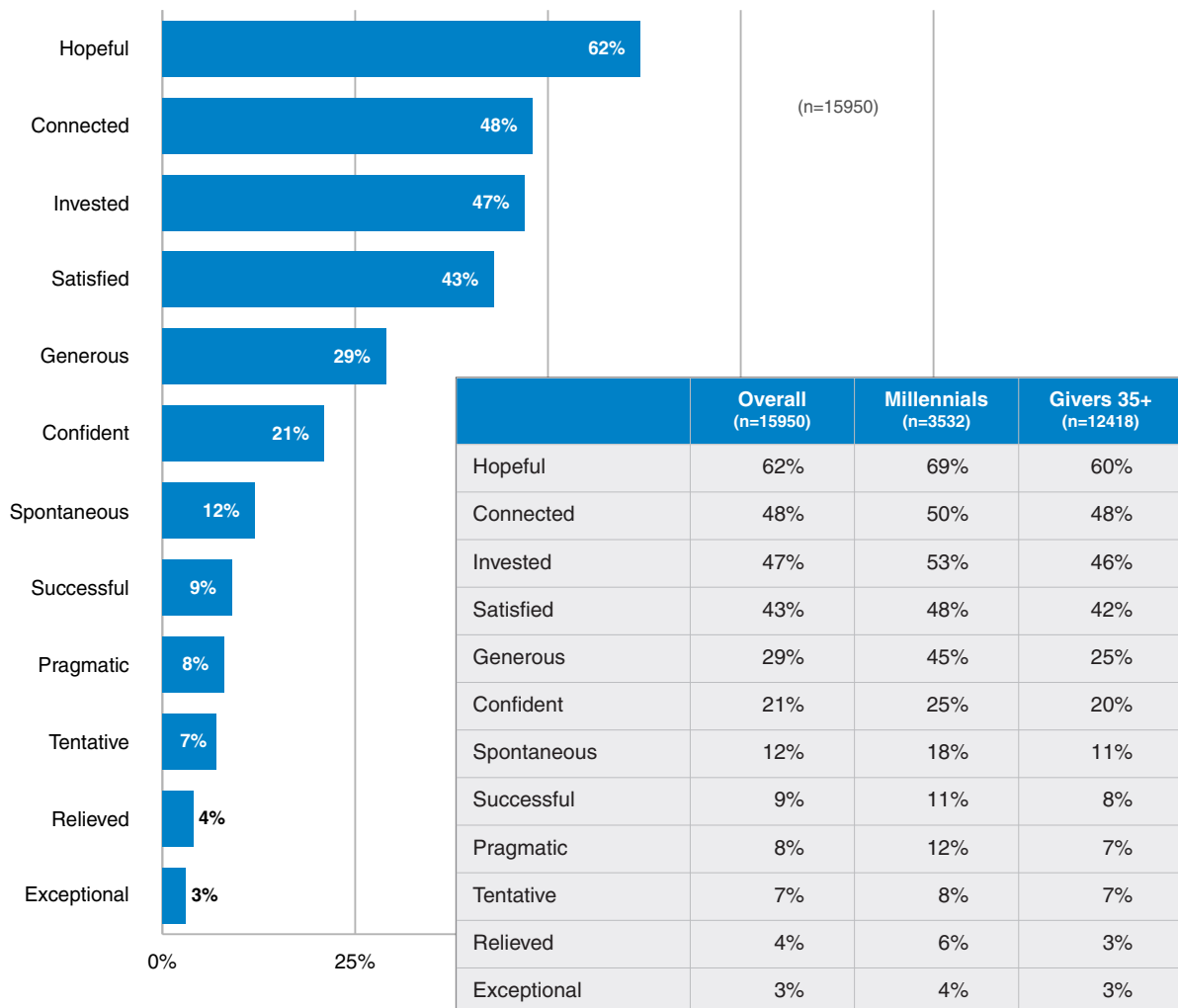
GIVER ATTITUDES

How Givers Feel About Giving

- Across generations, the majority of givers are most likely to feel **hopeful** (as compared to other emotions) after giving their first gift to a ministry.
- Perhaps because of their limited experience, when giving, Millennials show a broader and richer range of emotions than any previous generation.
- Millennials are twice as likely to feel generous as Boomers (45% vs. 22%) and one and a half times more likely to feel generous as GenXers (45% vs. 31%).

Q2.

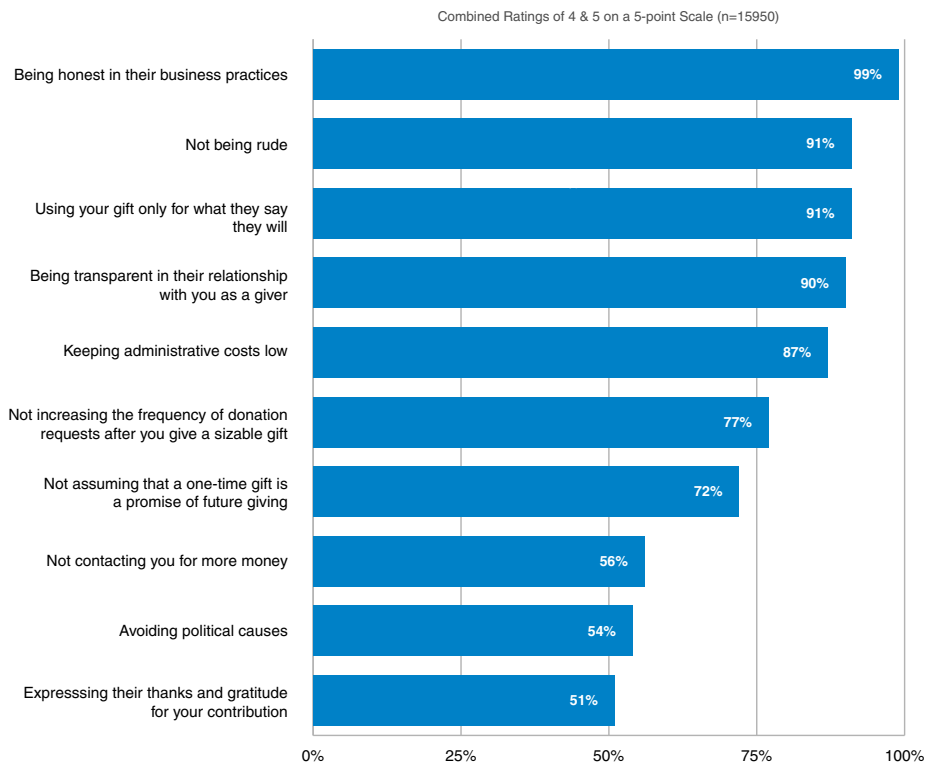
Imagine you've just heard of a ministry that focuses on a passion of yours, and you give for the first time. What words below describe how you feel about your gift?



Relative Importance of Ministry Qualities

- Before selecting the quality they see as most important, givers rated each statement.
- Older givers are more sensitive to ministry “flaws” than Millennials. They are more likely than Millennials to see using gifts exactly as stated, keeping administrative costs low, limiting the number of requests after a large gift, not assuming future giving, limiting the number of asks, avoiding politics, and expressing thanks as important ministry practices.

Q11. How important or unimportant are the following qualities in a ministry to you?

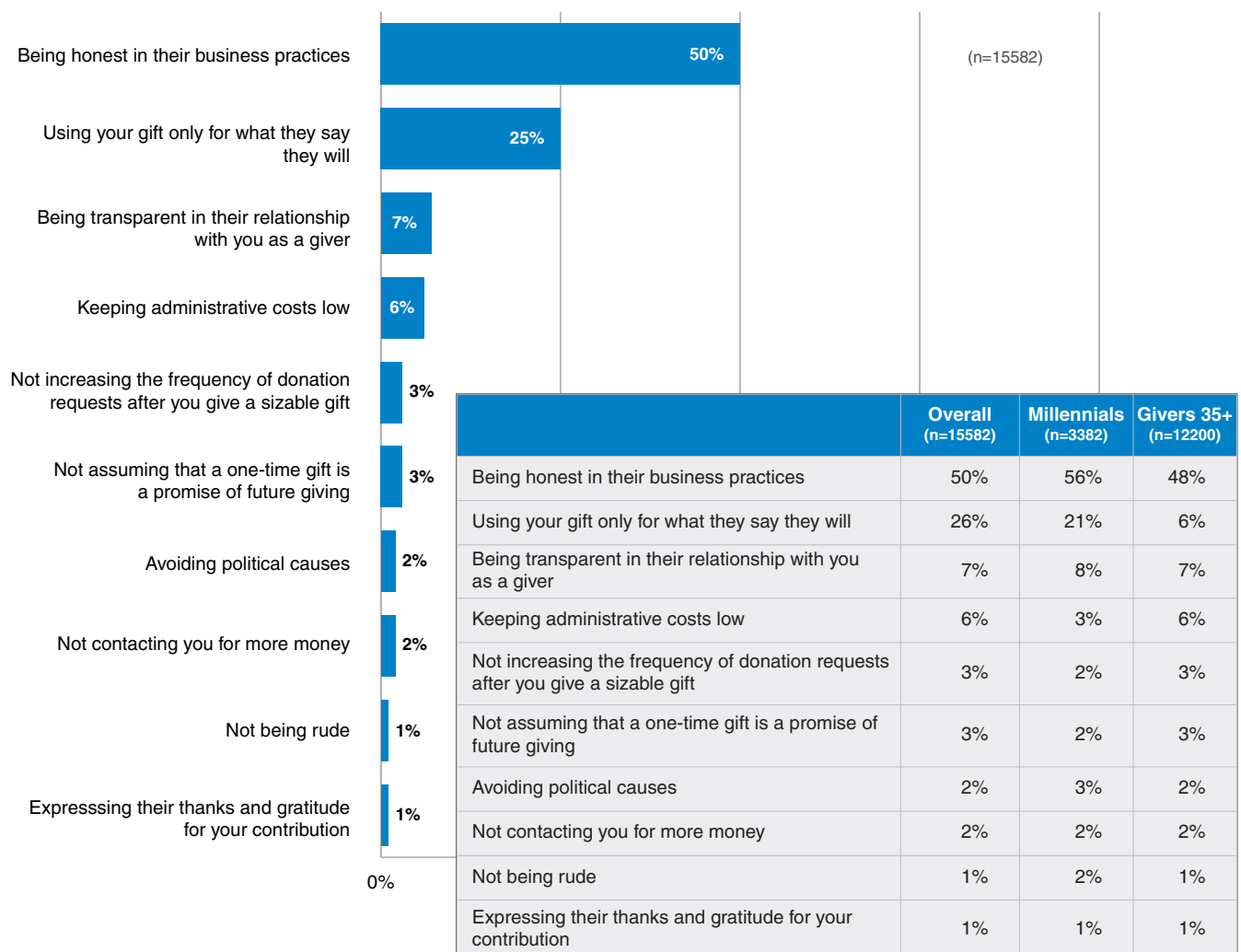


(Mean Ratings)	Overall (n=15967)	Millennials (n=3529)	Givers 35+ (n=12438)
Being honest in their business practices	4.9	4.9	4.9
Not being rude	4.6	4.6	4.6
Using your gift only for what they say they will	4.6	4.5	4.6
Being transparent in their relationship with you as a giver	4.5	4.5	4.5
Keeping administrative costs low	4.4	4.0	4.5
Not increasing the frequency of donation requests	4.1	4.0	4.2
Not assuming that a one-time gift is a promise of future giving	4.0	3.8	4.1
Not contacting you for more money	3.7	3.4	3.8
Avoiding political causes	3.6	3.4	3.6
Expressing their thanks and gratitude for your contribution	3.4	3.3	3.5

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.

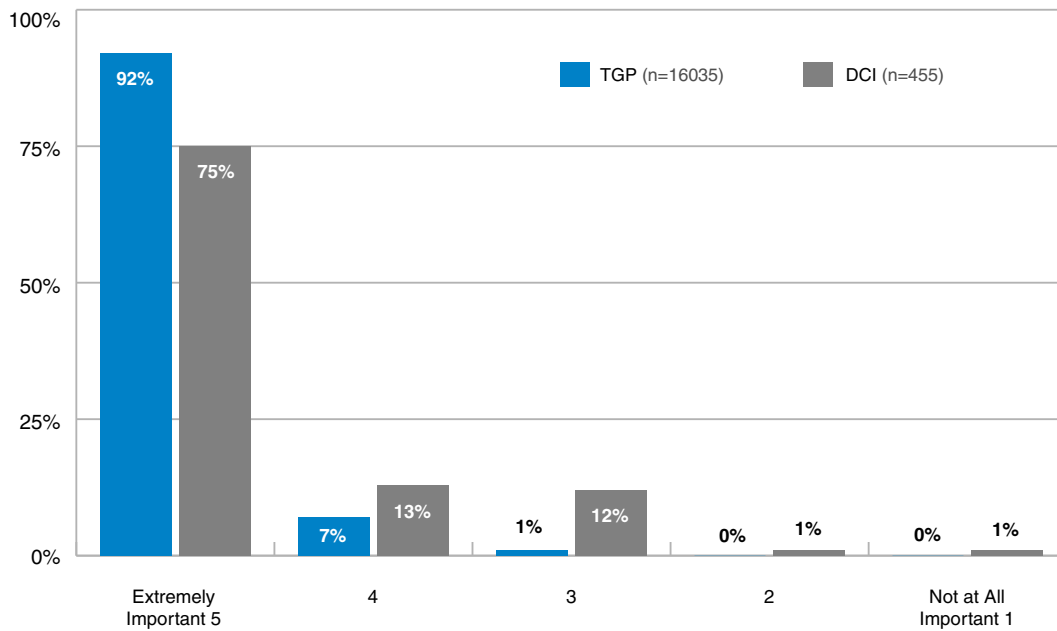
Q12. Which of these is MOST important to you in a ministry?



Relative Importance of Financial Integrity

- An overwhelming majority of givers agree that it's extremely important for ministries to uphold specific standards of financial integrity. However, Millennials are slightly less unanimous.
- Further, givers to faith-based groups nationally (based on a subset of the DCI survey) are less sensitive to financial integrity issues than givers in The Generosity Project (TGP) sample.

Q18. Relative to other organizational qualities, how important to you is it that ministries you give to financially uphold specific standards of financial integrity?



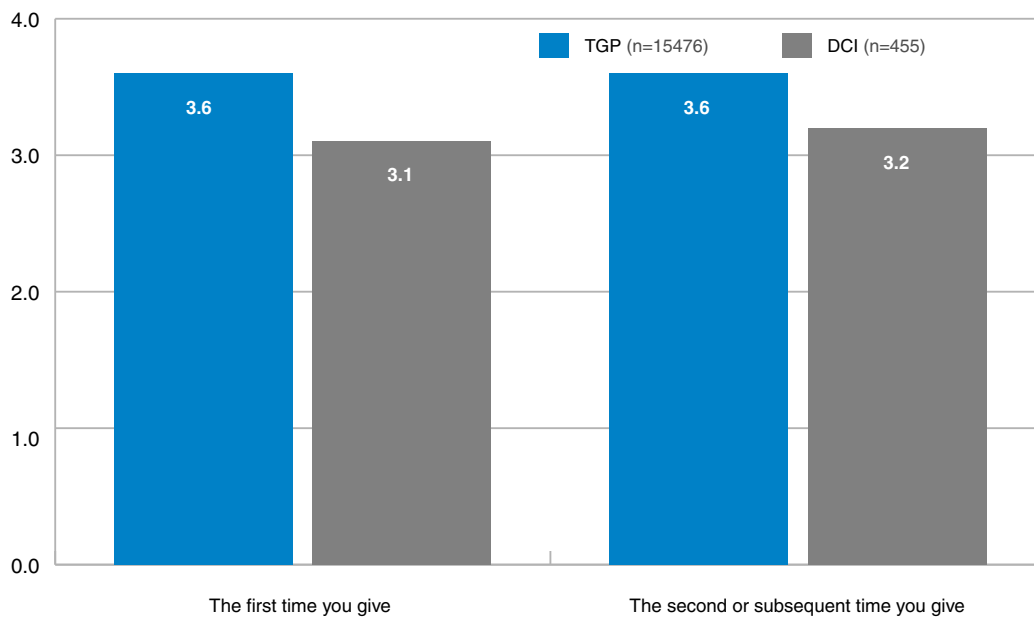
	Overall (n=16035)	Millennials (n=3529)	Givers 35+ (n=12506)
Extremely Important 5	92%	85%	93%
4	7%	13%	6%
3	1%	2%	1%
2	0%	0%	0%
Not at All Important 1	0%	0%	0%
Mean	4.91	4.83	4.92

Influence of Financial Accountability on Support Decision

- 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.

Q19.

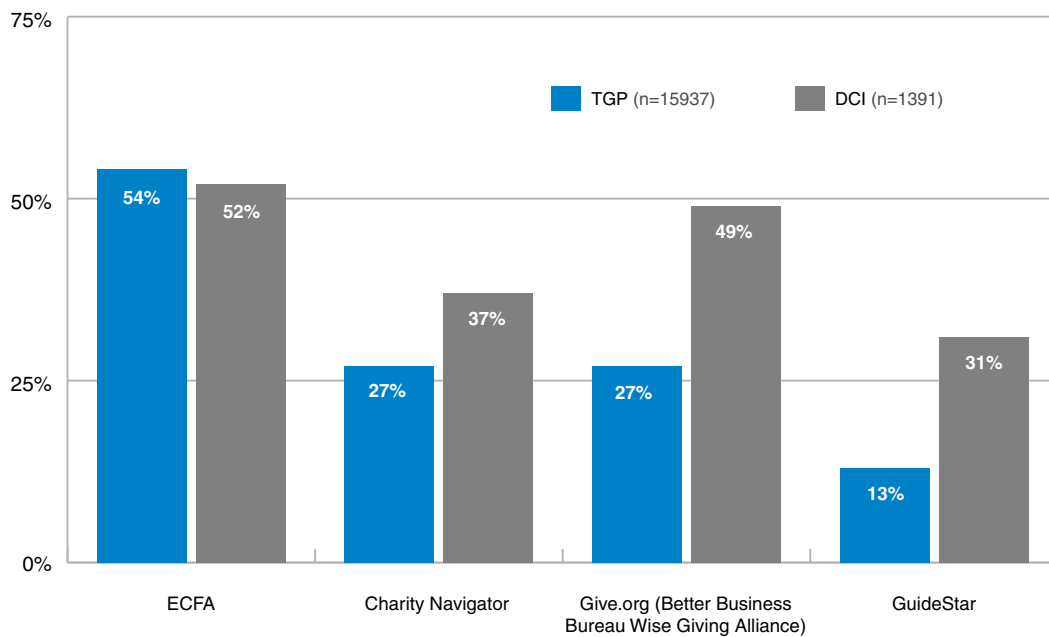
How would you describe the influence of a ministry's financial accountability on your decision to support them?



Influence of ministry financial accountability on your decision to support. (Mean Ratings)	Overall (n=15476)	Millennials (n=3465)	Givers 35+ (n=12011)
The first time you give	3.57	3.41	3.59
The second or subsequent time you give	3.63	3.44	3.68

Awareness of ECFA and Others

- Givers to Christ-centered ministries have twice the awareness of ECFA as of Charity Navigator.
- Most Christian ministry givers do not know of Charity Navigator, Give.org, or Guidestar.
- Awareness of ECFA among U.S. givers leads all organizations, including the Better Business Bureau (BBB) Give.org.



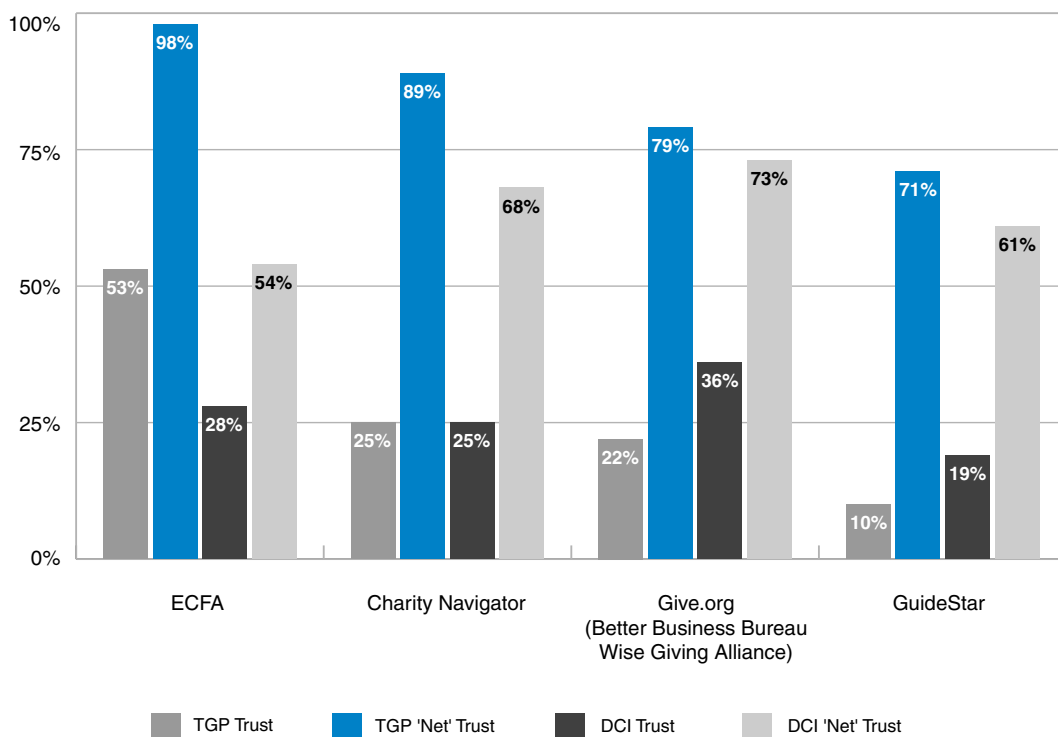
	TGP			DCI		
	Total	Millennials	Givers 35+	Total	Millennials	Givers 35+
ECFA	54%	37%	59%	52%	59%	50%
Charity Navigator	28%	27%	28%	37%	41%	36%
Give.org	28%	24%	29%	49%	59%	46%
GuideStar	14%	16%	14%	31%	40%	29%

Trust for Charity Rating Organizations

- At 53%, trust for ECFA outpaces trust for other listed organizations among ministry givers.
- At 28%, trust for ECFA among all U.S. givers lags behind only Give.org at 36%—possibly due to the question noting it is associated with the BBB.
- U.S. givers who are aware of other organizations are more likely to trust them than they are to trust ECFA.

Note: “Trust” is the percentage of moderate and high trust combined. “Net Trust” is the trust percentage divided by the awareness percentage.

Q20. To what degree do you trust the Evangelical Council for Financial Accountability, or ECFA, to assure the integrity of the ministries you support?



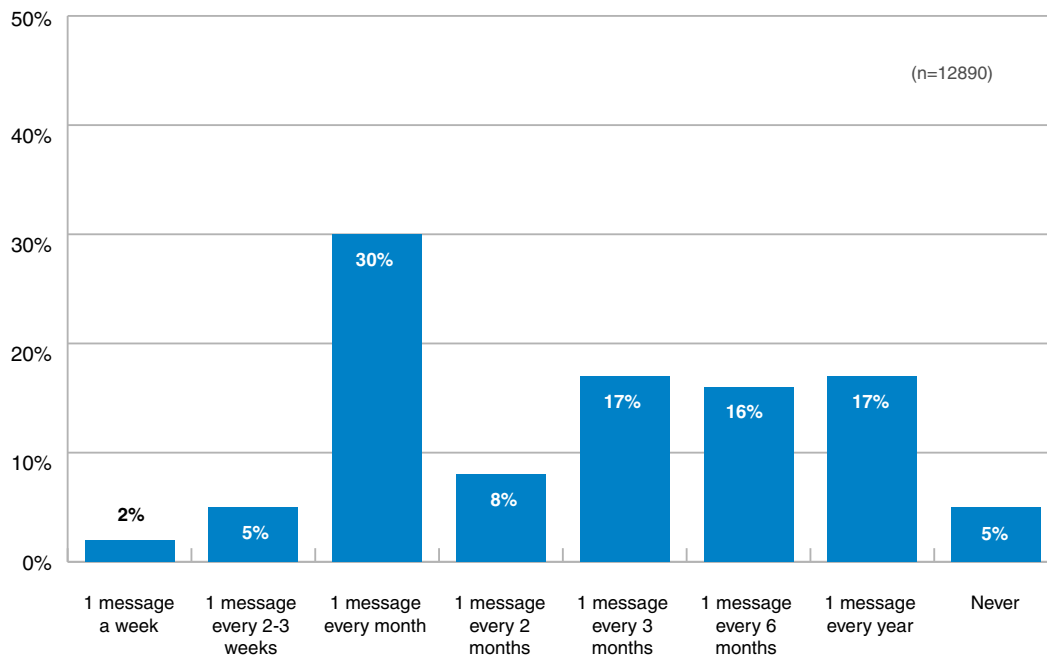
(Moderate and High Trust)	Overall (n=15937)	Millennials (n=3518)	Givers 35+ (n=12419)
ECFA	53%	35%	58%
Charity Navigator	25%	26%	25%
Give.org	22%	22%	22%
GuideStar	10%	14%	10%

Communication Frequency by Generation

- Millennials are open to more frequent messaging than older generations.
- The most givers agree that one message a month is a good level of communication with a ministry they support.

Q16.

After a ministry thanks you, which level (frequency) of contact (by email, mail, text, etc.) is appropriate after you've given a large gift?



	Overall (n=12890)	Millennials (n=3249)	Givers 35+ (n=9641)
One message a week	2%	3%	2%
One message every 2–3 weeks	5%	9%	4%
One message every month	30%	35%	29%
One message every two months	8%	9%	8%
One message every three months	17%	17%	17%
One message every six months	16%	12%	17%
One message every year	17%	11%	19%
Never	5%	3%	5%



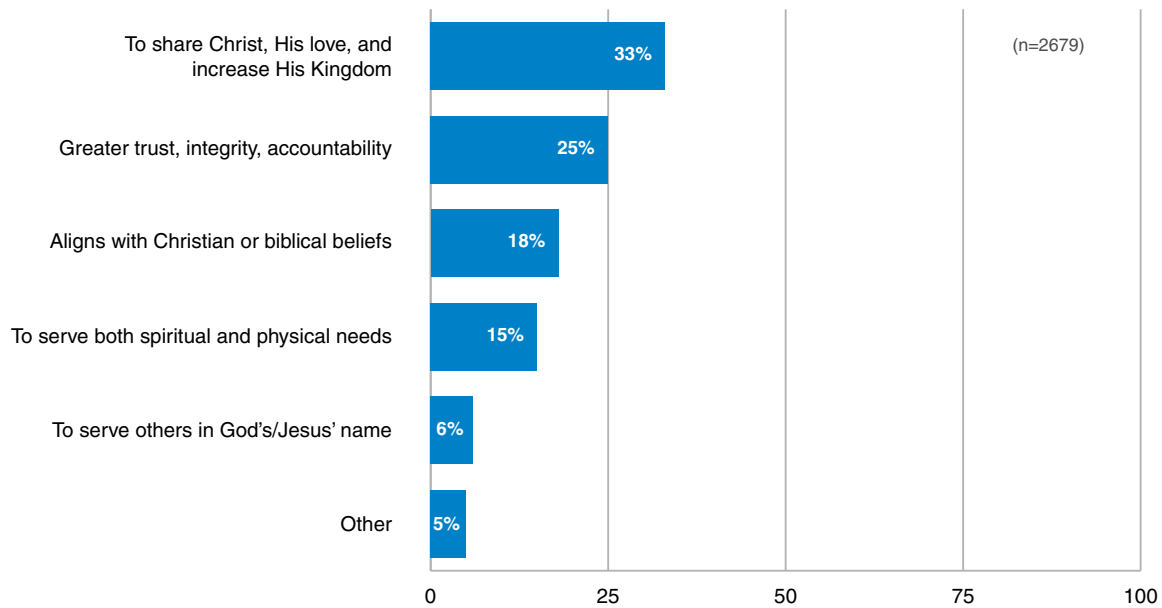
GIVER MOTIVATIONS

Rationale for Supporting Christian Ministry

- Older generations are considerably more likely than Millennials to support a Christian ministry rather than a secular organization because of their perception that a Christian ministry has higher trustworthiness, integrity, and accountability.
- Millennials are significantly more likely than older generations to want to give to a Christian ministry because it cares for both physical and spiritual needs.

Q3a.

Why do you suppose a giver might support a Christian ministry instead of a non-religious organization doing similar things?



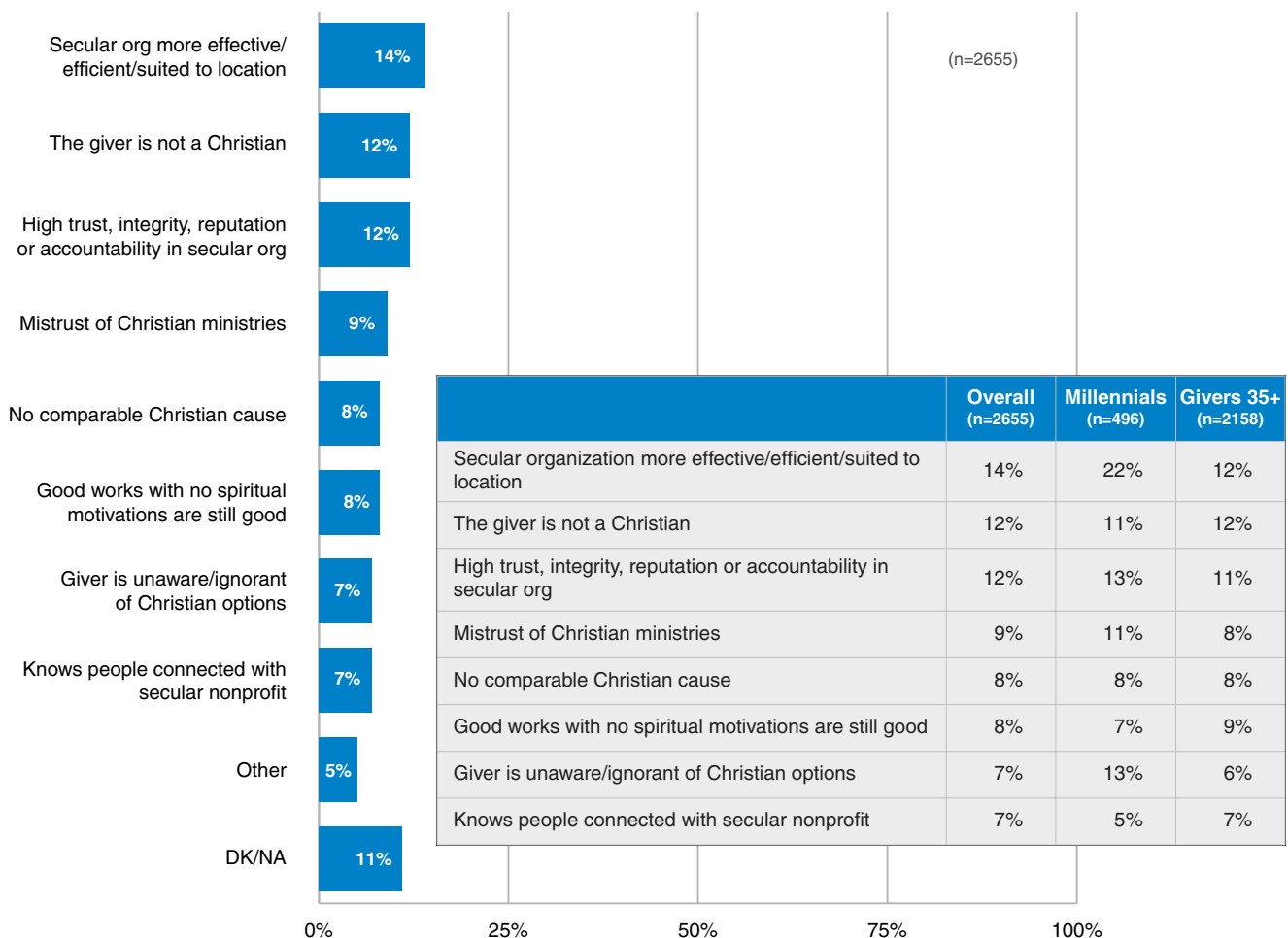
	Overall (n=2679)	Millennials (n=603)	Givers 35+ (n=2075)
To share Christ, His love, and increase His Kingdom	33%	37%	32%
Greater trust, integrity, accountability	25%	19%	26%
Aligns with Christian or biblical beliefs	18%	18%	18%
To serve both spiritual and physical needs	15%	21%	13%
To serve others in God's/Jesus' name	6%	6%	6%

Rationale for Supporting Non-Religious Organizations

- However, when it comes to secular organizations, Millennials are far more likely to see efficiency and effectiveness as plausible reasons for support compared to older generations.
- More than older generations, younger generations may prefer to support a non-Christian organization due to their mistrust of a Christian ministry.
- Millennials are two times more likely to say that givers might support a secular group simply out of a lack of awareness of ministry options, suggesting they themselves feel less informed.

Q3b.

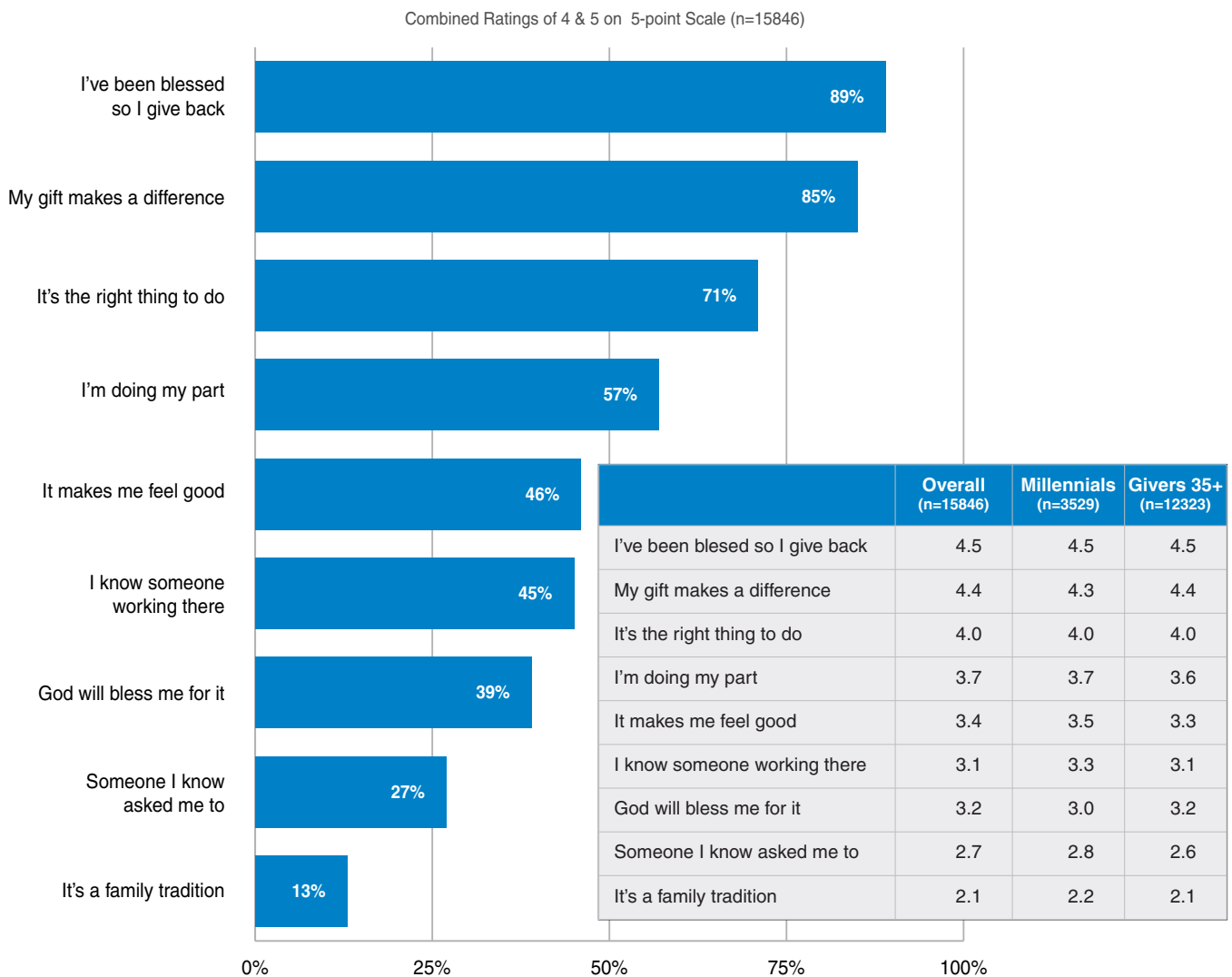
[A/B split test B] Why do you suppose a giver might support a non-religious organization instead of a Christian ministry doing similar things?



Motivations for Ministry Giving

- 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.

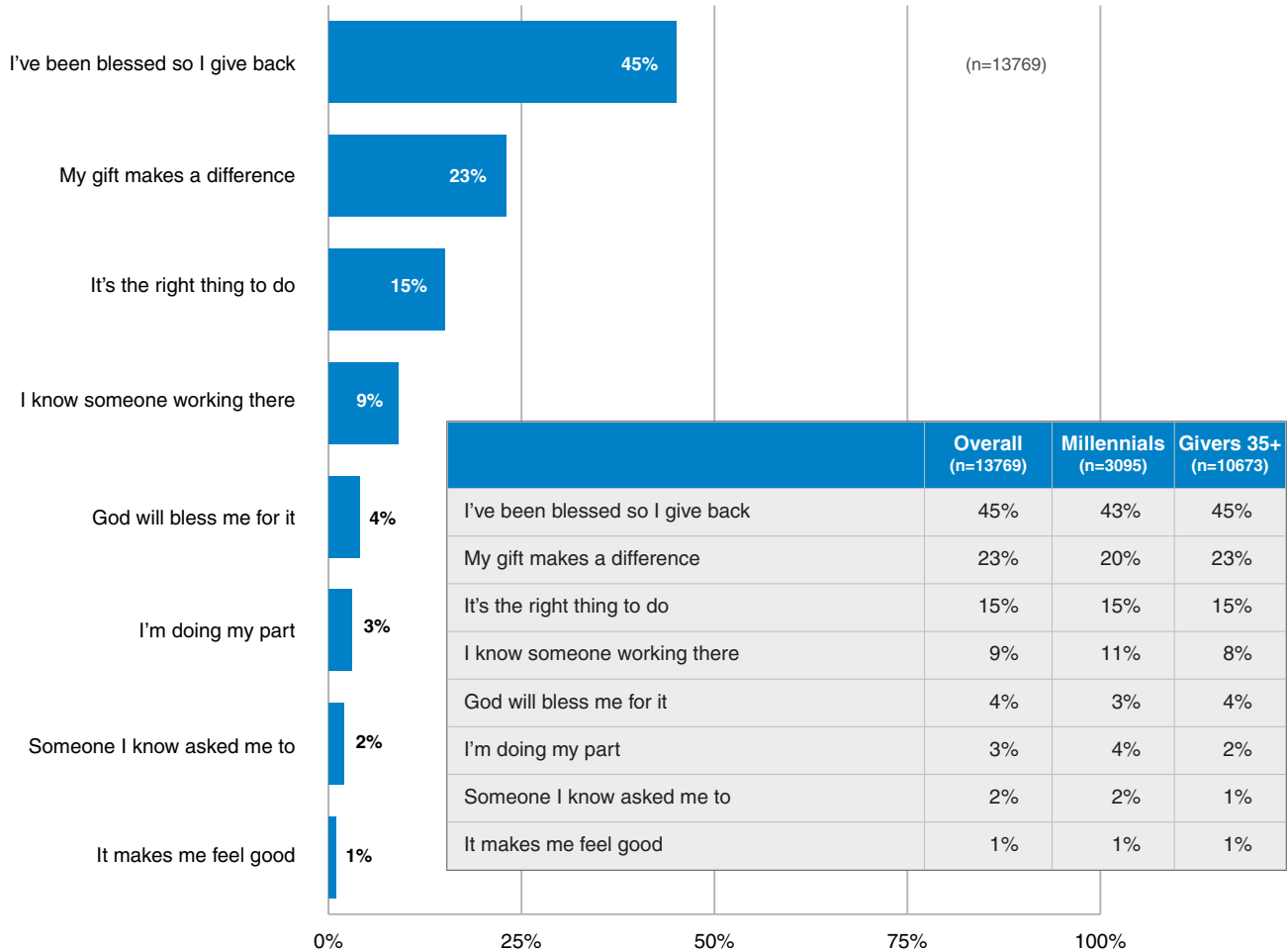
Q4. Please rate the following statements about why you might support a ministry.



Most Important Motivation for Ministry Giving

- Overall, givers are twice as likely to say their most important motivation to give is “because I’ve been blessed” over “my gift makes a difference.”
- Giving being “the right thing to do” is third most important.
- Less than one in 10 say that a personal connection, God’s future blessings, or someone asking them is most compelling.

Q5. Which of these reasons is the most important for you?

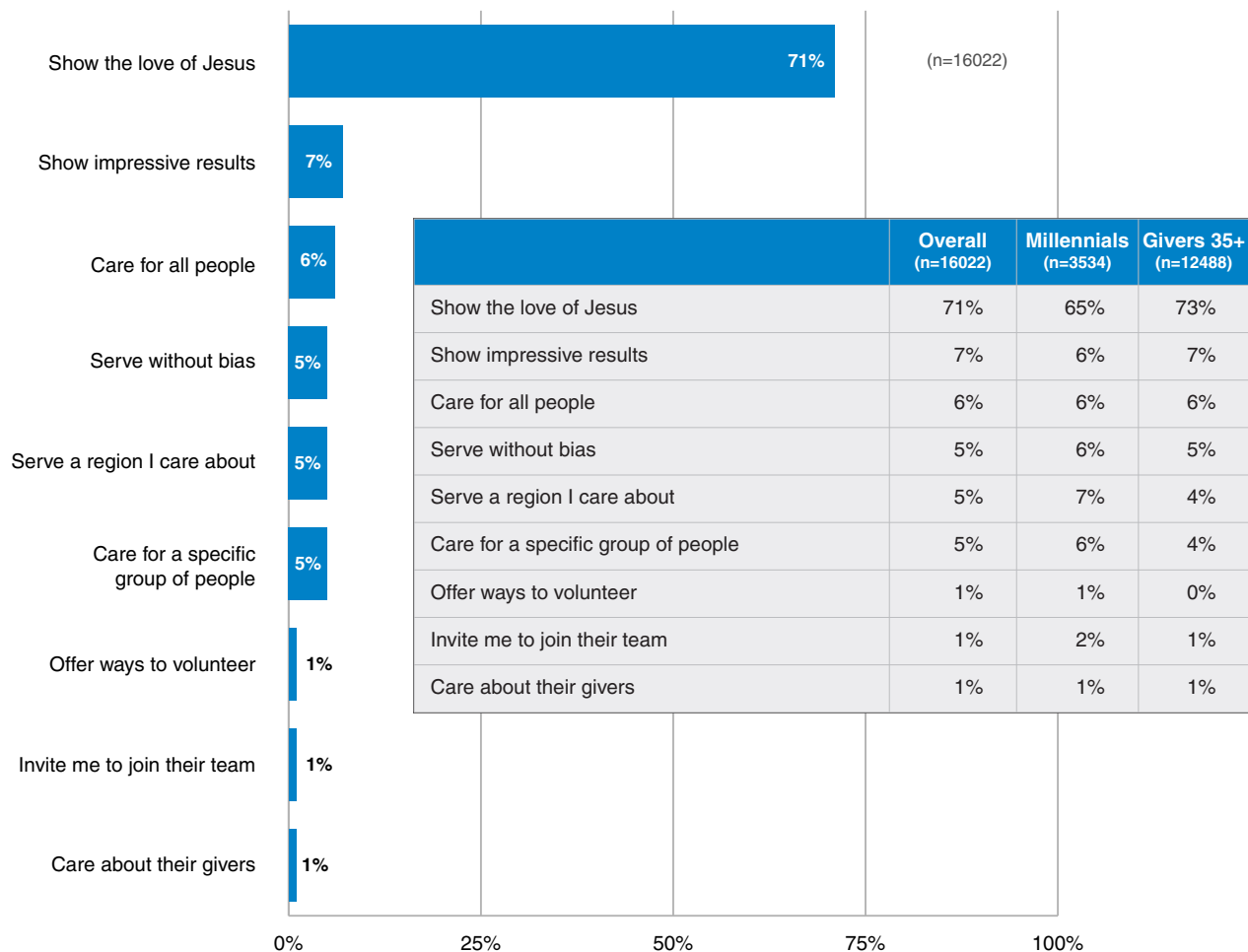


Affinity with Major Ministry Traits

- 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 who 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.

Q6.

Please choose ONE statement below that best completes the following sentence for you. "I am most likely to consider giving to a ministry if they..."

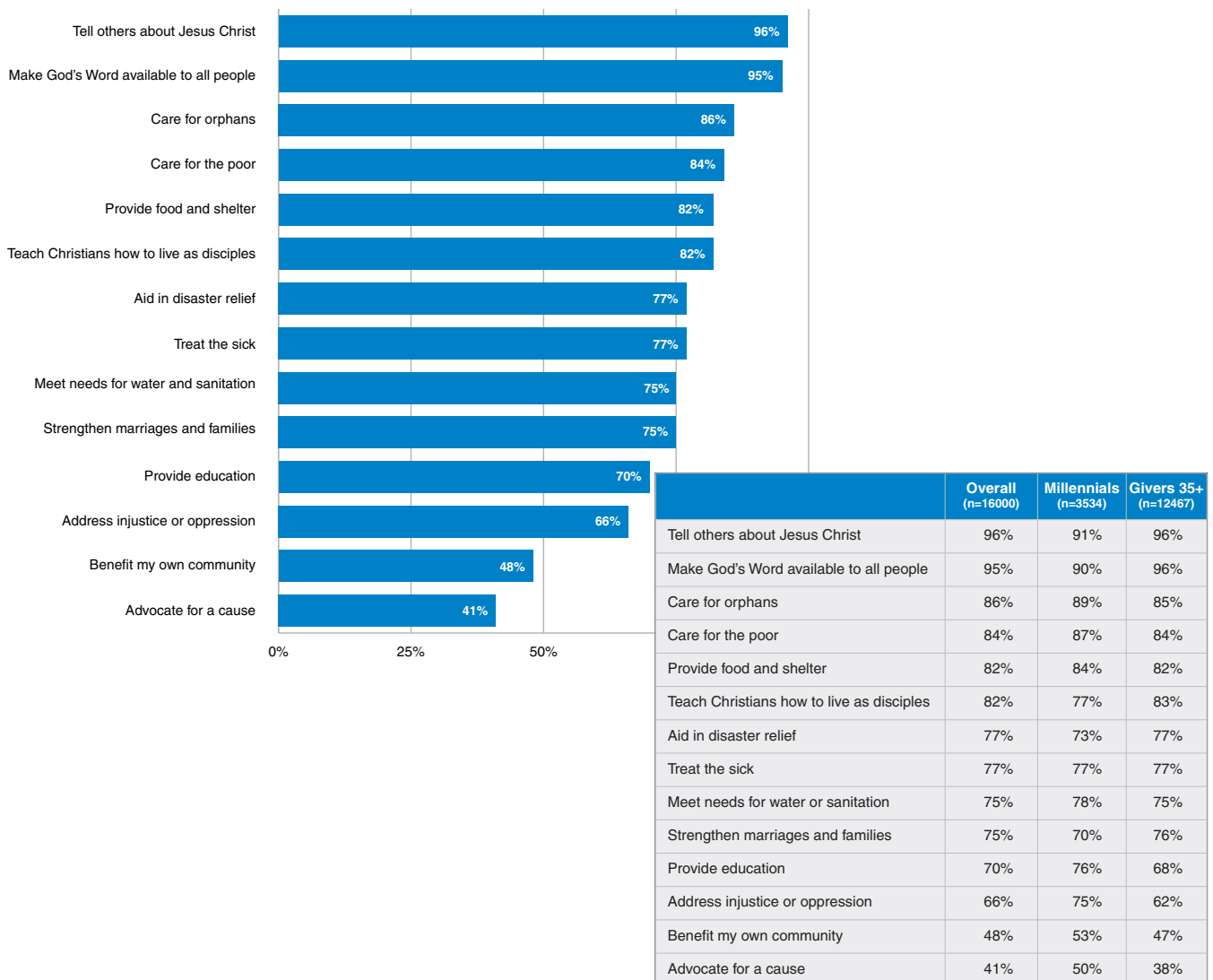


Support for Areas of Ministry Focus

➤ Younger givers are more interested than their elders in supporting ministries doing the following types of work:

- Care for orphans
- Provide food and shelter
- Meet needs for water or sanitation
- Address Injustice
- Advocate for a cause
- Care for the poor
- Treat the sick
- Provide education
- Benefit their own community

Q7. How likely are you to support ministries that work to...





**ASK AMOUNT
SENSITIVITY**

Ask Sensitivity Among Christian Givers

The data in this section reveals...

- The “generous” amount Christian givers **EXPECT** ministries to request,
- Their **HIGH**-end and **LOW**-end thresholds for a “generous” gift, and
- The **OPTIMAL** ask—the ask amount that gets the greatest proportion of givers to consider giving a “generous” gift.
- We asked half the givers a slightly different question, substituting the word “*meaningful*” for “*generous*” to measure whether this change caused any difference in the reported results.
- We analyzed the amounts givers used to answer four open-ended questions. The results teach us how sensitive varying generations are to the amounts ministries ask for in appeals.

Q14. In making a gift to a Christian ministry what amount would you consider ‘generous’...

Q15. In making a gift to a Christian ministry what amount would you consider ‘meaningful’...

Sensitivity Meter Questions

- Millennials respond with a 20% higher optimal gift if asked for a “meaningful” amount over a “generous” amount.
- In contrast, their older counterparts respond with much higher amounts when they are asked for a “generous” gift than a “meaningful” one.
- In most cases, givers expect to be asked for *less* than their optimal amount when the gift is described as “meaningful.” If asked to give a “generous” gift, Millennials and Boomers expect to be asked for more than their optimal amount.

Ministry Partners Combined	Expected Ask	Ask Amount Range	Optimal Ask
Millennial “Generous”	\$80	\$20 – \$500	\$51
Millennial “Meaningful”	\$50	\$10 – \$400	\$60
Gen X “Generous”	\$100	\$24 – \$500	\$100
Gen X “Meaningful”	\$50	\$10 – \$500	\$75
Boomer “Generous”	\$100	\$24 – \$500	\$87
Boomer “Meaningful”	\$50	\$10 – \$500	\$75
Silent “Generous”	\$50	\$20 – \$250	\$60
Silent “Meaningful”	\$50	\$10 – \$200	\$50

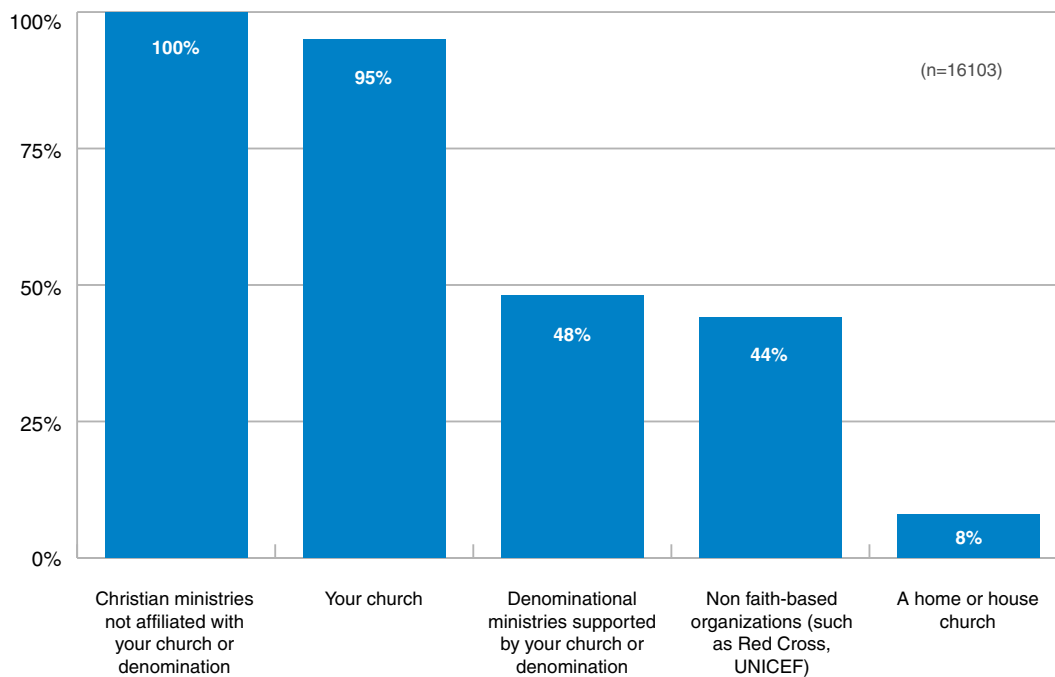


GIVER BEHAVIORS

Proportions of Charitable Giving

- Overall, Christian givers who support ministries not affiliated with their church or denomination are half as likely to support denominational ministries as they are to support their local church (48% vs. 95%).
- Millennials are significantly less likely to support denominational ministries compared to previous generations.
- Millennials are more likely to support secular nonprofits compared to denominational ministries, while the opposite is true for previous generations.
- This screener question ensured that all respondents recalled giving to ministries outside their churches.

Q1. Please select any/all groups below you've supported financially in the past few years...



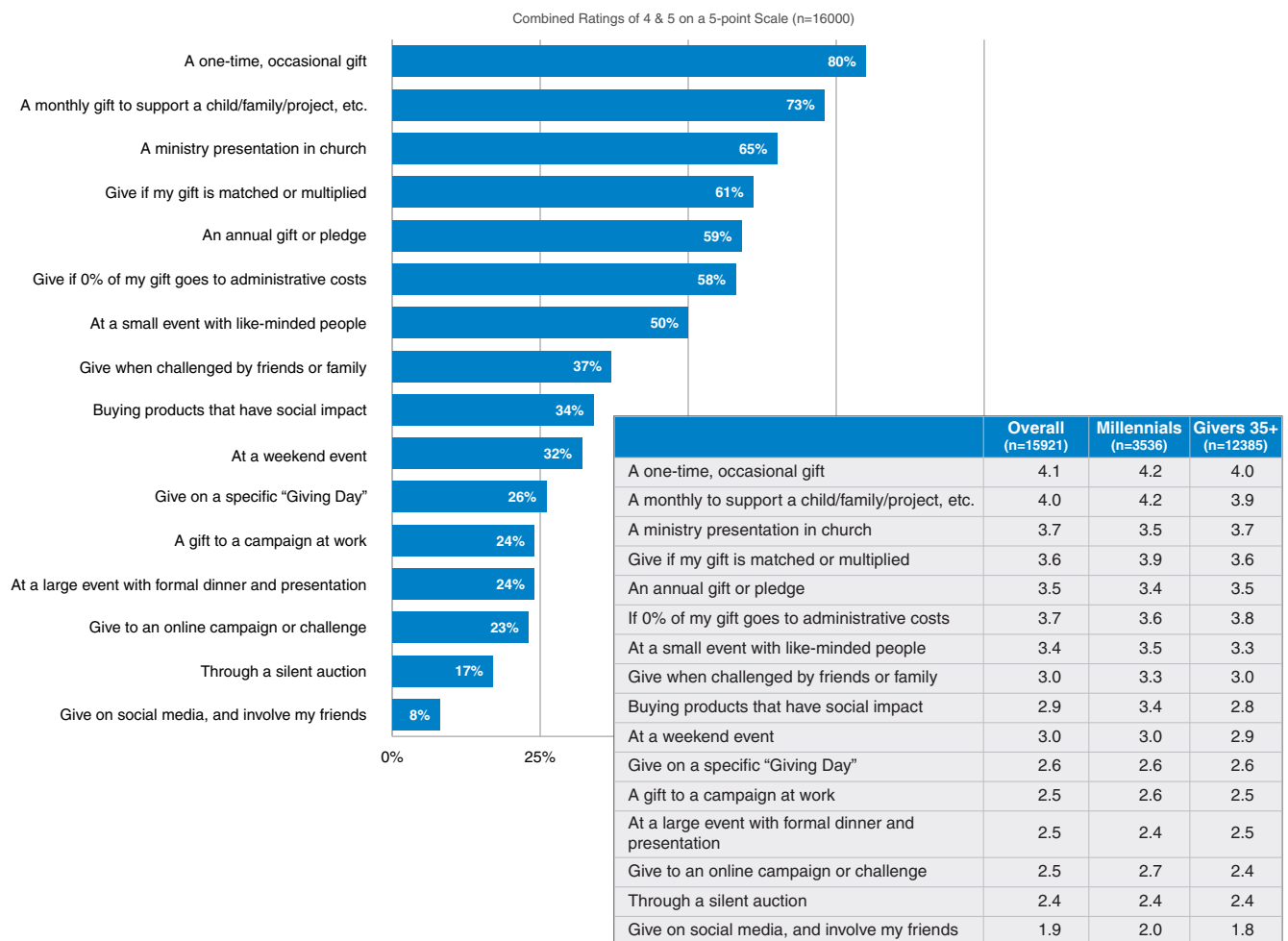
	Overall (n=16103)	Millennials (n=3543)	Givers 35+ (n=12560)
Christian ministries not affiliated with your church or denomination	100%	100%	100%
Your church	95%	92%	91%
Denominational ministries supported by your church or denomination	48%	35%	52%
Non faith-based organizations	44%	39%	49%
A home or house church	8%	8%	8%

Propensity for Varied Giving Options

- Millennials, despite perceptions of their giving patterns, are just as likely as older givers to consider giving via traditional channels. They are less enthusiastic than expected about supporting ministries in the workplace and through social media.
- The older generation is more likely than Millennials to consider supporting a ministry through a presentation in church, or a ministry with less administrative overhead.
- Contrary to expectations, Millennials are just as likely to give in a private setting as in a group setting or community.

Q8.

Please indicate how likely you are to give to a ministry in the following ways... [Each item to be rated by half the respondents. Show a mix of community vs. private options in each list. Scale = 1 not at all likely, 2 somewhat unlikely, 3 neutral, 4 somewhat likely, 5 extremely likely]

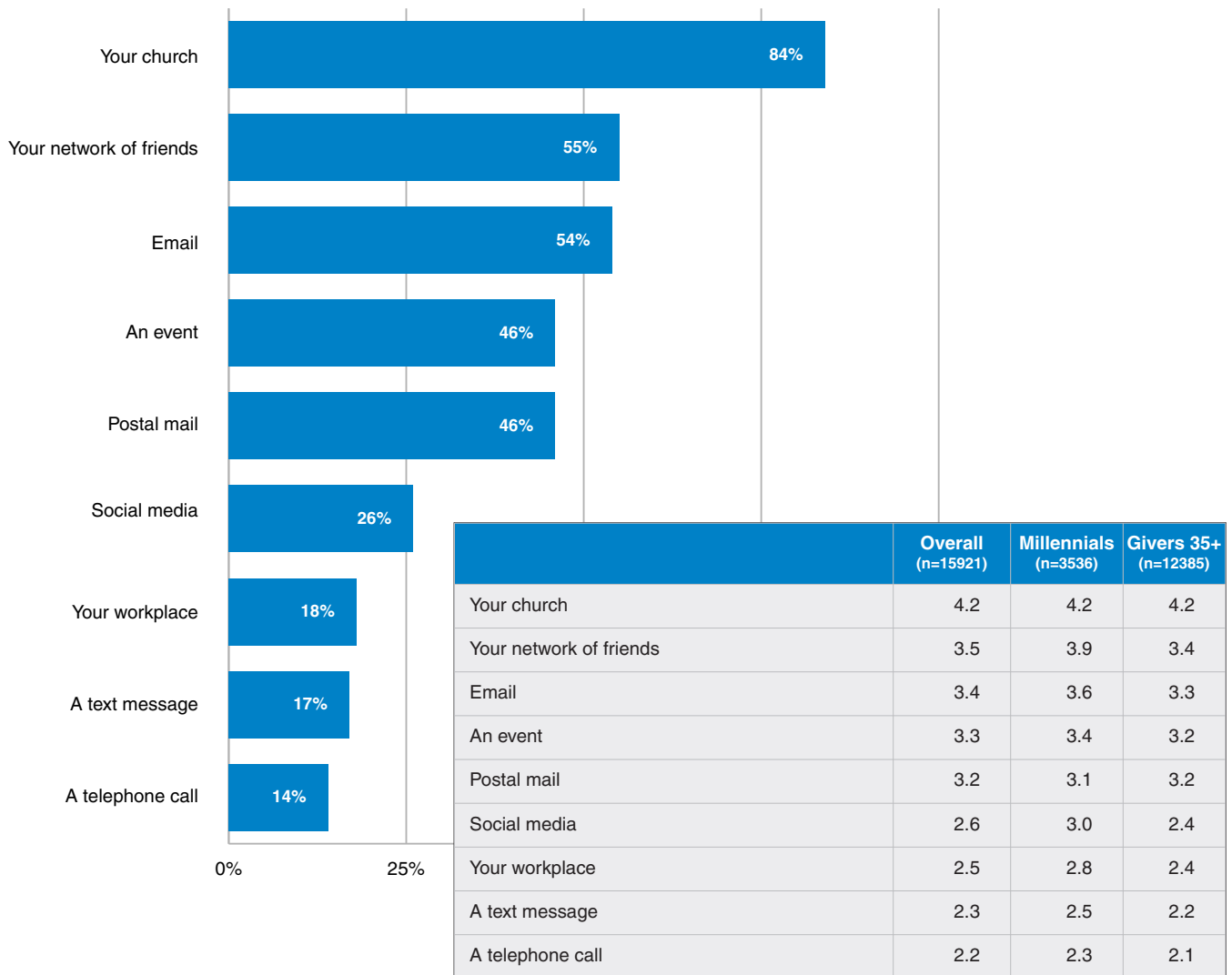


Paying Attention to Communication Channels

- Millennials pay attention. Millennials are more likely than other generations to pay attention to EVERY communication channel from a ministry, except for postal mail.
- The church is still a significantly stronger mouthpiece for ministry than any other channel for information—carrying three times more impact overall than social media.

Q9. How likely are you to pay attention to a ministry that communicates with you through...

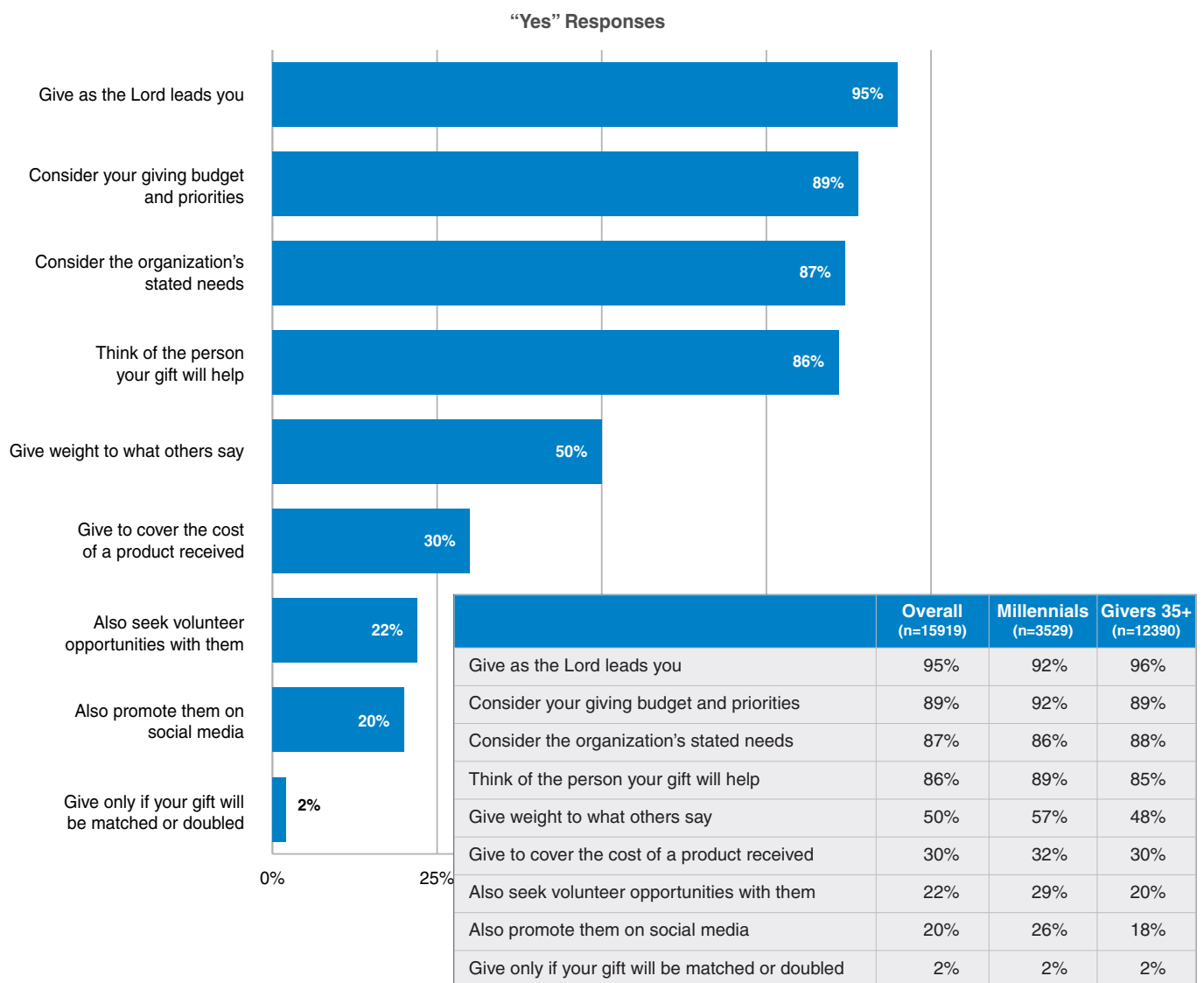
Combined Ratings of 4 & 5 on a 5-point Scale (n=15921)



Other Behaviors Related to Giving

- Millennials are definitely listening to the Lord as they make decisions to give; however, they are more likely to give weight to what others say as compared to older generations.
- Contrary to popular notions, Millennials are more unlikely than likely to promote ministries on social media. They participate in social media because of who they ARE...they give because of who they ARE...and promoting a ministry is about what the ministry is.
- Ninety-one percent of Silents are retired, but only 15% volunteer. Almost half of Boomers are retired, but only 19% volunteer. There is a broad untapped pool of Boomers not volunteering.

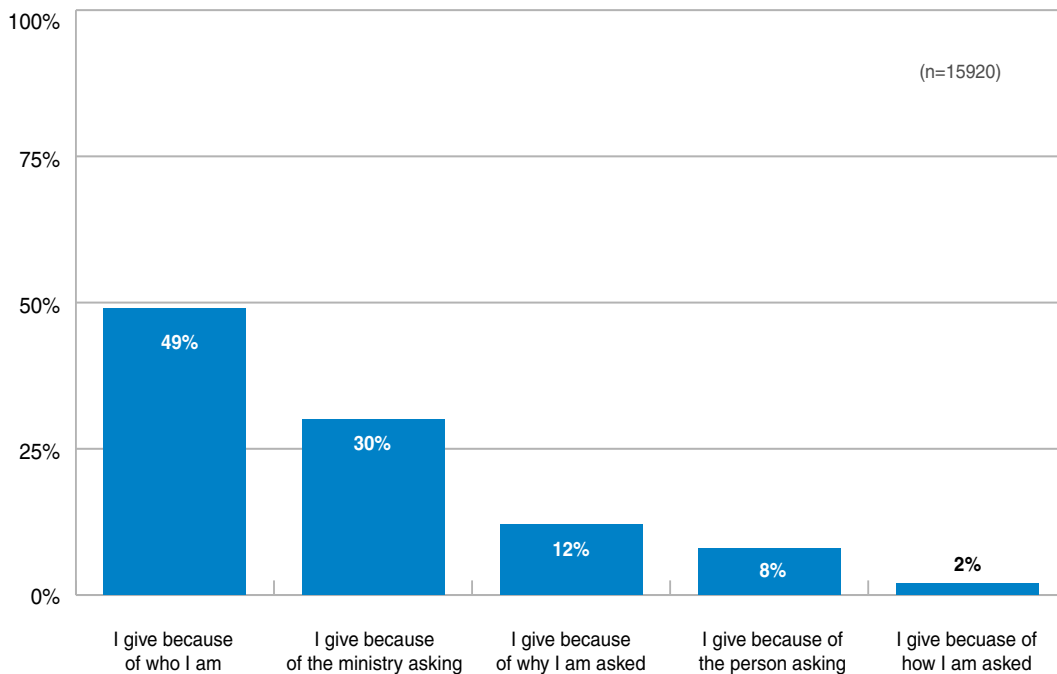
Q10. When giving financially to ministries, do you...



Core Motivation for Giving

- Younger generations are more inclined to give because of who they ARE, and older generations tend to give because of the ministry asking.
- Millennials have a highly developed sense of personal identity and ministry messaging must validate the giver.
- Older givers have a more developed sense of organizations and what they do. Ministry messaging must therefore validate the ministry.
- Silents are less likely than other age groups to give because of *why* they are asked.

Q13. Please select the one item that best matches your habits...



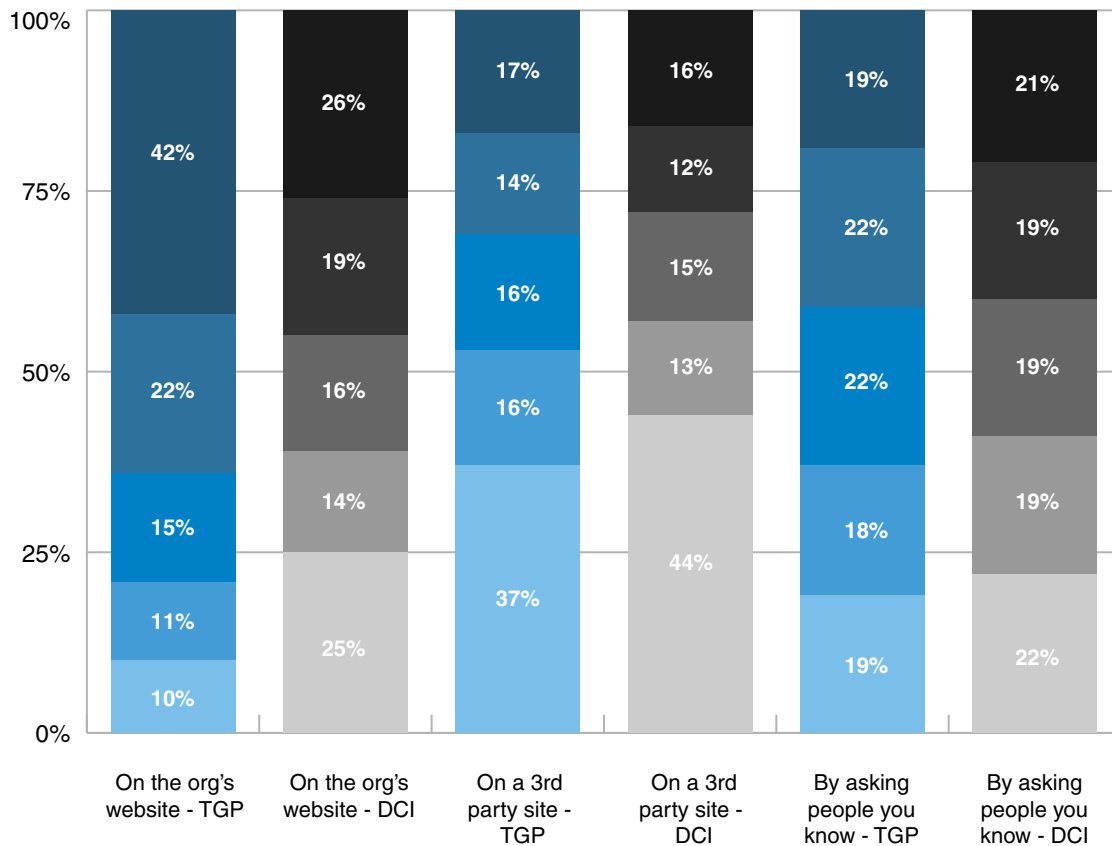
	Overall (n=15920)	Millennials (n=3520)	Givers 35+ (n=12400)
I give because of who I am	49%	52%	48%
I give because of the ministry asking	30%	21%	33%
I give because of why I am asked	12%	13%	11%
I give because of the person asking	8%	12%	7%
I give because of how I am asked	2%	2%	1%

Researching Ministries Prior to Giving

- Ninety percent of ministry givers research a ministry on its website before giving a “generous” gift*, and Millennials are considerably more likely to do research “all the time.” They are also significantly more likely than their elders to pursue research on a third-party website.
- Four in five respondents research an organization by checking with people they know. Millennials are slightly more likely to seek counsel from others before giving a generous gift when compared to older generations.

*(See Ask Amount Sensitivity Section)

Q17. How often would you say you research a ministry before you give a generous gift...



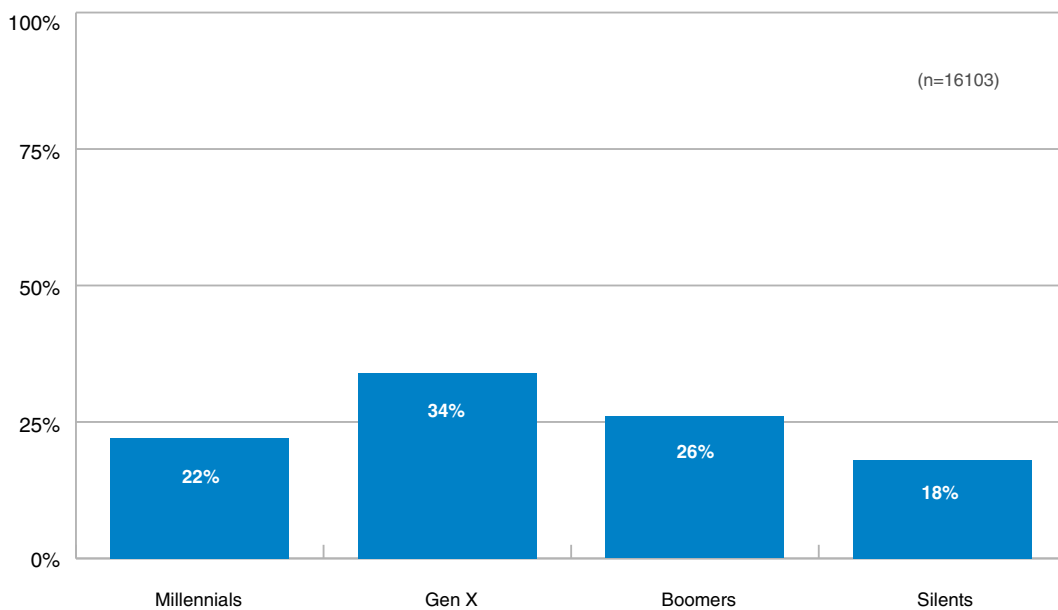


**GIVER
DEMOGRAPHICS**

Respondent Age

➤ Twenty-two percent of all respondents are Millennials. (Note: This percentage was weighted to reflect the Blackbaud percentages of givers in U.S. The original percent of responding Millennials in the sample was 10%.)

Q22. What is your age?

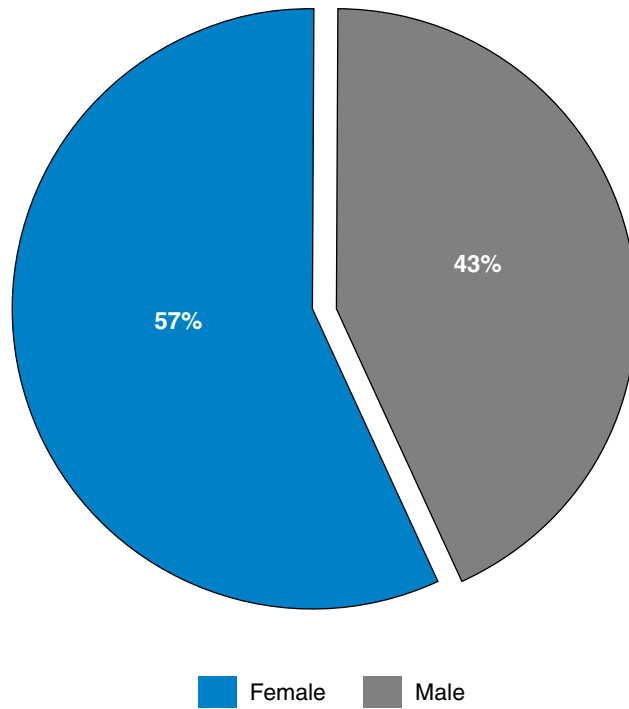


	Overall (n=16103)	Millennials (n=3543)	Givers 35+ (n=12560)
Millennials – 18–34	22%	100%	0%
Gen Xers – 35–55	34%	0%	44%
Boomers – 56–75	26%	0%	33%
Silents – 76+	18%	0%	23%
Mean	53	29	60

Respondent Gender

➤ Over half (57%) of the respondents are female.

Q23. What is your gender?

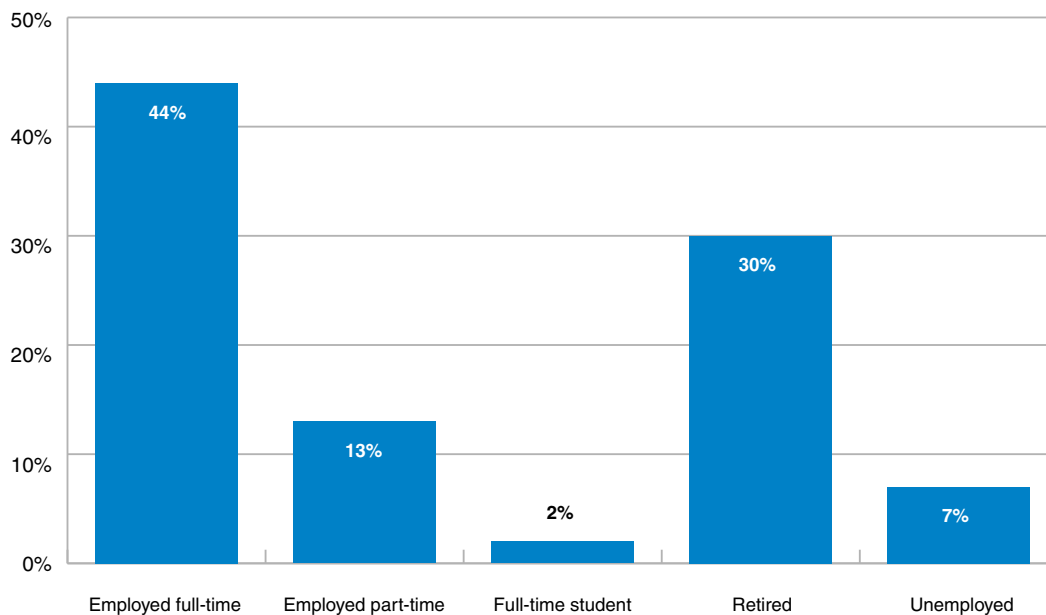


	Overall (n=16038)	Millennials (n=3536)	Givers 35+ (n=12502)
Male	43%	34%	46%
Female	57%	66%	54%

Employment Outside the Home

- Most Millennials (76%) and GenXers (52%) work outside the home.
- Yet, ministry givers in these two generations report unemployment of 11%.
- Almost half of Boomers are retired.

Q24. Do you work outside the home?

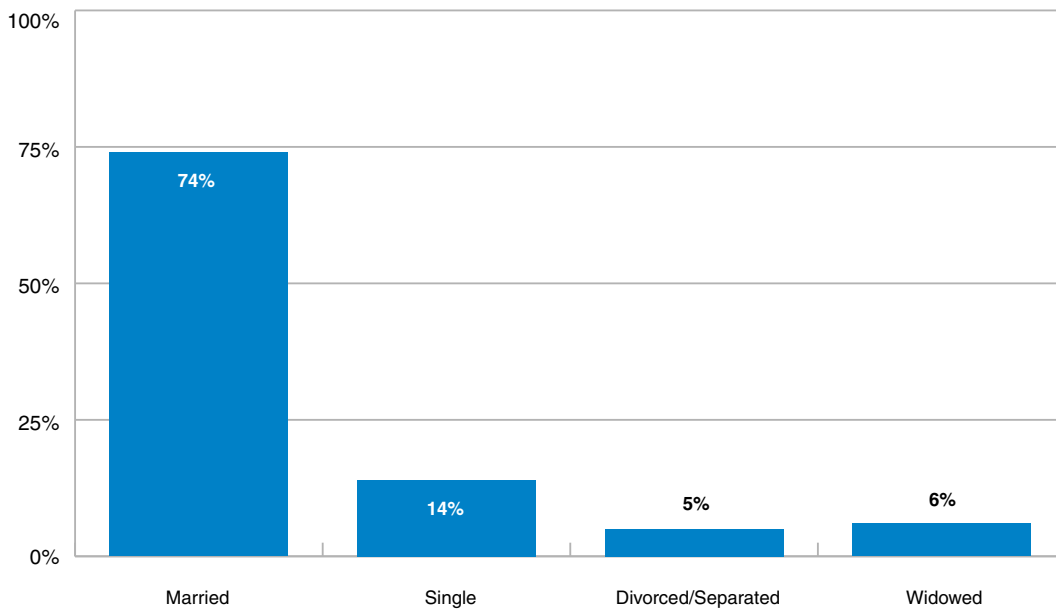


	Overall (n=15974)	Millennials (n=3511)	Givers 35+ (n=12462)
Employed full-time	44%	62%	39%
Employed part-time	13%	14%	13%
Full-time student	2%	8%	0%
Part-time student (not reflected in graph)	0%	1%	0%
Retired	30%	0%	39%
Unemployed	7%	11%	6%

Marital Status

➤ Seventy-four percent of all respondents are married, including 60% of Millennial ministry givers.

Q25. What is your marital status? [Not required]

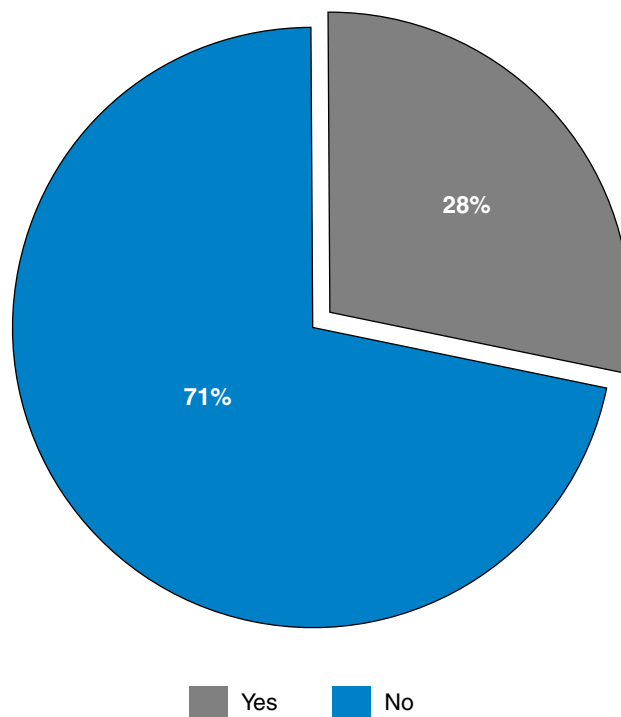


	Overall (n=16033)	Millennials (n=3536)	Givers 35+ (n=12497)
Married	74%	60%	78%
Single	14%	38%	8%
Divorced/Separated	5%	1%	6%
Widowed	6%	0%	7%

Children in the Home

- Most ministry givers report having no children in the home.
- The rate of children in the home for ministry givers age 35+ is just over half that of Millennials.

Q26. Do dependent children under 18 live with you?

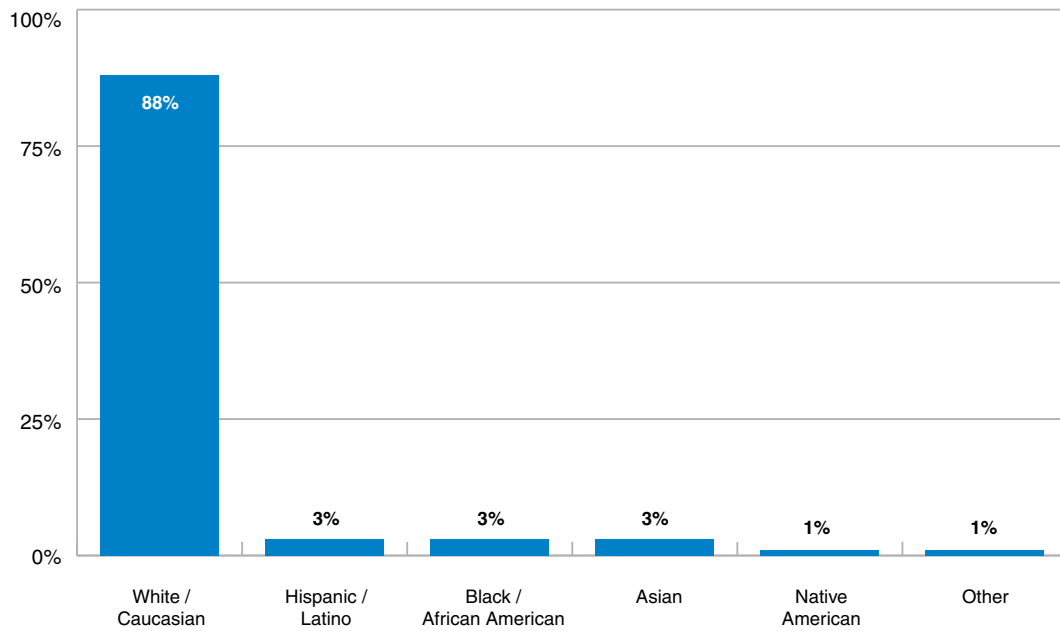


	Overall (n=16025)	Millennials (n=3532)	Givers 35+ (n=12493)
Yes	28%	42%	24%
No	71%	57%	74%

Ministry Giver Ethnicity

- While 88% of all respondents are White/Caucasian, Millennials and GenXers are more diverse than older generations.

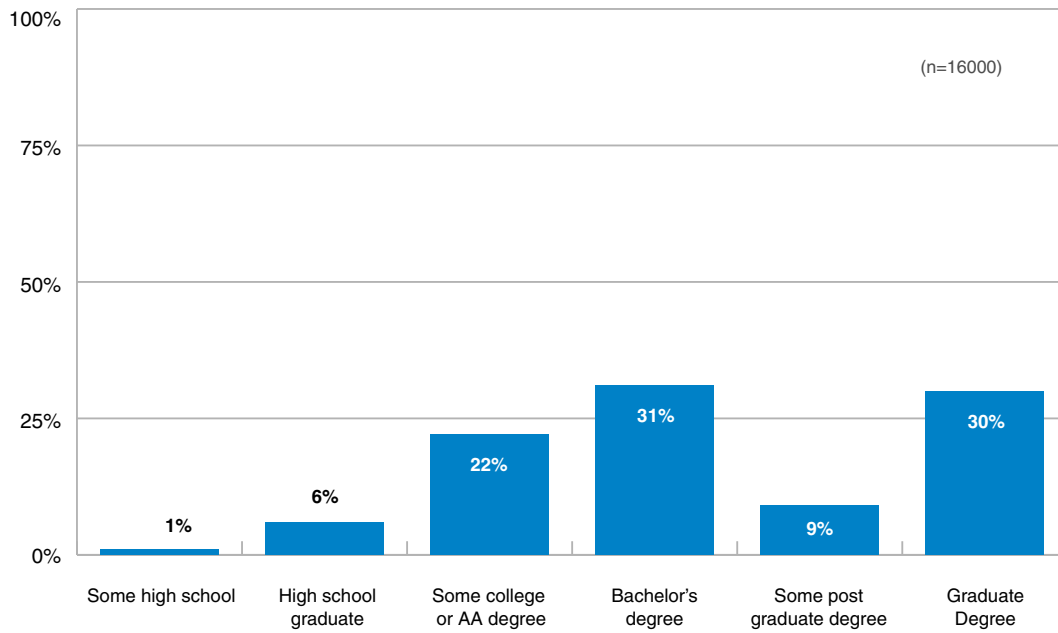
Q27. What is your race or ethnic background?



	Overall (n=16010)	Millennials (n=3527)	Givers 35+ (n=12483)
White/Caucasian	88%	86%	88%
Hispanic/Latino	3%	5%	2%
Black/African-American	3%	3%	3%
Asian	3%	5%	2%
Native American	1%	1%	1%
Other	1%	2%	1%

Education Level

Q28. What is your level of education?

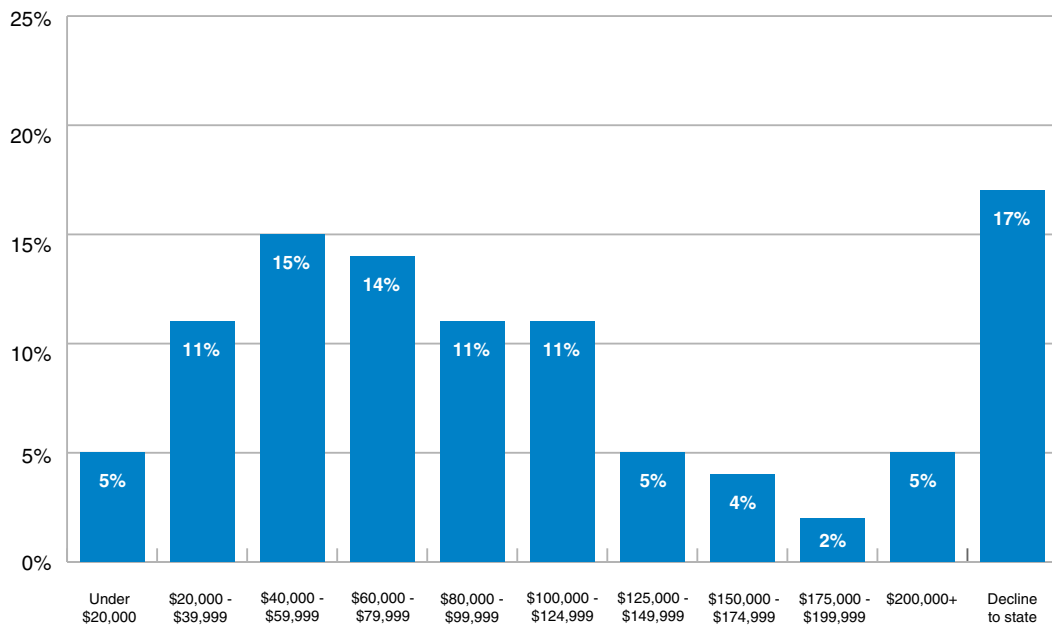


	Overall (n=16000)	Millennials (n=3529)	Givers 35+ (n=12471)
Some high school	1%	0%	1%
High school graduate	6%	4%	7%
Some college or Associates degree	22%	16%	24%
Bachelors degree	31%	45%	28%
Some post-graduate school	9%	8%	9%
Graduate degree	30%	26%	32%

Annual Household Income

- Almost 30% of ministry givers overall reported incomes of \$40K – \$80K, compared to 36% of Millennials.
- A surprising 20% of Millennials reported household income in excess of \$100K, as did 41% of GenXers, 27% of Boomers, and 15% of Silents.
- Seventeen percent of respondents declined to state their income.

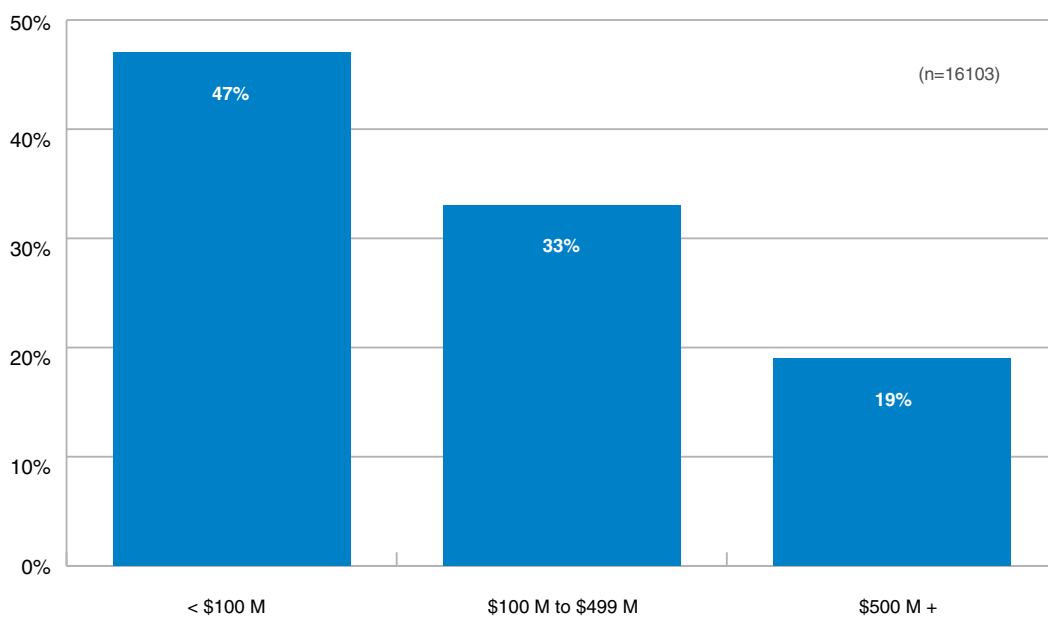
Q29. Please select the range that includes your annual household income.



	Overall (n=15723)	Millennials (n=3494)	Givers 35+ (n=12229)
Under \$20,000	5%	10%	3%
\$20,000 – \$39,999	11%	14%	10%
\$40,000 – \$59,999	15%	19%	14%
\$60,000 – \$79,999	14%	17%	13%
\$80,000 – \$99,999	11%	11%	11%
\$100,000 – \$124,999	11%	10%	11%
\$125,000 – \$149,999	5%	4%	6%
\$150,000 – \$174,999	4%	3%	4%
\$175,000 – \$199,999	2%	1%	3%
\$200,000+	5%	2%	6%

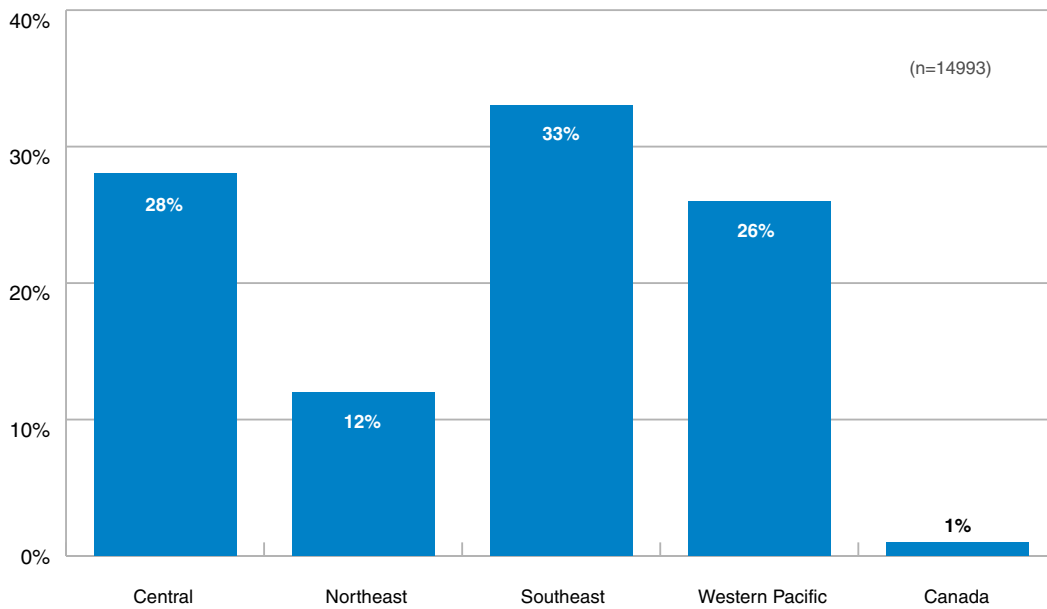
Ministry Size

- A larger proportion of Millennials, GenXers and Boomers support ministries that have total revenue of less than \$100M. (NOTE: This may be due to having a bigger sample from these organizations.)
- More Silents support ministries with total revenue of \$100M – \$499M.



Region of the Country

- More millennial ministry givers live in the Central region of the U.S. than in any other region. Every other generation was heavily represented in the Southeast region.



17 Ministries

380,000 Email Invitations

16,800 Responding Givers

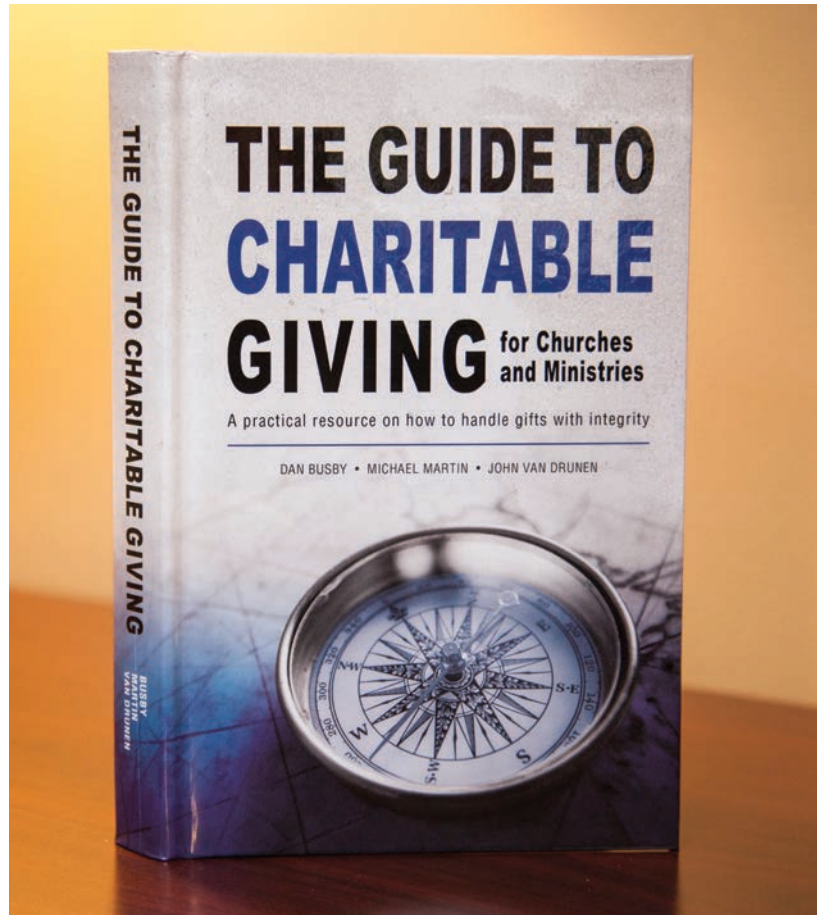
3,543 Millennial Givers

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.

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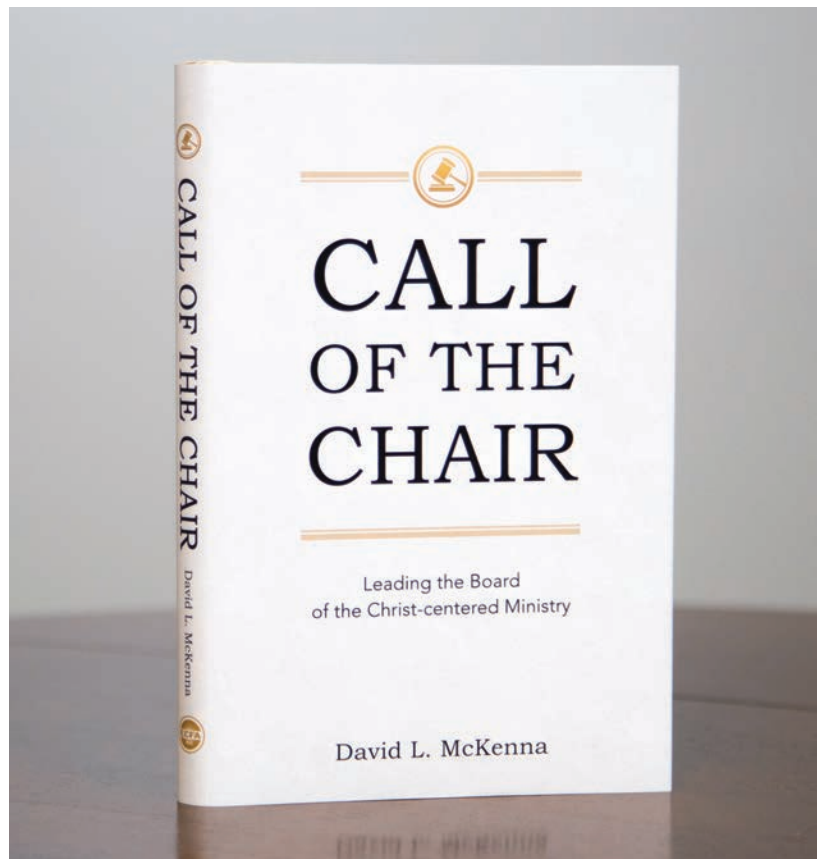
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