

# An Introduction to Cultivating Generosity in Parishes

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*in partnership with*  
Greek Orthodox Archdiocese of America





**IUPUI**

LILLY FAMILY SCHOOL OF PHILANTHROPY



# Lake Institute on Faith and Giving: Three Core Areas

1. Research and Scholarship



2. Education and Training



3. Thought Leadership and Public Understanding

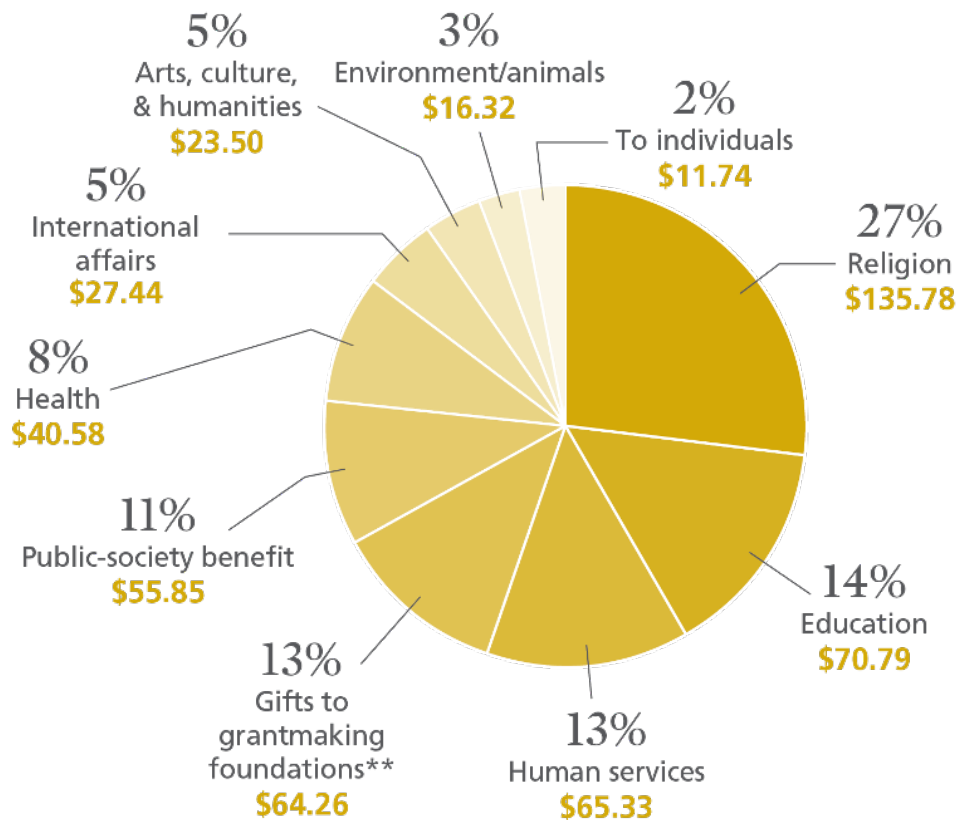




## Education and Training

- **Executive Certificate in Religious Fundraising (ECRF)** is an individual practitioners' eight-week online course with a practical application capstone project that provides the research, tools and customized training to meet the growing needs of leaders in religious communities and fundraisers of faith-based organizations.
- **Cultivating Generous Congregations (CGC)** is a seminar designed for congregational teams that examine key concepts to shape a comprehensive development strategy by exploring significant and necessary steps to creating lasting cultural change within a congregation.

# Religion is the Beneficiary of Donor Generosity



**2021 Contributions:**  
\$484.85 billion by  
type of recipient  
organization

(in billions of dollars – all  
figures are rounded)

# Trends in Charitable Giving



## **Giving up 4.0%**

*-0.7% adjusted for inflation*

In inflation-adjusted dollars, total charitable giving increased 8.1 percent between 2019 and 2020, and remained relatively flat with -0.7 percent growth between 2020 and 2021. The cumulative change in total giving between 2019 and 2021 was 7.4 percent in inflation-adjusted dollars.



## **Individual giving up 4.9%**

*0.2% adjusted for inflation*

Inflation-adjusted giving by individuals increased by 4.6 percent between 2019 and 2020. Growth in individual giving stayed flat between 2020 and 2021, with 0.2 percent growth in inflation-adjusted dollars. The cumulative change in inflation-adjusted giving by individuals between 2019 and 2021 is 4.7 percent.



## **Religious giving up 5.4%**

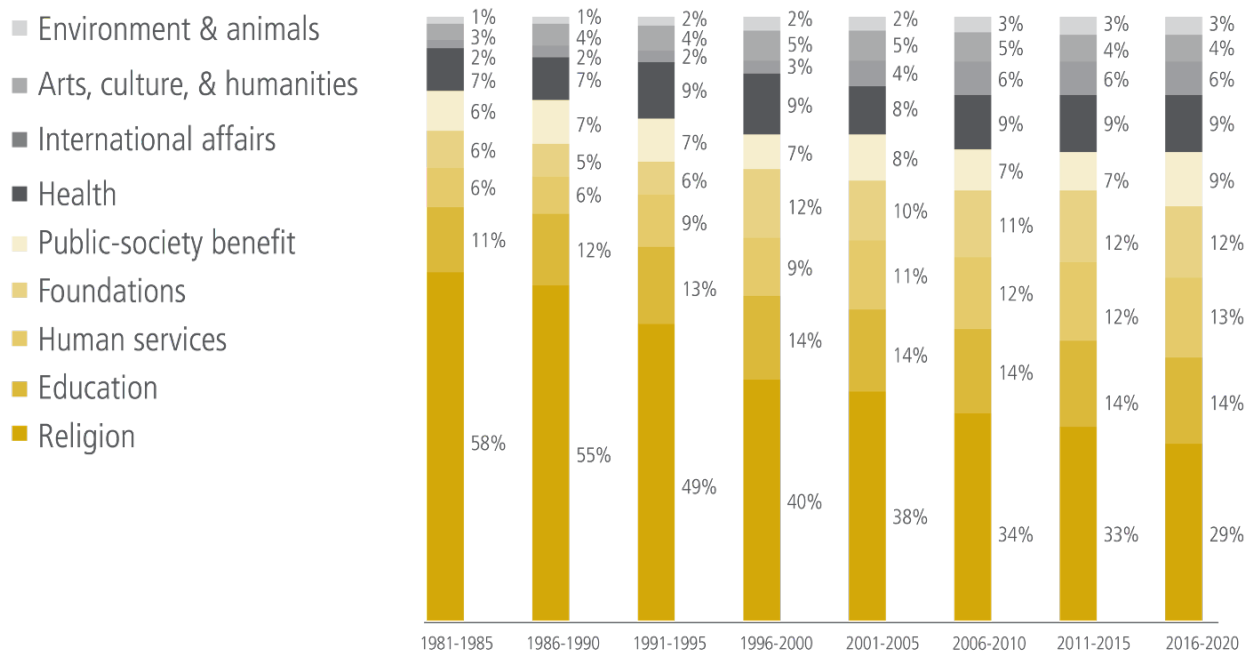
*Relatively flat at of 0.7% adjusted for inflation*

Adjusted for inflation, giving to religion declined -1.4 percent between 2019 and 2020, and remained flat at 0.7 percent between 2020 and 2021. Cumulatively, giving to religion stayed flat at -0.7 percent in inflation-adjusted dollars between 2019 and 2021.



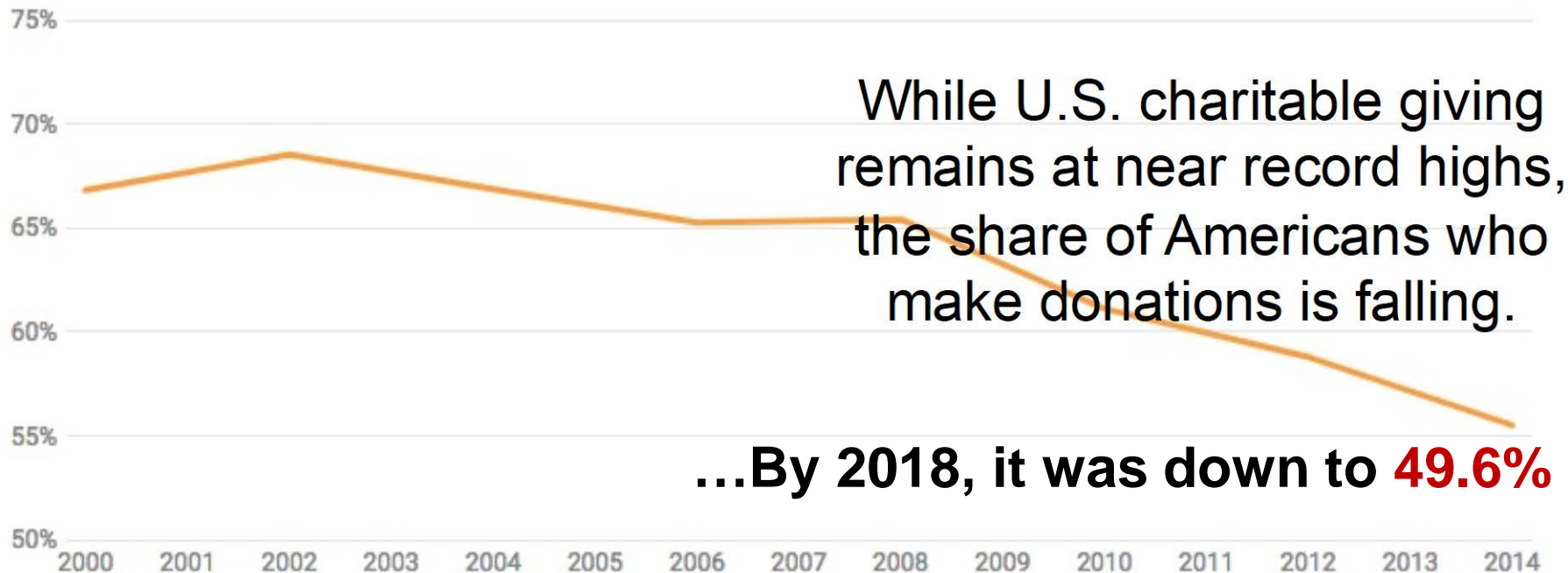
# Religion is the Beneficiary of Donor Generosity

Giving by type of recipient: percentage of the total in five-year spans, 1981-2020 (does not include "unallocated")



## Decline in % of households giving charity

(Share of Americans giving to charity **68%** in 2002—>**55%** in 2014)





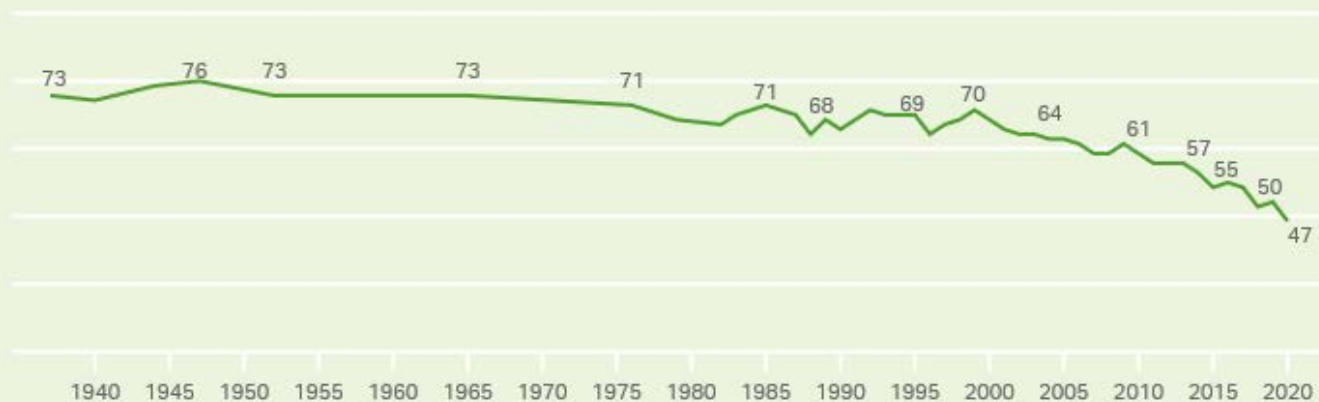


# Religious Affiliation

## Church Membership Among U.S. Adults Now Below 50%

Do you happen to be a member of a church, synagogue or mosque?

— % Yes, member



Based on annual aggregated data, usually based on two surveys

GALLUP



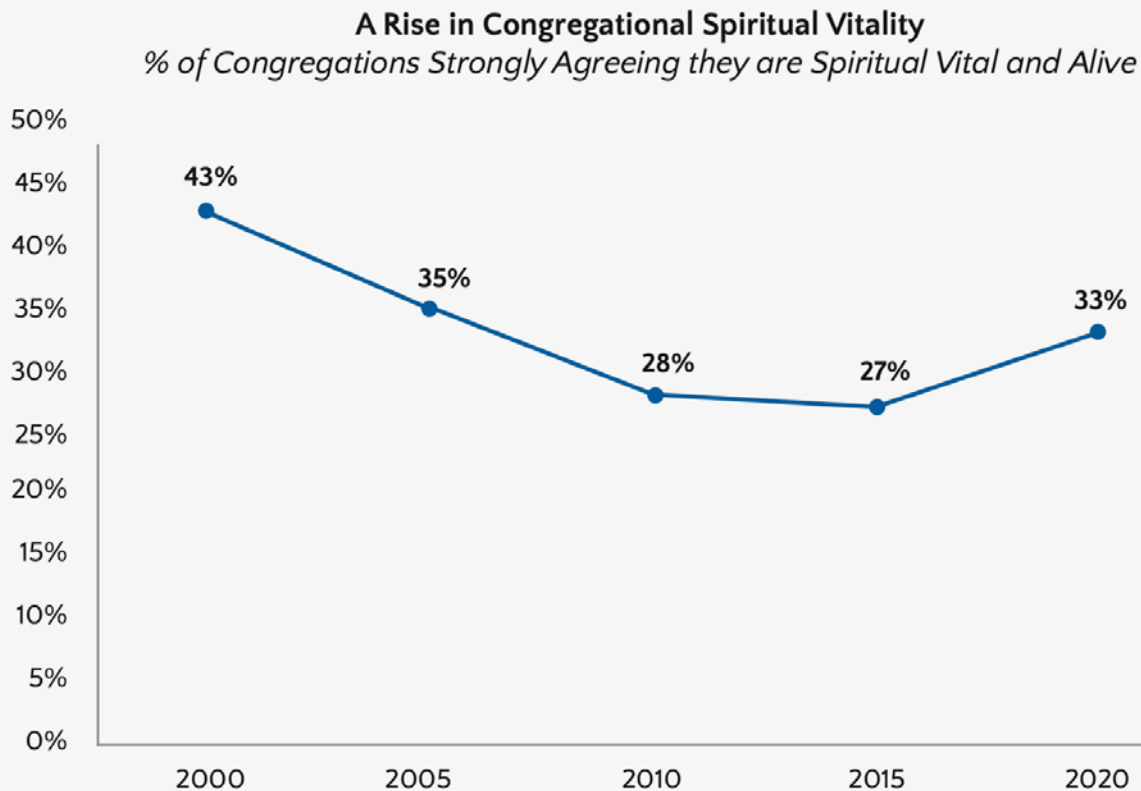
## Worship Participation

Religious Family	Median Worship Size in 2020	Median Change Rate Since 2015
Mainline Protestant Christian	50	-12.5%
Evangelical Protestant Christian	65	-5.4%
Catholic & Orthodox Christian	400	-9.11%
Other Religious Traditions	90	+25.0%

Source: 2020 Faith Communities Today survey,  
Hartford Institute for Religion Research



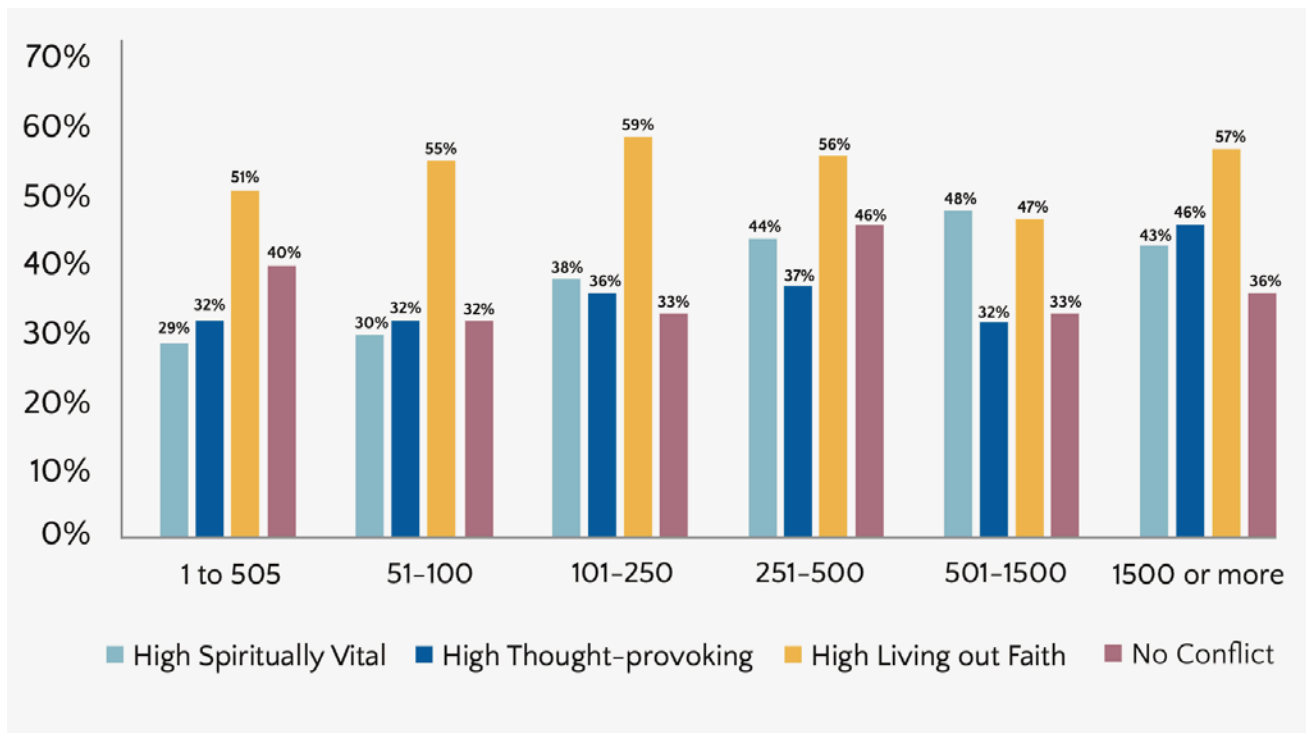
## Spiritual Vitality



Source: 2020 Faith  
Communities Today  
survey, Hartford  
Institute for Religion  
Research



## Elements of Spiritual Vitality in Every Size



Source: 2020 Faith Communities Today survey,  
Hartford Institute for Religion Research



# Religious Pandemic Giving

## **Roughly one-in-five religious attenders say they have donated less money to their congregation than usual during outbreak, one-in-ten say they've donated more**

*Among U.S. adults who typically attend religious services at least monthly or attended in person in the last month, % who say since the start of the coronavirus outbreak, they have donated \_\_\_\_\_ than they normally would have to the house of worship they attend most often*

	More money	Less money	About the same amount of money	Do not donate	No answer
	%	%	%	%	%
Total	8	18	54	17	2=100
Christian	8	19	56	16	2
Protestant	8	16	60	14	2
Evangelical	8	14	62	14	2
Mainline	9	20	55	14	1
Historically Black	9	18	58	13	3
Catholic	5	28	42	22	2
White Catholic	7	27	53	12	1
Hispanic Catholic	4	25	30	37	5

Source: Pew Research Center August 2020



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## Elements of Orthodox Spiritual Vitality

1. Members gather together for a divine common purpose;
2. They do so in ways that transform them;
3. They gather also in ways that affect and transform the local communities where the congregations are situated.

Source: 2020 Orthodox Vitality Reflection,  
Alexei Krindatch, Hartford Institute for Religion  
Research





## The Paradigm Shift in Religious Giving

### The Traditional Paradigm

- Moral obligation
- Theology of duty
- Institutions are to be trusted
- The gift is the point
- Budgets are need-driven

### The Emerging Paradigm

- Donor cultivation
- Theology of response
- Institutional trust must be earned
- Creating change is the point
- Giving is value-driven



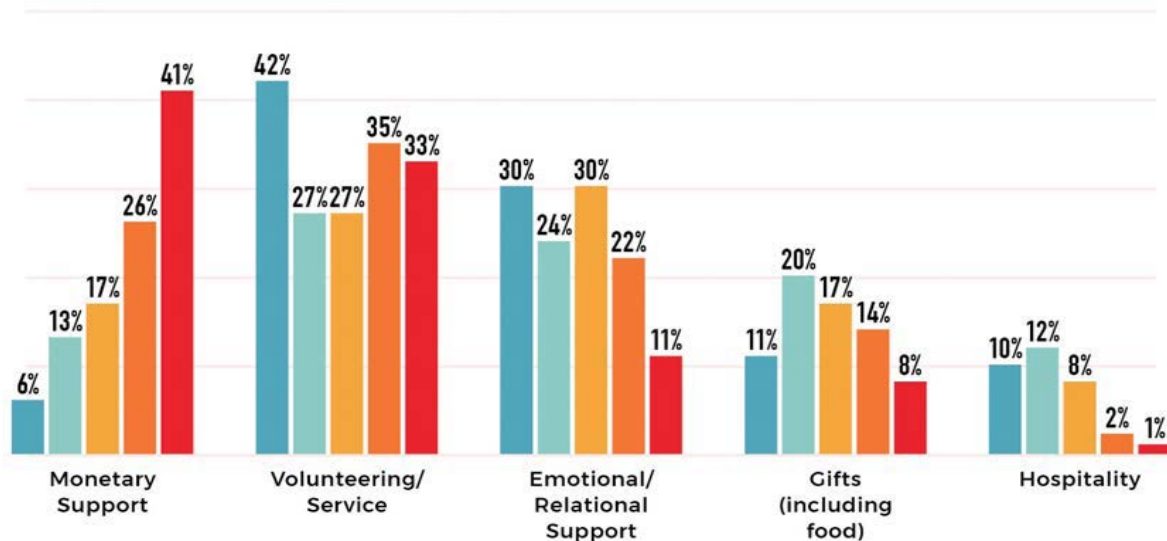
# Generational Approaches to Generosity

## EXPRESSIONS OF GENEROSITY, BY GENERATION

**Barna**

*In what way are you most frequently generous to others?*

◆ Gen Z ◆ Millennials ◆ Gen X ◆ Boomers ◆ Elders





## Generosity in Congregations



Moral Formation...

... Nonprofit Organization



# Year Round Cycle of Giving







## Storytelling for Stewardship

**A young person's life was changed in our parish when...**

**A person's *faith* life was transformed in our parish when...**

**Our parish got started when...**

**An "outsider" to our parish was positively affected when...**





# Year Round Cycle of Giving



# Year Round Cycle of Giving

What does your parish do *well* in each quadrant?

What one thing could your parish do in each quadrant in the next two months?



# Year Round Cycle of Giving

What one thing in  
each quadrant would  
you want to be  
stronger in the next  
six months?





Connect!



**@LakeInstitute**

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