



ECFA is building on our 2016 study that focused on what motivates Millennial givers and how their generosity patterns differ from those of older generations. We are offering to survey your donors, sending you two illustrated reports, one about your donors and another about how they compare with those from the other churches and ministries in our study.

Q | What benefits would our church or ministry receive?

A Your biggest benefit will come in the future through strategically implemented decisions that you align with the survey findings. Here is a list of some of the more immediate benefits:

- **Professional Expertise.** ECFA will craft the survey, assist each church or ministry with fielding the survey, aggregate the results, and produce two board-worthy, illustrated reports with the findings of the survey: (1) a profile report of your donors, (2) an in-depth summary report that includes how your donors compare to those of other similar organizations.
- **Insight.** A shared study, with a larger pool of respondents, will give more accurate insights, especially into the generally under-represented rising generations of Millennials and Gen-Zers.
- **Relevance.** Understanding why donors give will help ministries stay relevant to each generation.
- **Comparability/Credibility.** A shared study will produce more credible benchmarks that would be impossible to produce with a survey fielded from just one church or organization.
- **Perspective.** Validation from external sources helps safeguard against internal ministry group consensus.
- **Value.** The cost (*see page 4*) is a bargain relative to other studies, even when compared against using existing staff and free software.
- **Collaborative Learning.** During the follow-up webinar, partner organizations have an opportunity to learn from each other and to strengthen their strategic initiatives.



Did you know?



92%

of ministry givers consider **financial accountability** as a positive influence on their support decision

(2016 ECFA Generosity Project)

Q | How will the results be shared?

A As described above, ECFA will provide two different reports of the study results to each partner organization, plus a webinar for everyone.

ECFA will also provide you with the raw data from your givers. The data will lack actual names and emails as you will not be providing those to us, nor will survey takers.

Q | How long is the survey, and who creates it?

A The questionnaire consists of about 28 question areas from demographics to generosity motivators. ECFA has designed the survey by adapting and updating its 2016 “Generosity Project” survey, and then circulating the current version for improvement by several fundraising and research professionals. The project is directly overseen by Warren Bird, Ph.D., ECFA’s senior vice president of research and equipping, who has many years of survey research expertise and experience.

Q | Who invites people to participate in the survey?

A You do. You alone will have the names and emails of the survey takers.

Q | Whom would we survey?

A You will need to create FOUR lists of donors: occasional donors (\$1-499 annually), general donors (\$500-under \$1,000 annually), medium donors (\$1,000-\$9,999 annually), and major donors (\$10K and higher annually). They will each receive the same survey, but through a different survey link that we provide to you. This allows ECFA to sort by donor list in our data analysis; however we will not know anything else about their identity.

Each of your four lists can contain up to 5,000 donors. We will provide you with helpful, simple guidelines toward selecting this uniform, random sample of up to 20,000 donors. If you happen to have estimated ages of your donors, we’ll ask you to make younger donors a disproportionately larger portion of the sample.



Did you know?



90%

**of givers research a ministry
on its website before giving**

(2016 ECFA Generosity Project)

Q | May our church or ministry add questions to the survey?

A | Yes, you may add up to five multiple-choice questions. ECFA will be happy to help you craft or refine them. This is an excellent opportunity to explore issues very specific to your ministry or church.

Q | When will the survey take place?

A | You will select a date to email the survey followed by two reminders (one week and two weeks later).

Q | How confidential and private is the survey?

A | We are very concerned about trust and privacy in this survey. We want you to have every confidence in this research project and in your valuable givers' ability to give us confidential responses.

Our entire motive is to strengthen the relationship between donors and their ministries. Our heart is to help “enhance trust” as ECFA’s mission says, and to model integrity. We have zero motive to transfer any financial loyalties to ECFA.

ECFA won’t know any survey taker’s name or email address. ECFA won’t send your donors our newsletter (unless, of course, they already happen to be receiving it). And ECFA won’t ask your survey takers for a donation.

Q | How do we keep a donor from getting survey invitations from two different organizations?

A | Unfortunately, ECFA cannot prevent overlap since we don’t control (or know) the givers you or other ministries select to be surveyed. However, we do know that the statistical likelihood of overlap is quite low. Plus each participating church or ministry sets its own survey dates, often months apart from each other.

Q | How much time will this require of our church or ministry staff?

A | We expect this entire time commitment to be one or two days of church or ministry staff time at most.



Did you know?



Millennial givers are more likely to give because of “who they are” while older generations are more likely to give because “the ministry asked them”

(2016 ECFA Generosity Project)

Q | What if we have other questions?

A | If you have questions not addressed here, please email our research director, Dr. Warren Bird at warren@ecfa.org or phone his office directly at **845-368-4379**.



Thank you!

Warren Bird

Warren Bird, Ph.D.

Easy Next Steps

- 1 Decide to be part of the survey and pay the shared cost fee. The modest shared cost for participation in this study is based on the size of your ministry's or church's annual income. To find out the specific cost for your organization, please state its annual income (rounded numbers are fine) in an email to research@ecfa.org. We'll aim to reply within one business day.
- 2 Commit to sending a dedicated invitation, plus two reminders – all likely by email. We'll supply templates you can use or adapt. Pick a date to send the survey, and the two reminders.
- 3 Decide what additional questions you'd like to add – up to 5, with multiple choice responses. We're happy to help you craft those questions and responses.
- 4 Decide on survey "incentives" to participate.
- 5 Work with us to make this project a "win" for your ministry or church!