

DONOR PROFILE

Generosity Research from
the Evangelical Council for
Financial Accountability



Prepared Exclusively for:

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Project Overview

Goals

ECFA (Evangelical Council for Financial Accountability) wants to better understand those who give (Baby Boomers and Elders) so we can help an ministry understand them better.

1. Why they give — and how
2. What factors they say matter
3. What role ECFA membership plays
4. How they prefer to give, and how often

In addition to profiling give information on how their giving preferences have changed over time.

Definitions

- **Older Givers** throughout the survey (born 1946-1964). **Younger Givers** (born 1965-1996).
- **Donor Gift Sizes**, referred to as follows: **occasional** donors (\$1,000 or less), **minor** donors (\$1,000-\$10,000), and **major** donors (\$10,000 or more).

Profile of Your Givers

15% are age 76 or older



15%



49%



11%



17%

Older Givers

Younger Givers



Most are
white

76%
White or
Caucasian

9%
Black or
African American

2%
Hispanic or
Latino

Most are
retired

51%
Retired

44%
Employed

5%
Other



Most are middle class
(Pre-tax annual household income)

25%
Under \$50,000

43%
\$50,000-\$99,999

26%
\$100,000-\$199,999

6%
\$200,000 or more

Top Findings –

1

Older givers: There is a significant difference between the generosity of Millennials through “the giving gap” and Baby Boomers, with a slightly higher percentage of older givers preferring to give online.

2

The top reason for giving is **“I want to give (or my family) so I give better.”**

3

The top reason for not giving is **“If I sense God is calling me to give.”** This is “If my income is too low” flipped.

4

Most givers are **non-members**. The older the donor, the more likely they are to be a member.

5

A sizable amount of donors are **non-members**.

Top Findings –

1

An overwhelming majority of donors (85%) are **Millennials** and Gen Z (younger than Millennials).

2

An overwhelming majority of donors (85%) are **International**.

3

70% agreed or strongly agreed that **older givers** are more likely to give in person.

4

Of 12 choices, **“I have a budget”** was chosen more often than “I don’t have a budget” in the same order.

5

Of 9 choices of how to give, **“online”** was followed by “in person” and “mail” selected the least. **13% postal**.

Top Findings –

1

Gift sizes vary significantly by age group, with little younger than Millennials (under 25) and 55% Baby Boomers (\$1,000-\$9,999).

2

When asked “What size gift do you prefer?” International donors preferred a smaller gift (72% of all gift sizes were \$100 or less), medium gifts were preferred by Millennials.

3

All donors gave **“for their own church or ministry”** (page 17), and **“for their own church or ministry” are far more common** than other reasons.

4

For questions about **“responses”**, 85% of occasional donors gave a response.

5

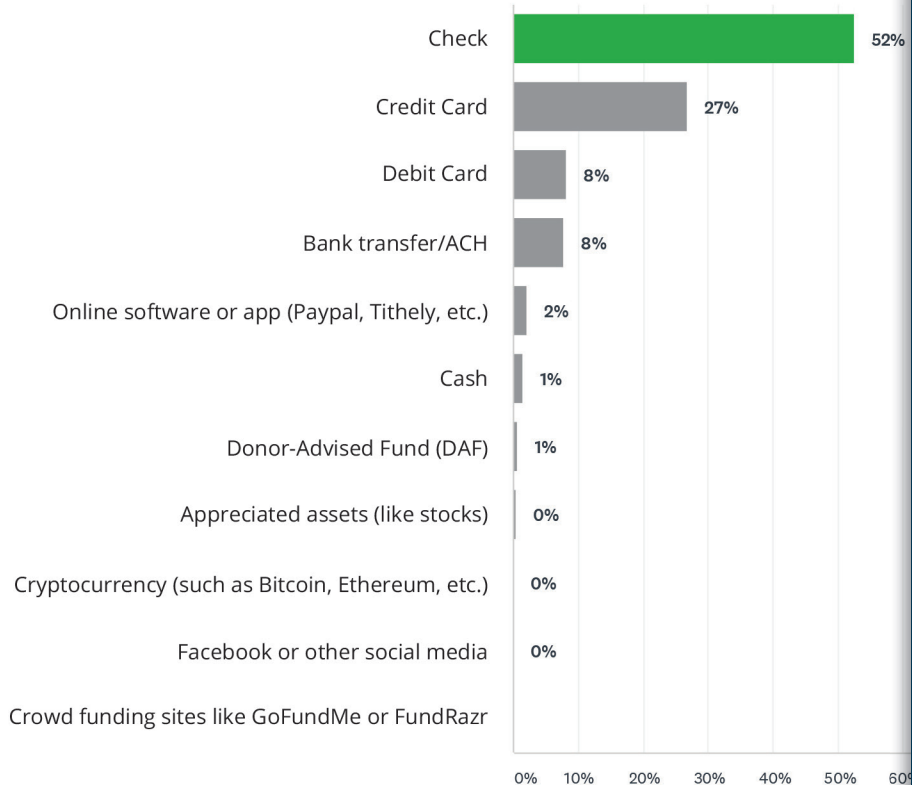
Donor were more likely to be members (only 16% are non-members). Non-members were less likely to give (16% of non-members gave). Non-member donors were more likely to give through any other channel.

Our report highlights three different types of top findings:

- Overall giving
 - Giving to YOUR ministry or church
 - Giving by sizes of gifts (i.e., how do major donors differ from occasional donors?)
-

Which ONE is your most preferred way to






? (Imagine that it offered



We will create **more than 30** graphics personalized to your ministry or church, many containing information you could not find elsewhere.

See examples on this page and the next several pages.

Percentage. Thus far in 2021, approximately total charitable donations have gone to The

ALL responses	
(all percentages are medians)	
	Elders
	Baby Boomers
	Gen X
	Millennials
	Gen Z
	Occasional Donors
	General Donors
	Medium Donors
	Major Donors

See page 2 for category definitions

For many of the questions, we will show how your older and younger donors differ in their responses.

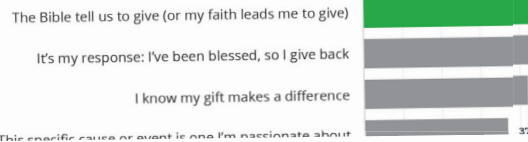
How have you financially supported ANY ministry in the last 12 months? *Check ALL that apply.*

During 2020, how many nonprofit ministries or churches did you START giving to for the first time?



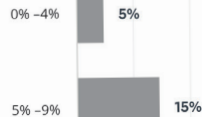
Your Approach to Giving. To a
(including your local church) d

Reasons: "Three of the top reasons I give money to "charity"— churches, ministries or other nonprofits—are..." *(Please check up to 3 options.)*

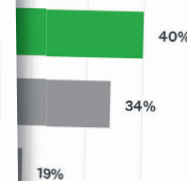


Which best matches the general focus of your overall charitable giving? *(Select one)*

Giving Percentage. Thus far in 2021, approximately what percentage of your total (gross) household income do you give to charity? *(Select one)*



Older	Younger
5%	16%
15%	20%
51%	50%



Older	Younger
40%	45%
34%	26%
19%	19%
3%	5%
3%	5%
0%	1%

Some questions ask about giving patterns in general.

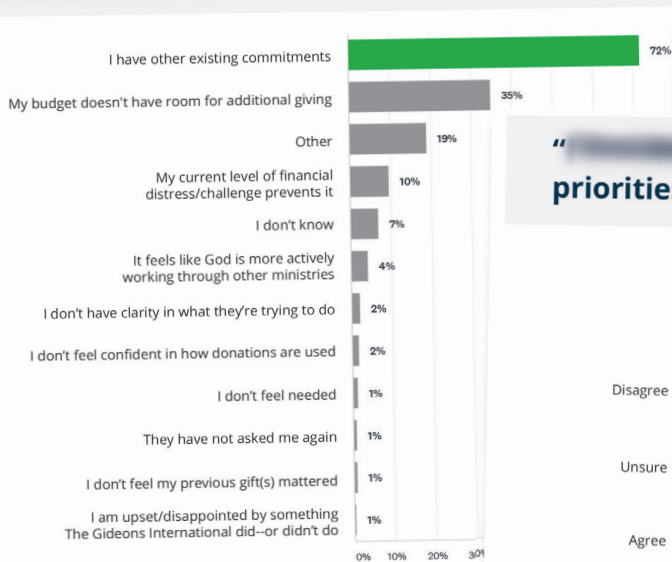
Research. "I often research a ministry or church before I give an initial donation."

"I trust the financial integrity of

After the above-mentioned the communication would you pro

Other questions ask about giving specifically to your ministry or church.

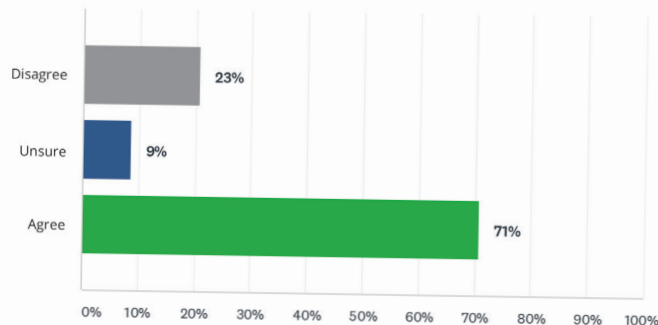
What stands in the way of you giving more often or larger gifts to than you currently do? *(Select ALL that apply.)*



Older	Younger
72%	65%
35%	34%

31%	29%
32%	27%


"... was one of my top three giving priorities last year."





Older	Younger
Agree Only	
71%	62%


Next Step Recommendations

Now that you've seen many insights about your donors, what are your next steps and recommendations:

1  **Pray.** First, thank God again for your generous givers. Pray also for wisdom in your own decisions.

2  **Review any strategic goals** you've set for fundraising. Meet with your board together to discuss the survey findings, both what you've achieved and what are gaps.

3  **Narrow down** to one or at most two survey findings that concerned you most, surprised you most, or were inconsistent with who you imagine your financial supporters are. It's more important to work on the one that is most important to you. Then develop action steps. If too many of your givers are much older than you, you might consider specific actions you could take. Examples might include showing current donors how they could share your vision.

4  **Contact us** (research@ecfa.org) with any feedback or questions. We'd love to hear about good things God did for you through this overall survey.

Ready to talk further about ECFA helping you learn from YOUR givers?

See the "Get Started" button at [ECFA.org/whygive](https://ecfa.org/whygive)



Enhancing Trust

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ECFA.org