



DIGITAL GIVING
TRENDS
— 2019 —





Forward

When we started Pushpay in 2011, online giving was a new and novel concept. Those were the days before social media or the iPhone had the prevalence they do today—while some churches had adopted an early solution, the concept was still new, unproven, and scary.

But 2011 was eight years ago. Things have changed. With the advent of online shopping, banking, ride sharing, and more, churches understand that online giving is not just a feature—it is how their communities expect to be able to give. Today, more churches than ever before have some form of digital giving—but when we analyze over \$5 billion (USD) dollars of giving processed through the Pushpay annually and compared it to the best industry trends we could find, we realized something was still missing.

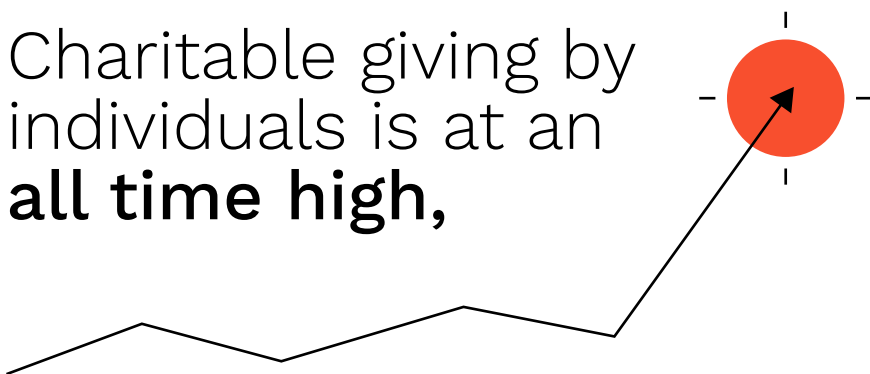
While many churches have some form of online giving, the numbers still show a gap between how people are giving to their churches and how they give to other nonprofits. And years ago, a lot of that gap had to do with method—newer, more agile

nonprofits had the opportunity to implement better giving methods sooner than a lot of similar churches did. But today, with both charitable giving at an all-time high and the number of churches using digital giving at an all-time high, it's clear that there is a gap between the growth in giving to churches and nonprofits.

With more than 7,500 customers, we wanted to dig not only into industry stats, but into the giving information from our own platform to better understand why some churches were seeing so much more growth than others, and what non-profits were doing that was working so well.

01

Charitable giving by individuals is at an **all time high,**



Charitable giving across the board grew by 5.2%, a growth of 14.27 billion dollars according to the [2018 Giving USA Report](#).

5.2%

A growth of **\$14.27 (USD) Billion**

But giving to religious causes only grew **2.9%**.

Giving breakdown:



+ 5.1%

Human
Services



+ 6.2%

Education



+ 7.3%

Health
Organizations



+ 15.5%

Foundations



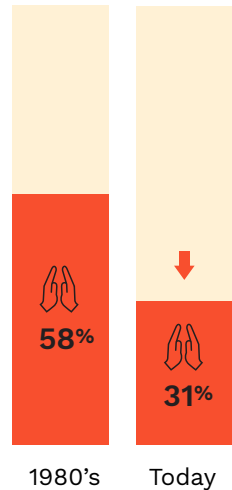
+ 8.7%

Arts, Cultures &
Humanities

Giving to religious organizations comprises **only 31%** of total charitable giving in America.

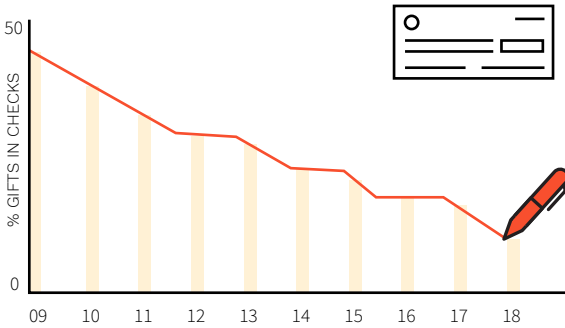
↓ Down from 58% in the 1980s.

% Total Charitable Giving

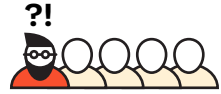


04

In less than 10 years, checks went from representing **46%** of all gifts to now less than **15%**.



1/5



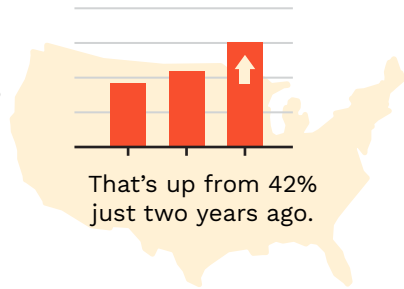
More than one fifth of all Millennials have never written a check



A 2017 study said **38%** of Americans wouldn't mind if cash disappeared completely

05

According to recent data from Dunham+Company, **74+** percent of churches across the United States offer online giving in some form.



□ = Offers some form of online giving

The gap between digital and non-digital giving, and what it means.

Simply put, digital givers give more. The question is no longer if people will give digitally—they not only give but also give more money more often than non-digital givers. The question now is: Why?

We already know that while religious giving represents the single largest category of giving, it's already shrunk from 58% to 31% over the last 40 years. And it grew the slowest of all giving categories this past year. We actually think the key to that is found in the numbers surrounding how digital givers behave—non-religious giving organizations often do a better job than churches of nurturing their givers, keeping them in the loop about what their money is doing, and how their donations can help. And these numbers show just how valuable digital givers can be:

05

On average, digital givers donate 33% more than non-digital givers and donate 44% more often than non-digital givers.



2.3 times
a month

vs.

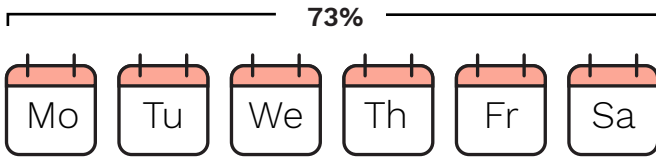
1.6 times
a month



07

Only **27%** of digital giving happens on a Sunday. The other **73%** happens on the other 6 days of the week.

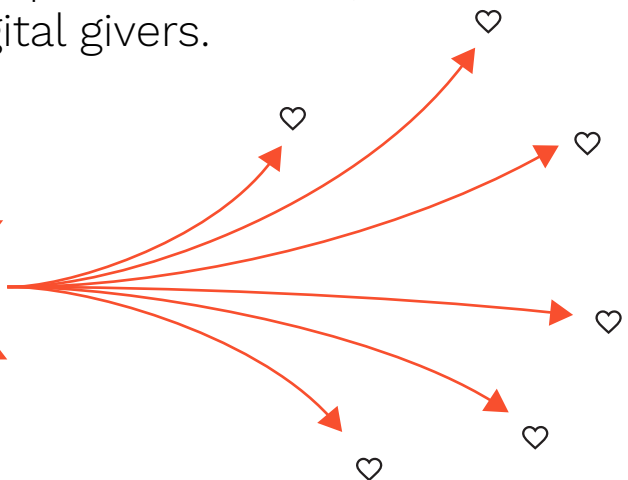
27%



08

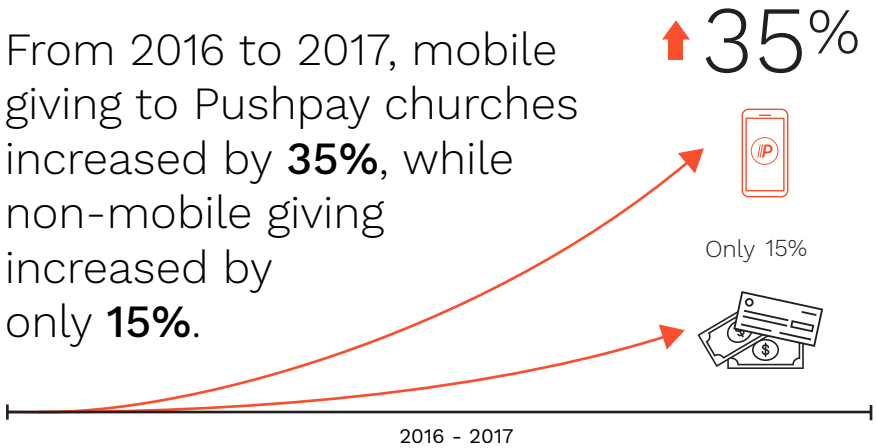
Digital givers are almost **eight times** more likely to give to multiple initiatives (like a capital campaign or special donation) than non-digital givers.

8x



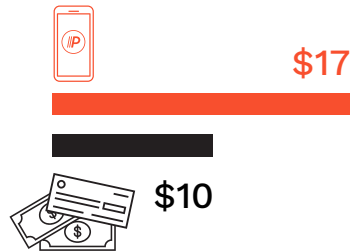
09

From 2016 to 2017, mobile giving to Pushpay churches increased by **35%**, while non-mobile giving increased by only **15%**.



10

Among churches using Pushpay, digital givers give on average **\$17** for every **\$10** given by a non-digital giver.

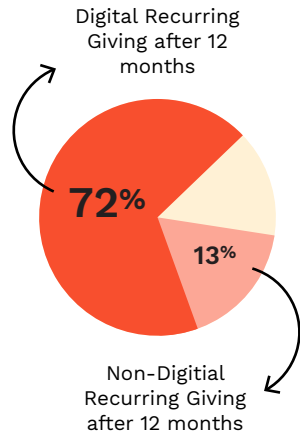


But while the stats on digital giving are clear, they still don't help make up the gap. The churches that are seeing the highest growth in giving are the ones that most effectively nurture their communities, and we've seen incredible results partnering with churches to do just that. While the stats around digital givers are profound, they don't come close to the truth about what happens when you effectively nurture givers towards recurring gifts.

We dug into the stats on how recurring givers behave vs. non-recurring givers.

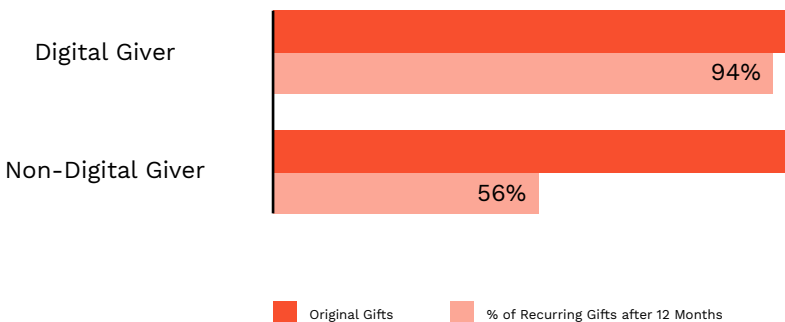
11

Over a 2-year period of time, **72%** of users who set up recurring giving continue to give 12 months later vs. only **13%** of non-digital givers for the same time period.

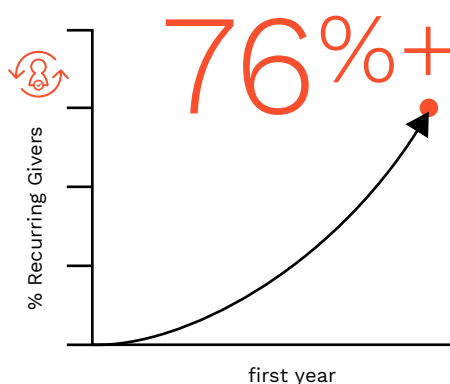


12

Recurring givers also consistently give **94%** of the total value of the original gifts after 12 months. In other words, the average recurring giver who gave \$100 to his or her church still gave \$94 12 months later. Non-digital givers who gave \$100 only donated \$56 per month a year later.



More than 50% of churches using Pushpay see a **76%+** increase in recurring givers in their first year.



As we look to 2020, it's clear the key is not just making giving simple, but creating and understanding the process around nurturing someone from being a first-time giver to being a recurring giver—not with tech gimmicks, but by better connecting that person back to the mission and purpose they care about the most: Your church, and your church's vision for your community.

Ready to discover how Pushpay can help you do just that?

Click here to find out for yourself.

Let us help equip your
church to grow.

Get in touch
with us here

[VISIT HERE](#)



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