

VANCO

Church Giving Benchmarked

Insights from 25,000 Churches



Introduction



Why Vanco Created This Report?

It's simple. We believe in empowering you, the churches, to navigate the evolving landscape of online giving. We understand the challenges you face, and we're committed to equipping you with the necessary tools and insights to overcome them.

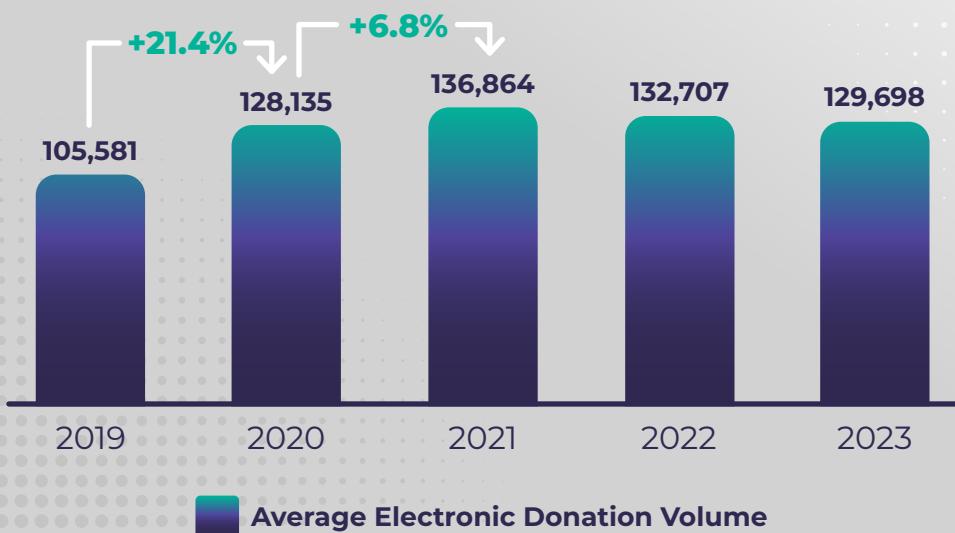
So, What Does This Report Hold for You?

- **Unveiling the Trends:** We've analyzed the giving data from the more than 25,000 churches working with us to bring you an in-depth understanding of online giving trends.
- **Benchmarking Context:** Know what's possible in giving. Understanding how your church's giving stacks up against similar-sized churches is crucial to your ability to chart your giving path.
- **Guiding Your Adaptation:** Change can be daunting, especially when it involves finances. But fear not! This report is your compass, guiding you through the terrain of online giving.
- **Insights to Action:** Go beyond the raw data to the insights that can help you cultivate generosity within your church. We'll show you how a focus on key areas like recurring giving can enhance your stewardship and further your mission.
- **Resources at Your Fingertips:** We're not just leaving you with a bunch of data. We're providing resources, including free kits, eBooks and guides to help you put insights into action.

About Vanco

Based in Bloomington, MN and Atlanta, GA, Vanco is the approachable, community-focused financial technology leader. Over 45,000 churches, nonprofits, schools, and community organizations trust Vanco to transform their giving, payment, and financial management experience so they can serve and inspire their communities to build a better tomorrow.

Average Electronic Donation Volume Per Church



+23%
Since
2019



Online giving's rapid rise and lasting impact

How your church can capitalize on donors' increased preference to give online

The rise in donors' desire to give online has remained even post-pandemic. Even as many have returned to services in person, a significant portion of them still prefer to give through apps, text, mobile kiosks and church giving pages.

- In 2023, the first year post-2019 largely unaffected by the pandemic, the average annual donation volume for online giving was \$24,118 higher than it was in 2019.
- This trend holds for churches of all sizes, with the increase highest for churches with an average weekly attendance over 500.

Online giving is here to stay and while there's still a place for in-person giving, churches that don't adopt online giving will fall behind and miss out on a significant source of support.



Insight

The pandemic accelerated online giving adoption, persisting even as churches resumed in-person services. Modest dips in 2022 and 2023 from 2021 highs indicate a lasting shift, showcasing a sustained preference for online donations beyond the initial pandemic response.

Average Weekly Attendance (AWA) Multi-year trends

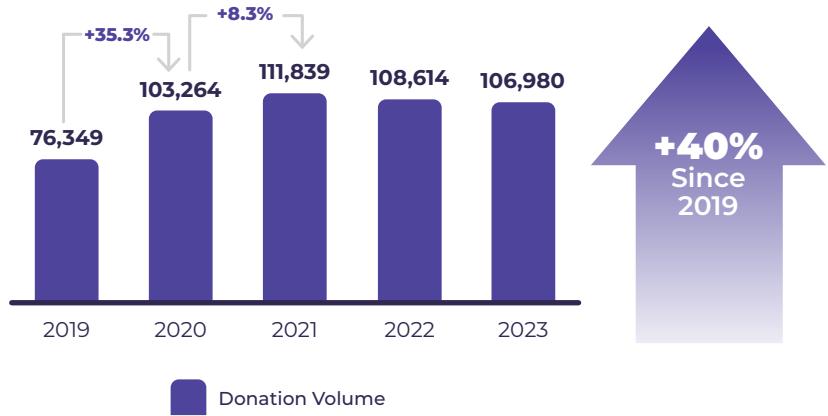
Average Electronic Donation Volume for 1-99 AWA Churches

Insight: Smaller churches were slower to adopt online giving but accelerated their online giving growth in the second half of the pandemic. Since then online giving has stabilized.



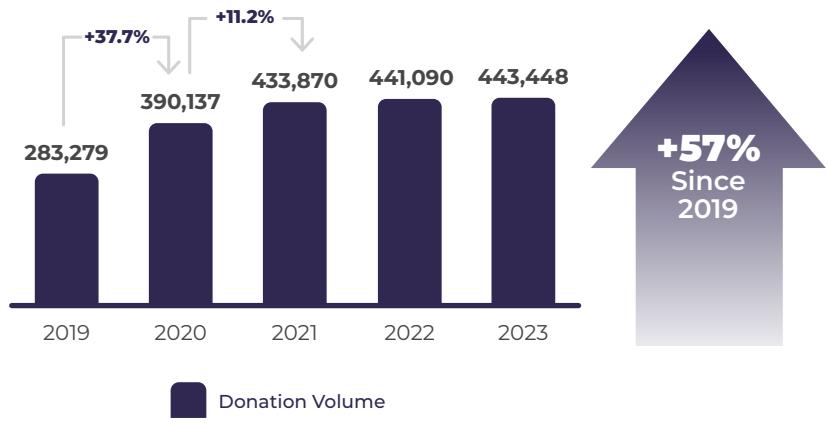
Average Electronic Donation Volume for 100-499 AWA Churches

Insight: Medium-sized churches were much faster to adopt online giving early in the pandemic with slower growth during the second half of the pandemic. Since then, online giving has stabilized.



Average Electronic Donation Volume for 500+ AWA Churches

Insight: Large-sized churches grew online giving the fastest during the first half of the pandemic, likely due to having relatively high member adoption. However, they also saw relatively rapid growth during the second half of the pandemic. Since then, online giving has stabilized.



Donor Giving Facts Overview

Average Total Annual Donations By AWA

See How Your Church Compares

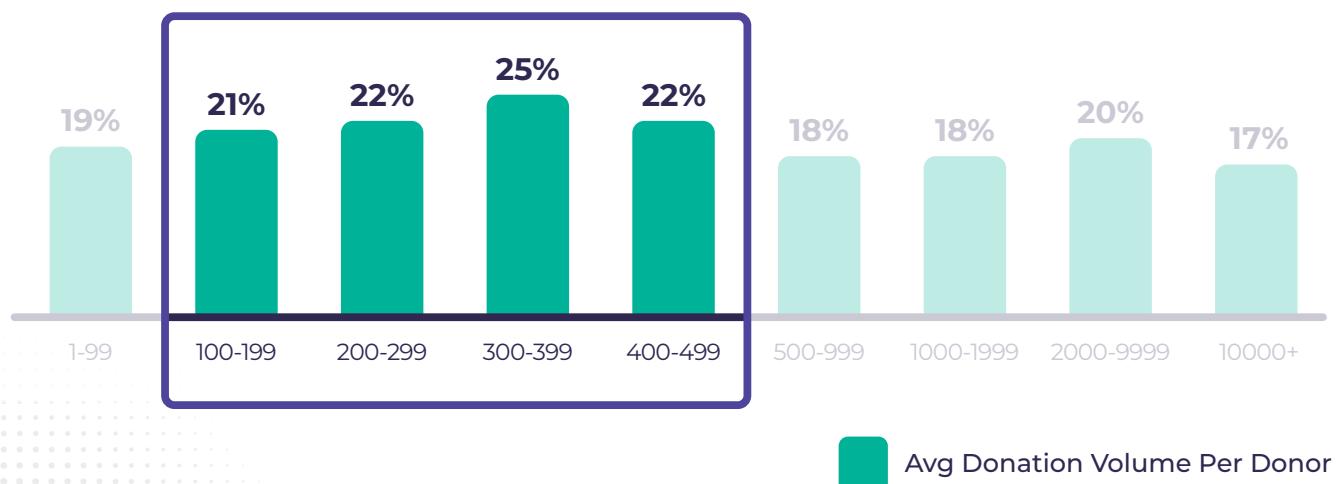
Insight: The highest per-donor donations occur in medium size churches, this points to a connection between technological adoption and intimate member engagement.



% of Donors with Recurring Donations

See How Your Church Compares

Insight: Mid-Sized churches have the highest percentage of recurring donors, likely pointing to an increased ability for churches to connect deeply with members to inspire generosity.



Recurring Givers vs Non-Recurring

A comparison of annual donation value:
Total annual donations for donors with recurring
gifts vs donors without recurring gifts



Recurring Givers Donate More Than One-Time Givers

Understanding the impact recurring donors have on churches living out their mission

Recurring gifts provide churches significant benefits compared to one-time gifts. When donors set up recurring gifts, it eliminates the need to remember to give each week and ensures their donations don't go on vacation with them when they're out of town.

- Recurring donors give more 2x the amount annually than non-recurring donors
- The giving gap between recurring and non-recurring donors is most pronounced in churches with an average weekly attendance of 499 or less

While all donors are valuable, recurring donors have a more consistent impact on a church's bottom line. In churches with weekly attendance under 1,000, recurring donors give 133 percent more than non-recurring donors.



% of Donors with Recurring Donations

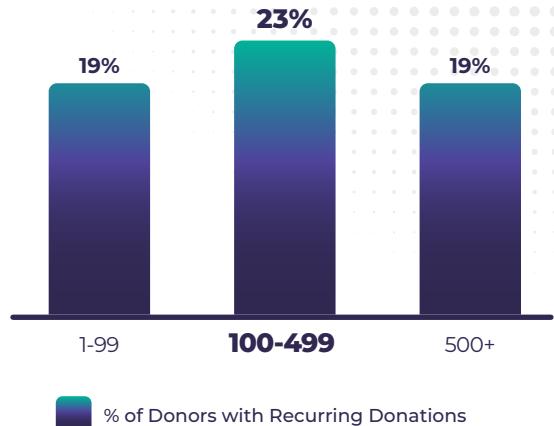
Recurring online givers give 120% more than nonrecurring online givers and the enhanced value of these givers is visible across all AWA bands.

The total annual donation difference between a recurring and non-recurring donor ranges from \$760 to \$1,689 across AWA bands.

Key Takeaways

% of Donors with Recurring Donations

Key Takeaway: Medium-sized churches often cultivate closer, more personal relationships among members, leading to stronger commitment and a higher likelihood of establishing recurring donations to support their closely-knit community.



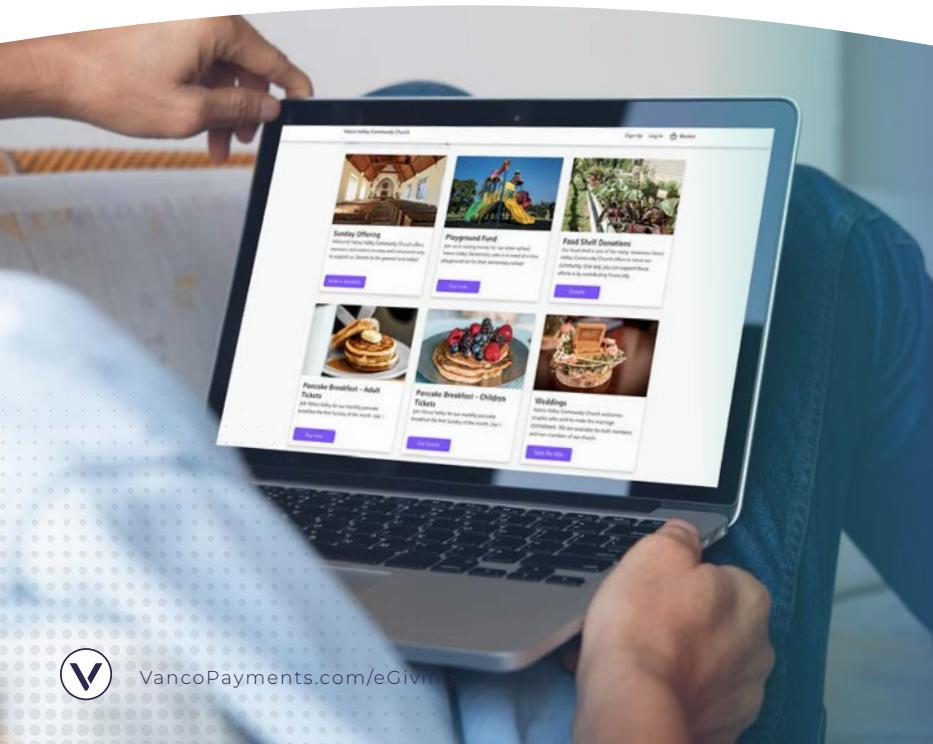
% of Donors with Recurring Donations

Key Takeaway: Actual donations may not always match pledges due to real-world circumstances, despite sincere intentions to support the church.

Since the average donor with a recurring gift gives over 2 times more per year than the average donor with no recurring gift, it is critical to give donors the opportunity to easily give recurring gifts.



\$/non recurring donor \$/recurring donor



Creating a culture of generosity

Online giving has become an essential part of raising valuable support for churches of all sizes.

It represents a chance to create a culture of generosity by allowing donors to give whenever, wherever they want and to establish consistent support through recurring gifts. Help establish this culture by blending online giving with traditional giving options to ensure that everyone can give the way they want.

Did You Know Churches Collaborating with Vanco Witnessed a **159% Increase** in Online Donations Over the Last Five Years?



5 Ways to Drive Giving and Engagement with Vanco

Watch How!

That's the influence of Vanco's well-calibrated tools, shaped by years of data and experience. Tune into this video to discover the five tools that could revolutionize your church's giving. Join the ranks of the 25,000+ already witnessing an increase in generosity and enhanced engagement. The future of your church's giving begins here. Let's make it a prosperous one!



Trusted by more than 25,000+ churches.

[See why >](#)



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Two Decades of Experience
Helping Churches Grow Giving and Engagement.



Sarah M. Loves Vanco

"Using Vanco has been such a great experience for our church. I'm grateful for their service."

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Turning Insights into Action: Your Free Toolkit

You've delved into the data, explored the trends, and gained valuable insights into church giving habits. Now, it's time to put that knowledge to work! What's the secret to turning raw data into meaningful growth? The right tools. With the following resources, you'll have everything you need to foster a culture of generosity, grow your congregation, and ensure the financial health of your church. Ready to take your church to the next level?

Essential Church Giving Stats

[**The Definitive Churchgoer Giving Study:**](#) Why guess when you can know? This study dives into the giving habits of 1,000 churchgoers, offering valuable data about online giving, church communication, and participation.

[**Church Giving Statistics:**](#) Tithing is a vital part of any church's financial health, but what trends are shaping today's practices? This resource offers comprehensive statistics and insights on tithing that can help you understand and enhance your congregation's giving habits.

Materials to Grow Your Church

[**Welcome Materials to Turn Visitors into Members:**](#) First impressions matter. Discover effective ways to engage and convert visitors into active members of your church through impactful welcome packets and materials.

[**The Comprehensive Guide to Grow Your Church:**](#) Growing your church isn't just about numbers—it's about community. Learn proven strategies and techniques to expand your church community, including outreach, marketing, and member retention.

[**The Ultimate Church Marketing & Advertising eBook:**](#) Empower your ministry with modern marketing techniques, from Google Ads to content strategy, in this comprehensive guide.

[**Social Media Strategy Guide for Churches:**](#) Master social media for your church with our detailed guide, filled with tips for creating engaging content and fostering community connections.

Tools to Grow Giving

[**The Complete eBook to Church Stewardship:**](#) Cultivating a culture of stewardship in your church community is key to encouraging generous giving and financial responsibility. Learn practical tips and strategies with this comprehensive eBook.

[**Recurring Giving for Churches:**](#) Discover the benefits and implementation strategies for recurring giving in your church, including insights on how to encourage regular and automated donations from members.

[**Every Giving Letter Your Church Needs:**](#) Access a 100+ ready-to-use giving letter templates for various occasions in your church, designed to communicate effectively with donors and encourage continued support.