

LEADER CONVERSATION GUIDE

# 2021 Church Giving Trends (and How to Encourage Generosity) - Episode 218

## *Updated Data on 2021 Church Giving*

In this episode, we teamed up with our partners at [MortarStone](#) to provide you with updated giving trends for churches in 2021. [MortarStone](#) is a generosity software for churches that gives you the knowledge you need to engage givers and build relationships for the Kingdom. Let's dive into the data:

### *Notable Giving Trends (Provided by MortarStone)*

- Giving is up 3% in 2021 compared to 2020
- There was a sharp decline (over 20%) in new givers compared to 2020
- MortarStone segments households into "Giving Bands" and found that:
  - Band 1 Givers (\$1-200/yr) make up 15% of households that give and contribute 0.25-1% of overall yearly giving
  - Band 5 Givers (\$10,000+/yr) make up about 10% of households that give and contribute over 50% of overall yearly giving
- Giving to non-faith nonprofits continues to outpace contributions to churches
- Giving to religion grew by only 1% (a net decline when inflation is factored in)

### *How to Encourage Generosity & Fund the Mission*

1. **Identify and thank new givers.** MortarStone shared that their research indicates handwritten notes are read 300% more than email.
2. **Encourage new givers to connect relationally.** Establishing personal connections through serving or small groups will increase the likelihood of givers returning to church.
3. **Implement a system for tracking changes in giving patterns.** MortarStone shared that, on average, people leave a church approximately 90 days after they've stopped giving.
4. **Teach on Biblical stewardship principles and generosity.** The Bible has a lot to say about money and stewardship. We need to be teaching on these topics and relating financial giving to discipleship, as well as the overall mission and vision of the church.

5. **Make giving easy.** Ensure that the in-person and online giving options you are offering are user-friendly.
6. **Share stories about how giving impacts people.** People will give generously when they see the results of their generosity. Help them see how their giving impacts real people in their community.
7. **Be generous.** Generosity should be modeled first by the pastors, elders, and staff. If you can't lead by example, including with your giving, then you shouldn't be leading at all.

## *How to Lead a Divided Church on November 9*

We know the Church is called to unity, but it feels like we're more divided than ever. Church leaders are caught in the middle as political and cultural issues fracture congregations, families, and relationships. How can we lead boldly from a place of unity and peace?

Join **Tony Morgan and Andy Stanley** for a candid conversation on leading a divided church. [Register](#) for the free livestream event.

Listen to the episode on Apple Podcasts or at [theunstuckgroup.com/episode218](https://theunstuckgroup.com/episode218).