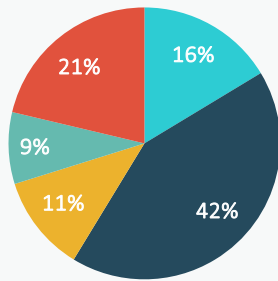


SECTOR | FAITH



94% OF RESPONDENTS WHO COLLECT OFFERTORY REPORTED THAT THEIR INCOME FROM THIS SOURCE INCREASED OR STAYED THE SAME.

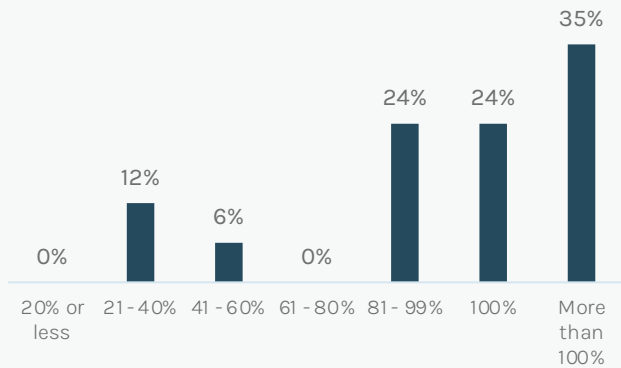
Additionally, fundraising time is dedicated to an (arch)dioceses' annual appeal.



- Major gifts
- Annual appeal
- Capital campaigns
- Planned giving engagements
- Parish support

COMBINED, NEARLY 60% OF ALL RELIGIOUS ORGANIZATIONS REACHED OR EXCEEDED THEIR ANNUAL APPEAL.

No respondents indicated that they received 20% or less of their annual stewardship appeal goal.



Ninety-six (96) responding religious institutions were comprised of congregations or houses of worship (44%), (arch)dioceses (25%), and other (31%) types of religious organizations. **Nearly three quarters (72%) of respondents indicated that their revenue increased or stayed the same compared to the previous year.**

Religious organizations received gifts and/or pledges from a variety of gift vehicles, notably donor advised funds (76%), bequests (70%), qualified retirement plans (66%), and family foundations (62%). However, 90% of organizations sourced 40% or less of their donations from these, and other, non-cash sources.

Two-thirds of all religious respondents noted that their organization's reporting and analytics capabilities were at expert or leading level. However, 70% also reported that data is inconsistent, inaccurate, or incomplete, while **43% say that their CRM is dated or not user-friendly.** For information about maximizing your donor database, [read here](#).

Approximately 60% of religious institutions indicated that **donor acquisition and donor retention** were among the top 3 challenges facing their organization. The sector sees notable success in donor acquisition, with **over 50% of respondents reporting that their number of new donors has increased in the past 12 months.** Nearly 60% of all respondents reported that they retained 51% or more of the donors gained in 2020 and 2021.

ALL RESPONDENTS INDICATED THAT THEY SEND THANK YOU LETTERS TO DONORS. MOST PERFORM PERSONAL CALLS TO RECOGNIZE DONOR CONTRIBUTIONS.

