



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip June 26, 2023 Giving USA Report on 2022



Greetings!

I briefly mentioned in the last tip about an incredible resource put out by the Giving USA Foundation. They have generated this massive research project for many years and I hope you are familiar with the organization and the annual report. But based on numerous conversations with YFC chapters and other similar ministries, I'm pretty sure a large number of faith-based non-profits do not access this information and therefore are not able to consider any modifications that might reasonably be surmised from this report.

Politely that leads me to this question, WHY?

I understand it is a secular entity, but that doesn't mean all of the data is necessarily invalid for consideration by those wishing to advance the Kingdom thru their ministry/missional efforts.

So here are just a few of the facts the report shares. Hopefully, it whets your appetite to dig further:

1. Giving in 2022 for all charitable concerns totaled \$499.33 billion dollars
2. That is a slight decrease from 2021 which surpassed a half trillion dollars for the first time ever in charitable giving history.
3. The top three challenges reported were; a) Donor Acquisition, b) Donor retention, and c) Shifting interests (passion?) by Donors.
4. Only 5% of reporting organizations measured a substantial increase in donors, with 47% reporting no change or slight drops in the number of new donors
5. Despite the huge push for donations from alternative methods, i.e. DAFs, non-cash gifts, and alternative "audiences", i.e. Foundations, Corporate, Grants, etc., 64% of all giving was still given by individuals.
6. While giving to religious organizations has slipped over the past years, it is still the largest recipient of all donations as compared to the other nine giving realms (for example, Health, Arts & Humanities, Education...)
7. With inflation adjustments factored in, giving to religious institutions dropped by 1.1% between 2020-2022.

Here are just a few, very cursory, very surface-level suggestions given what we see above:

1. Get the report and truly study it, or find someone who has it and that can study it with you and craft any action points it may point you toward. **Hint: Yes I'm the someone.**
2. Continue to pursue the growing interest in all the other sources of giving, i.e. non-cash gifts, etc. BUT ABSOLUTELY make sure your engagement systems, plans, and skill sets are fully tuned up for approaching individuals.
3. Do you know YOUR numbers? How do they compare to the few stats above? Does bucking the trend or following the trend suggest any modifications you should consider in your development strategy?

I'd love to help. Call (209) 541-5720 or email me.

Rick

Email Me!

[Email Me!](#)

So the math doesn't lie. Look at the two ways above you can email me. One is a button, the other one is simply a hyperlink. 45%. That's forty-five percent more people will click on the button, than on your hyperlink!



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Check out my website for
more helpful ideas!