



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip July 29, 2024 A few stats around 2023 giving

Dear Ministry Leaders,

Knowing the latest trends and statistics around partner/donor behaviors is advanced level fund development stuff. But it is a critical tool and skill set we must establish to continually improve our efforts as dictated by these very same numbers.

With that being said here's just a few numbers from 2023. Thanks to the folks at ECFA for their research on these numbers.

By the Numbers

1. On the whole, giving was up in 2023 reaching a new high of \$557.16 Billion (yes, with a B).
2. In present day \$\$'s it represents an increase of 1.9% over 2022, but when adjusted for inflation it actually represents a 2.1% decline over 2022.
3. As has always been the case, donations by individuals are still the top source of all giving, accounting for 67% of the total of all donations. Unfortunately, while still the largest, the gap to the next highest source has been shrinking for nearly a decade.
4. Foundation and Bequest giving (this would include DAF gifts) surpassed \$100B for the 2nd year in a row.
5. Finally, and most unfortunately, giving to religion and religious affiliated agencies, while still the largest giving sector, is the only giving area (with inflation adjustments) that is behind as compared to pre-pandemic figures. In fact, 2016 (again with adjustments for inflation) was the peak year.

Thoughts and comments

1. Thank goodness we know God owns it all and is our sole provider.

2. No surprise here, but make sure you are using a development strategy that is diversified. Individual donors of multiple levels such as, monthly, major, etc., opportunities for non-cash gifts, including QCD and RMD communications. Do you have a communication plan/strategy for Legacy giving? Can you staff up in any of your acceptable ministry arenas, that include an element of fee-based services?

3. Create a culture on your team, that I suppose you could call fanatical. So be it, so I want you to be fanatical about faithful and regular communication. Engagement!!! Aside from major tragedy, people do not stop giving to the organizations they are most connected to, passionate about, and through which they know they are having an impact on the world and in the Kingdom. To the degree you can control it, BE THAT MINISTRY!

Want some ideas on how to accomplish the above thoughts or suggestions. Just give me a call at (209) 541-5720.

Passionately,

Rick

P.S. Questions? Need more ideas? You can reach me at (209) 541-5720 or rjf@multiply417.com

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