

# THE EPISCOPAL GIVING LANDSCAPE

JULY 2021

## 2020 WAS UNDOUBTEDLY A CHALLENGING YEAR FOR HOUSES OF WORSHIP

Most congregations quickly adapted to the need for physical distancing by transitioning to virtual and hybrid services and by encouraging members to fulfill their 2020 pledges online or by mail. With plate collection, rental, and event income declining, the annual stewardship pledges (and PPP support) kept many congregations stable for the year.

### OVERVIEW OF THE CHURCH AND FUNDRAISING TRENDS<sup>1</sup>

**1.68M**

active baptized members in the Episcopal Church

**\$1.35B**

was raised in annual plate and pledge income

**\$3K**

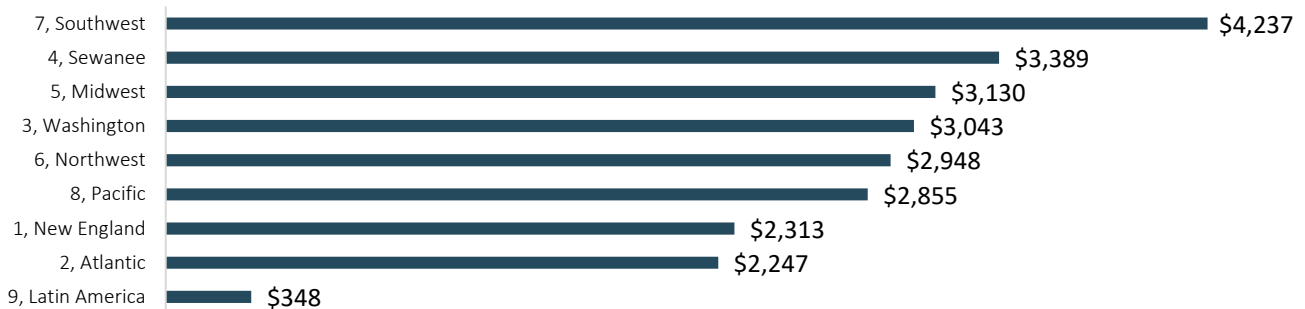
was the average pledge in 2019

**3.5%**

increase in plate and pledge income from 2014-2019

### AVERAGE PLEDGE BY PROVINCE<sup>1</sup>

Province Indicated by Number and Region



### RELIGION RECEIVES THE LARGEST SHARE OF CHARITABLE GIVING<sup>2</sup>

In 2020, Americans gave **\$131.08 billion** to religion.

This represents **28%** of all U.S. charitable giving—more than any other cause area.



1. The General Convention of the Episcopal Church, *USA Plate and Pledge Income*, 2019.  
2. The Giving USA Foundation, *Giving USA 2021: The Annual Report on Philanthropy for the Year 2020, 2021*.

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## LARGEST SHARE OF PHILANTHROPY

Fortunately, giving to religious causes continues to be the largest share of philanthropy in the United States and donors continue to prioritize support of their local congregations. CCS is also encouraged by evidence suggesting that this past fall's stewardship campaigns were meeting and exceeding pledge targets and that individual major gift support of church capital campaigns continued to be strong during 2020.

## NEW WAYS OF GIVING

Episcopal dioceses and churches are embracing new ways of giving and engaging with their families, which is encouraging given the changes in Sunday Worship attendance. Congregations reported tremendous success with virtual engagement in 2020 and it appears this new form of communication will remain the predominant method for major gift solicitations through most of 2021.



### PARISHIONERS ARE ADAPTING TO NEW WAYS OF GIVING<sup>4</sup>

**27%**

growth in online giving to Religion from 2019 to 2020

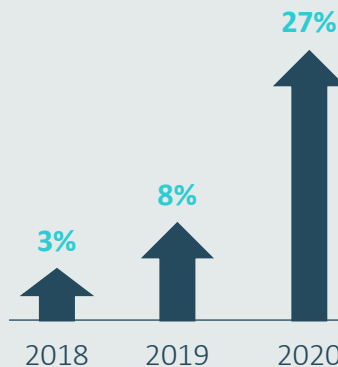
**18%**

of all giving comes from online gifts

**\$230**

size of average online gift

Year-Over-Year Online Giving Growth Rates



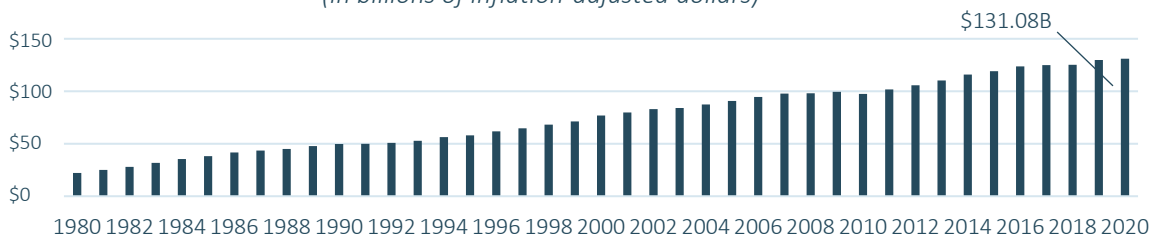
Among Religious organizations who asked for a major gift via phone or video call during the pandemic...

**74%**

said that their virtual major gift solicitations were either as successful or more successful than their typical in-person requests.<sup>3</sup>

### GIVING TO RELIGION HAS GROWN OVER THE LONG-TERM<sup>1</sup>

U.S. Charitable Giving to Religion, 1980-2020  
(in billions of inflation-adjusted dollars)



1. The Giving USA Foundation, *Giving USA 2021: The Annual Report on Philanthropy for the Year 2020*, 2021.  
2. Lake Institute on Faith and Giving, *COVID-19 Congregational Study*, 2020.  
3. CCS Fundraising, *CCS Philanthropic Climate Survey Report*, 2021.  
4. Blackbaud Institute, *Charitable Giving Report*, 2021.