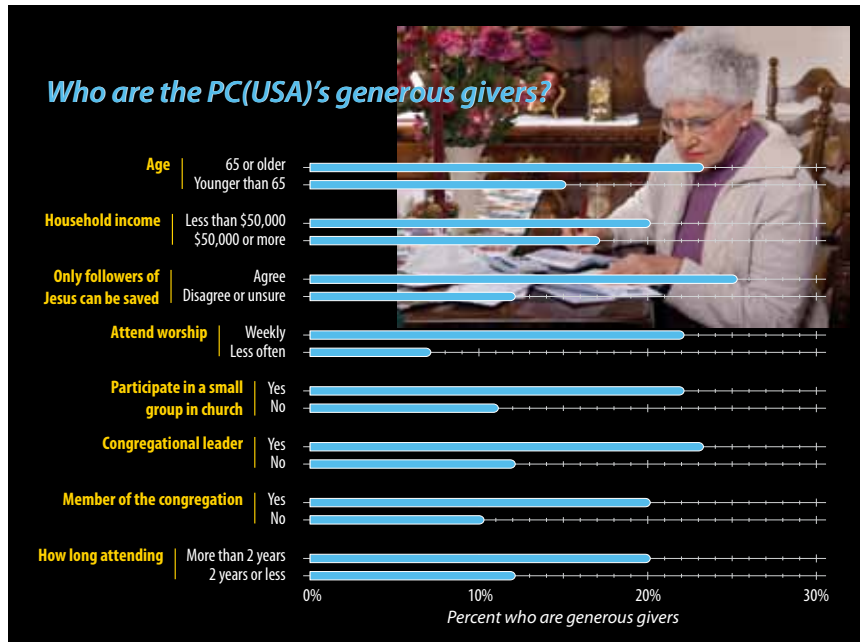


Generous givers



Almost two in ten Presbyterian worshippers (18 percent) report giving 10 percent or more of household income to their congregation.* These generous givers tend to come from specific groups:

- **Older worshippers** (23 percent of those aged 65 or older give 10 percent or more, compared with 15 percent of younger attendees)
- **Worshippers in households with incomes of less than \$50,000** (20 percent, compared with 17 percent of those who earn more)
- **Those who believe that only followers of Jesus Christ can be saved** (25 percent, compared with 12 percent of others)
- **Weekly worshippers** (22 percent, compared with 7 percent of those attending less often)
- **Participants in church school, Bible study or other small groups** (22 percent, compared with 11 percent of others)
- **Congregational leaders** (23 percent of those who serve on a session or a committee, compared with 12 percent of others)
- **Members of the congregation** (20 percent, compared with 10 percent of regularly attending nonmembers)
- **Longer-term attendees** (20 percent of those attending for more than two years, compared with 12 percent of newcomers)

* Results from the U.S. Congregational Life Survey, conducted by Research Services, PC(USA). For more information, including how your congregation can participate: www.USCongregations.org

» Other findings www.pcusa.org/research

What the research shows

Personal characteristics, religious beliefs and congregational involvement are all related to rates of giving. Congregations have limited—if any—ability to influence the characteristics and core beliefs of their worshippers. Instead, focusing on involvement in congregational life, which is more malleable, might influence giving.

More worshippers who are members, attend worship weekly, participate in small groups or serve on a session or committee generously support the congregation. Even more of those who are involved in all four ways are particularly generous—26 percent contribute at least 10 percent of household income to the church.

Other research shows that worshiper involvement is linked to congregational growth; see *Beyond the Ordinary: Ten Strengths of U.S. Congregations* (Westminster John Knox Press, 2004). Congregations in which lots of worshippers are heavily involved in church life are more likely to be growing than those in which worshippers' only engagement comes on Sunday morning. The implications are clear. Increasing worshiper involvement has a substantial payoff! The reverse seems likely as well: Declining involvement may lead to fewer generous givers.

Involvement that makes a meaningful difference in worshippers' lives and gives them the opportunity to make a difference in the lives of others goes a long way toward strengthening members' connections with the church. And generosity is built on strong connections.

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