

NACCC 2006-07 Member Church Giving Analysis

Purpose of this Analysis

- Find patterns that will successfully encourage NACCC member churches to be Fair Share Churches.
- Identify problems and speculate factors that may contribute to under-performance in giving.
- Propose possible strategies to increase giving to the levels needed to support NACCC services.

Analyzed giving levels by categories

- Size and geographic region, within each giving category:
 - Fair Share Plus (\$12.00/member and above)
 - Fair Share (\$10.00 - \$11.99/member)
 - Significant Contributors
 - One-half Fair Share (\$9.99 – \$5.00/member)
 - Contributors
 - \$0.01 - \$4.99/member
 - Non-Contributors

Member Church Giving to the Shared Ministry Fund

■ 2009	\$303,400
■ 2008	\$285,000
■ 2007	\$305,600
■ 2006	\$311,500
■ 2005	\$321,500
■ 2004	\$310,800
■ 2003	\$294,300
■ 2002	\$306,800
■ 2001	\$341,100
■ 2000	\$300,100
■ 1999	\$298,000
■ 1998	\$289,400

Member Church Giving

429 churches listed in 2006/2007 NACCC yearbook:

- 268 (62.5%) contributed to the Shared Ministry Fund (SMF)
- 161 (37.5%) did not contribute to the SMF

Giving Level per Member

- 45 churches (10.5%) - Fair Share Plus \$12 or more

2008-2009
62 – 15%

- 36 churches (8.4%) - Fair Share from \$10.00 to \$11.99

61 – 15%

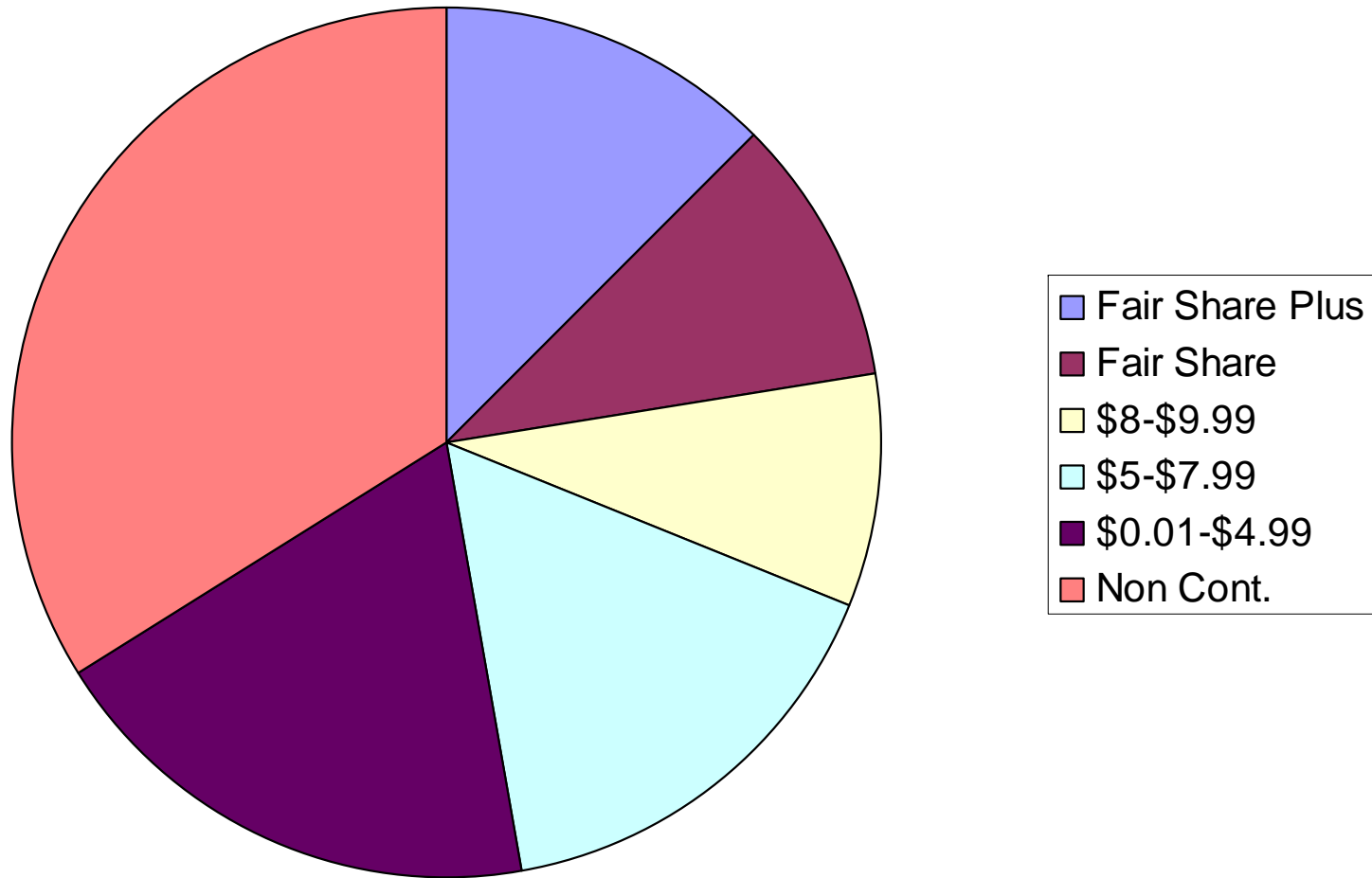
- 79 churches (18.5%) – Significant Contributors
1/2 Fair Share from \$9.99 to \$5.00

61 – 15%

Giving Level per Member

- 93 churches (21.7%) - Contributors 2008-2009
96 – 23%
from \$0.01 - \$4.99 per member
- 15 churches (3.5%) gave to SMF
provided insufficient information to place
them in a giving level category
- 161 churches (37.5%) Non-contributors 135 – 32%

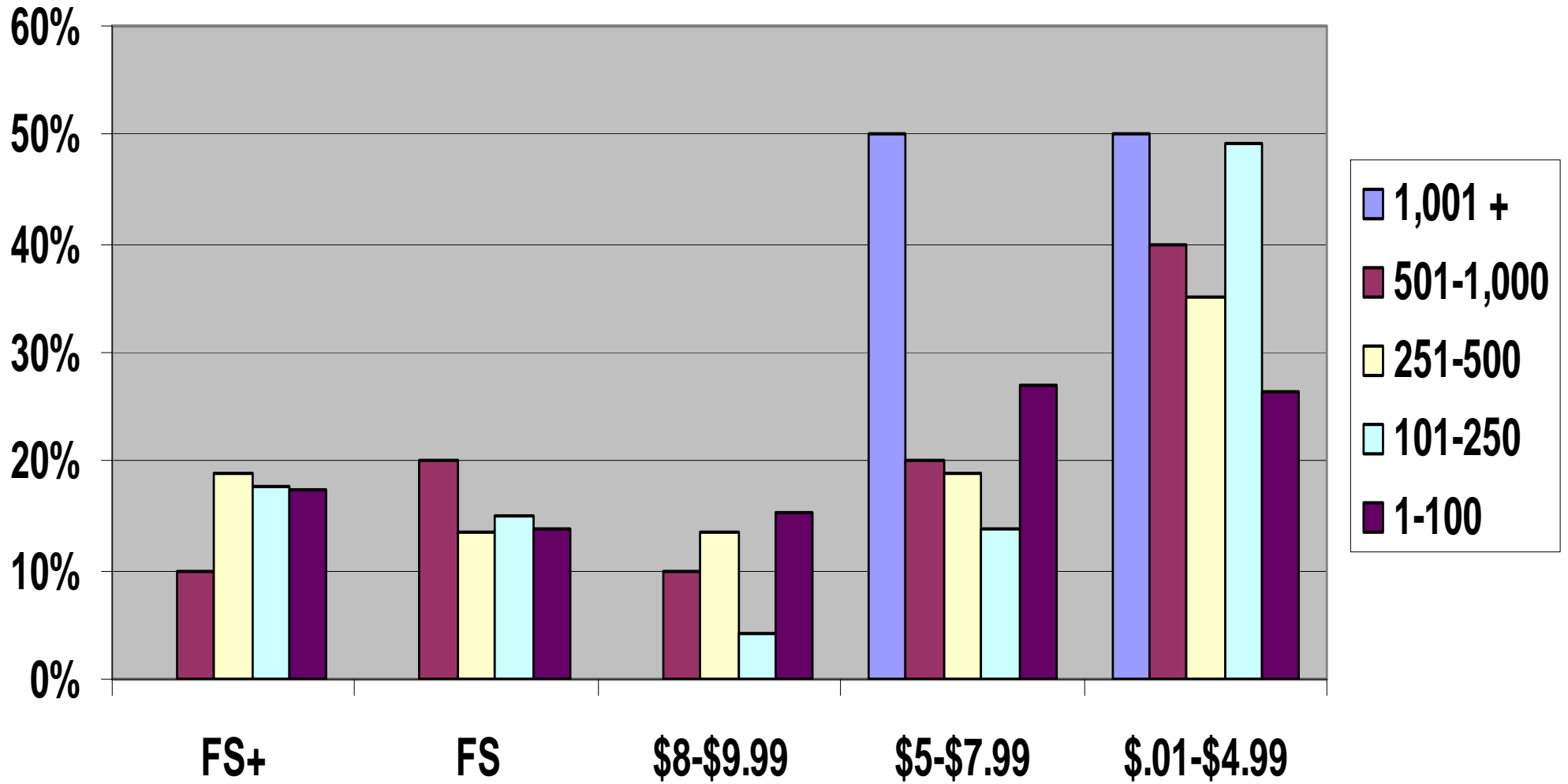
Member Church Givers & Non-Givers



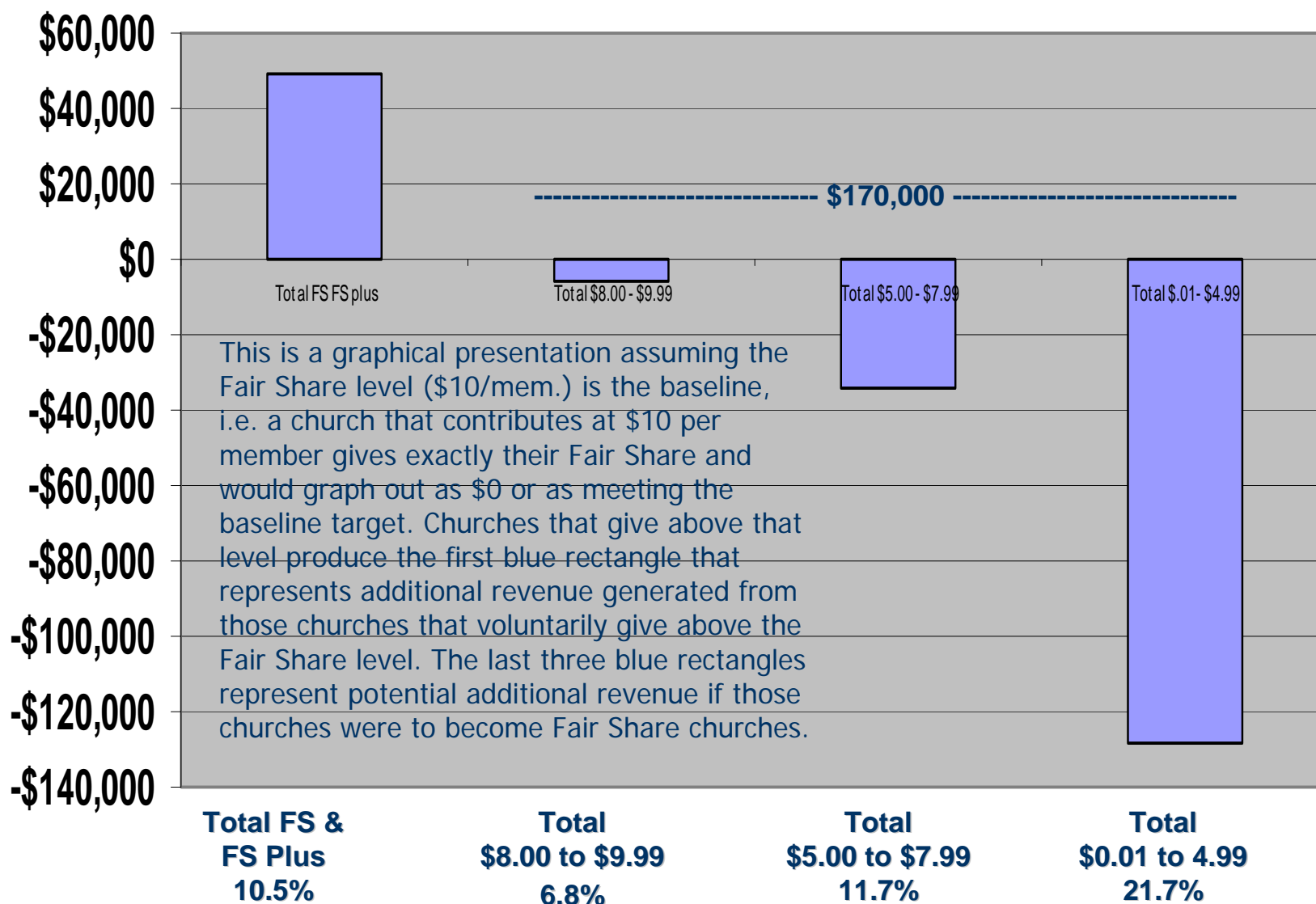
Looking only at churches contributing to the SMF

- Average gift is \$7.23 per member
 - East Coast \$6.41 per member
 - Midwest \$7.82 per member
 - South \$6.40 per member
 - Mountain \$9.97 per member (4 churches)
 - West Coast \$6.48 per member
- Range of giving from
\$65.83 to \$0.10 per member

NACCC SMF Giving Level by Church Size



Member Church Giving to Fair Share



Summary of Analysis

- 60.0% of all NACCC churches give less than half of the \$10.00 suggested Fair Share level. (55% in 2008-2009)
- 37.5% of all NACCC churches give nothing to the Shared Ministry Fund. (33% in 2008-2009)
 - About one-third of these churches give to another segment of the NACCC.

Summary of Analysis

- 2007 Shared Ministry Fund giving revised to show increase to \$5.00 per member from churches not currently at that level
 - 2007 SMF Giving \$305,600
 - Increase from \$0.01 to \$4.99 group \$ 42,854
 - Increase from None giving group \$ 81,160
- \$429,614

Summary of Analysis

- In general, churches by region of the country or size of membership mirror the giving patterns of the totality of NACCC churches
- If all other areas of the budget remain the same, SMF giving needs to be increased to approximately \$500,000 per year

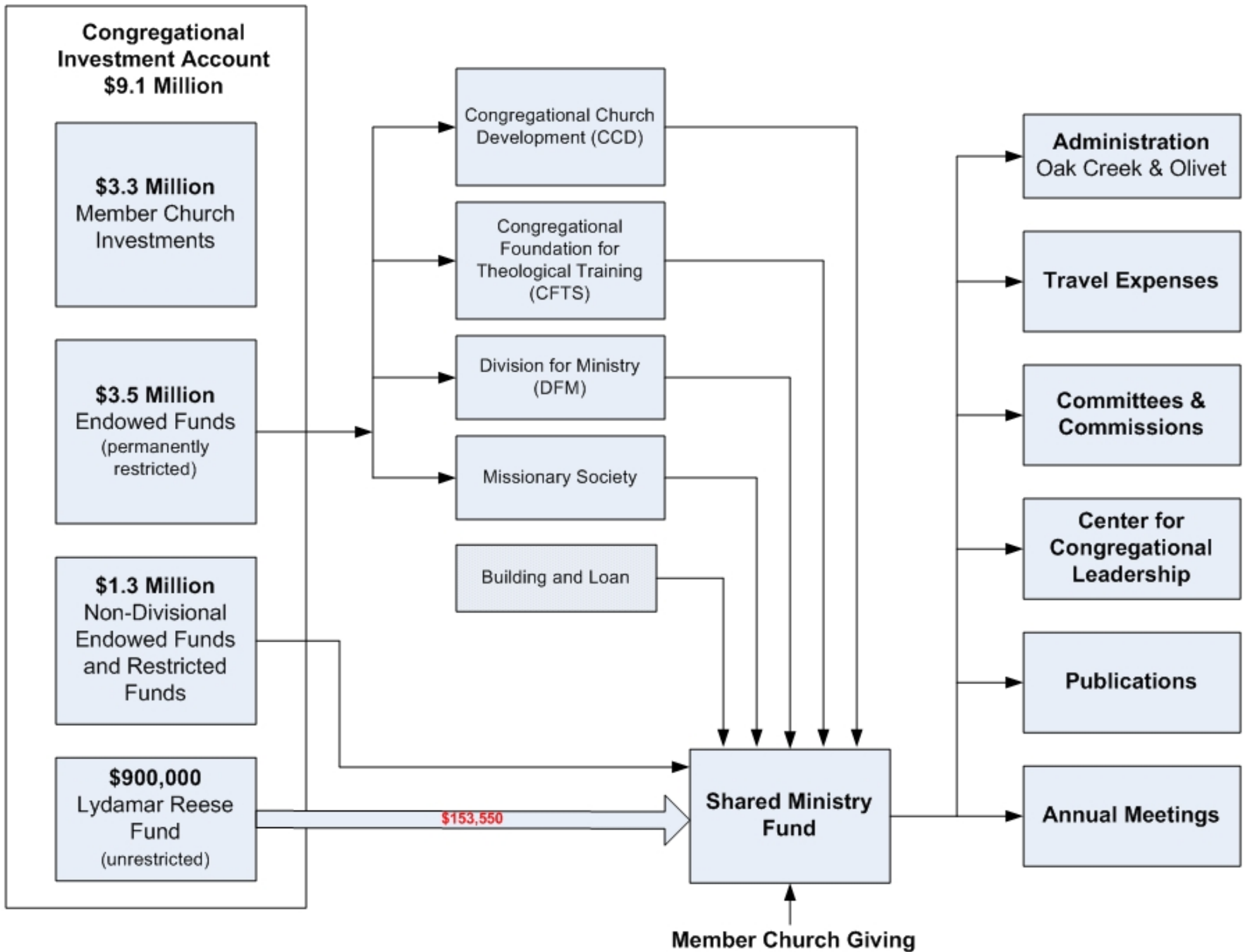
EC Recommendation

- Continue Fair Share Program but Require a *Minimum Contribution* of 50% of Fair Share Level
 - Targets churches that are mainly causing the SMF shortfall
 - Recognizes voluntary contributions so that churches giving over the Fair Share level will continue to do so
 - Proactively deals with raising SMF revenue while minimizing the risk of backlash
 - The proposal calls for a three year phase-in period with interim goals and marketing opportunities.

Adopting the minimum contribution membership requirement is a significant first step toward resolving NACCC's ongoing fiscal crisis

Part of a Combined Effort

- Our fiscal crisis is dependant on the success of multiple efforts:
 - *Minimum contribution* membership requirement
 - *Branching Out Campaign* - will relieve SMF of certain operational expenses
 - *Congregational Foundation* contributions - will eventually benefit the SMF



For more information on the Fair
Share program, contact Dan Drea
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