



# Beyond *the* Offering

Energizing Congregational Giving



Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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from the Carolina office of  
*Jerry W. Henry* | Managing Partner for Faith-Based &  
Human Services

## Tips to Survive Summer Exodus

“Oh, no! It’s almost Memorial Day – And many of our members disappear after that for most of the summer!”

As if it weren’t already challenging enough for our congregations to grow attendance numbers back to the pre-pandemic levels, the period of “the summer exodus” that most congregations experience is nearly upon us. The anxiety over how to maintain some level of consistent participation – especially in giving – is rising.

How might you avoid the drop in summer giving or other types of participation among your members?

1) Don’t let their giving take a vacation! Use the next month as an opportunity to emphasize the importance of recurring giving. Encourage members to set a monthly giving amount and to give online by credit card.

According to a [recent study](#) from one online giving vendor, 52% of growth in donations at organizations raising \$50,000 or more annually came from recurring givers.

Your messaging should be around loyalty and participation.

2) Encourage your members to join in online worship opportunities. Begin reminding members now of ways they can participate through live-streaming or via your YouTube channel. Consider, too, opportunities for members who are away from home to interact with you. Set up a poll or a registration opportunity that allows members to register their attendance.

3) Send special personalized emails – and don’t forget the power of a brief video clip emphasizing participation and giving. These should be very brief clips filmed on your smartphone. The key is to make the video as personal as possible and to let your members know their physical presence is missed!

As challenging as it may be, our congregations are living already in a hybrid world. We must do all we can to help our members feel connected even during their vacations.

Be creative, be sincere, and be personal. Just don't be forgotten!

### We Are Here to Help!

Do you need help with planning for next year? Our church consultants are here to guide you.

Alexander Haas is dedicated to helping churches/congregations build strong fundraising programs to meet both immediate and long-term objectives for mission and ministry.

Simply send us some basic information [using this link](#) and we will reach out to get the ball rolling.

Our Team

## Millennials Up Church Attendance

A new report on generational giving shows that in 2022, **millennial households gave 40% more**, on average, to charity than they did in 2016 – bumping their average annual contribution up from \$942 to \$1,323. During the same period, average annual giving by both Gen X households and boomers fell – by 4% and 12%, respectively.



Boomers gave the biggest gifts to charity. Millennials were the second most generous, and Gen X households ranked third. Gen Z donors, who were born from 1997 through 2012, were only polled in 2022, when they gave an average annual gift of \$747.

The survey also showed an uptick in millennials' attendance of virtual or in-person religious services – and a decline among Gen Xers and boomers.

In 2016, 49% of millennials said they attended services “at least a few times a month.” By 2022, that share had **grown to 67%**.

Gen X and Boomer church-attendance rates were similar. In 2016, 48% of Gen Xers and 46% of boomers said they went to church a few times a month or more. In 2022, that fell to 45% and 44%, respectively.

The report by **Giving USA** and **Dunham+Company**, includes findings from two online surveys of U.S. donors who had given \$20 or more to charity over the last year. The 2016 survey polled 1,391 donors, and the 2022 survey polled 1,400. Both were conducted with the research firm Campbell Rinker. *COP, 2-8*

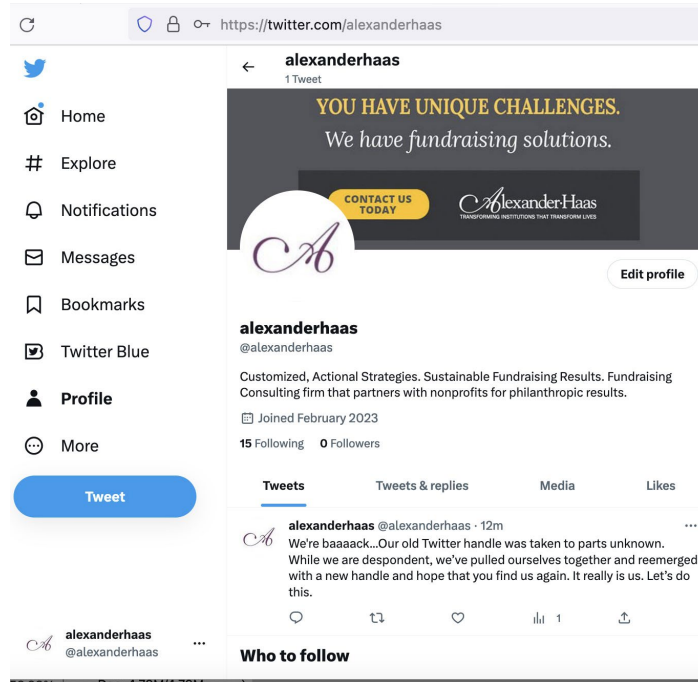
Our LinkedIn



## ARGH! We've Been Hijacked!



Our **Twitter** was swallowed by the internet. While we are despondent, we've pulled ourselves together and reemerged with a new handle and hope that you will take the time to refollow us, if we've been friends before this sad event. And if you haven't followed us on Twitter, what's wrong with you? Let's do this. [This is us! alexanderhass](#)



## New Surveys Cast Doubt on Giving

Two recent surveys show that confidence in the economy is declining. One found that the share of donors who plan to give less this year than last is the highest it's been since 2020.

**Dunham+Company** recently released its donor confidence survey, which in January polled people who had donated \$20 or more in the previous year. In 2021, 80% planned to give the same or more, but that dropped to 76% in 2022, and then down to 70% this year. The nearly 25% of donors who plan to give less is the highest percentage recorded in the past three years — including the 2020 poll, which was taken in July, near the height of pandemic uncertainty and job loss.

A **Gallup Poll** was conducted during the same time frame, but for the general public — not just donors. The poll found 50% of Americans said they were worse off financially than they had been a year ago. Gallup says the last time that many Americans felt worse off financially was during the Great Recession in 2008 and 2009.

In the Gallop survey of donors, people who said they plan to give less cited three primary reasons: personal finances (62%), the economy (17%), and inflation (16%). This changed from the 2022 survey, when 35% cited inflation as the reason they would give less, and 41% blamed personal finances.

More info on [Dunham](#) and [Gallup](#). COP, 4-4

[Our Facebook](#)

## Alexander Haas In the Press

When getting the best out of a board retreat, Alexander Haas Partner **Sandra Kidd** told *The Major Gifts Report* that it happens the best with “dedicated, enthusiastic board members.” An interview with Sandra is featured in the April edition of this monthly report. [More information here.](#)



**David King**, our President & CEO, is a featured writer in Giving USA's Member's Insight Blog. In his entry, David discusses the warning signs that organizations need to be aware of in 2023 as they face challenging headwinds to philanthropy.

[The blog can be found here.](#)



## Fundraising Professionals Celebrate an Icon's Legacy at the Be Haas Awards

On March 28th, the **Woodruff Arts Center** in Atlanta was filled with accolades for the lasting impact **Be Haas** has had on the philanthropic and fundraising communities and those that work in the organizations that serve them, when the **Be Haas Awards Ceremony** was held. The event was hosted by the **Association of Fundraising Professionals, Greater Atlanta Chapter**. **Alexander Haas** is the presenting sponsor of the relaunch of this award, in cooperation with AFP.

This year's event is especially significant as it marks the 30th anniversary of philanthropist and community leader Beatrice “Be” Haas being awarded the organization's Lifetime Achievement Award. Alexander Haas President & CEO, **David King**, addressed the audience and spoke of his beloved former colleague and those individuals that best represent the aims she stood for.



This year's Be Haas Award recipients are:

**Birgit Smith Burton**, Founder and Executive Director of the **African American Development Officers Network** and former Executive Director of Foundation Relations, Georgia Institute of Technology.

**Kathryn H. Graves**, Senior Associate Dean of Development and External Relations, **Rollins School of Public Health at Emory University**.

**Randy Redner**, Chief Strategy and Philanthropy Officer at **Rainbow Village** and retired President & CEO, Community Foundation of Northeast Georgia.

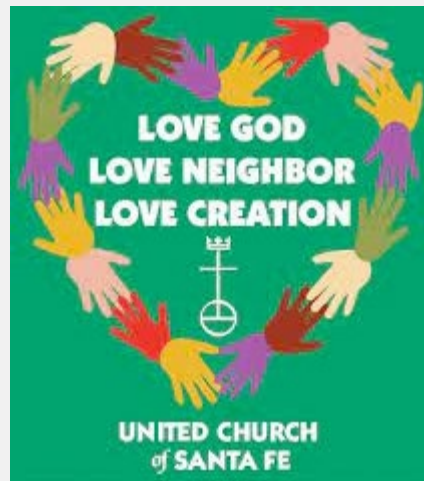
“It’s a privilege to be able to uplift those who have helped create change and breathe new



life into philanthropy in the greater Atlanta region,” said AFP Greater Atlanta Chapter President **Kate McNeely**. “Philanthropy doesn’t happen in a vacuum, and we believe that leaders like these help to drive impact—and empathy—in our communities.”



## Welcome Returning Client Partner



## We Know Faith-Based Organizations

For more than 35 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with both large and small faith-based organizations, helping sow the seeds of compassion, hope and charity. Take a look at our list of religious congregation clients, past and present.

[Our Clients](#)

## A Fresh Approach to Fundraising

Raising the funds to meet the mission and ministry needs of churches is becoming increasingly challenging. At Alexander Haas, we understand the challenges that congregations face in raising the funds to support their mission. More importantly, we understand how to overcome those challenges. We offer a variety of stewardship services for the unique needs of faith-based organizations.

[Our Services](#)



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