

Summary Findings

The Lake Institute on Faith and Giving's NATIONAL STUDY OF CONGREGATIONS' ECONOMIC PRACTICES

3

REVELATIONS

about church practices that
are obviously NOT working:



The Annual
Stewardship Campaign
DOESN'T Work



Your Gift
Acknowledgement
Practices DON'T Work



Your Church's
Endowment Fund
DOESN'T Work

ACTION Steps for you:

3

CELEBRATIONS

about church practices
that ARE working



Talking About Giving
Every Week DOES Work



Knowing What Your
Members Give
DOES Work



Offering Multiple
Digital Giving Options
DOES Work

ACTION Steps for you:

3

RECOMMENDATIONS

about best practices that
barely got a mention but
need your attention



Your Church Needs to
Diversify Its Sources of
Gift Income



Your Church Needs to
Invite Gifts From Assets



Your Church Needs
to Get Serious about
Bequests

ACTION Steps for you:
