

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:
