



# THE JEWISH CONNECTION:

Evangelicals  
and Israel



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# EVANGELICALS AND THE JEWISH PEOPLE

There is already considerable research on what Americans think of Israel from a geopolitical standpoint. This includes how different religious groups—Christians, evangelical Christians, Jews, etc.—feel about the nation of Israel.

But **what do evangelicals believe about Israel and the Jewish people from a theological standpoint?** Or from a charitable standpoint? With an increasing number of organizations raising money to “help the land and people of Israel,” we wanted to take a look at this issue.

**51%**  
of evangelicals believe  
the Jews are still God’s  
chosen people today

**Infinity Concepts** partnered with **Grey Matter Research** to research over 1,000 American evangelical Protestants in the US, and ask them just how they think of Israel.

# Evangelical: A Quick Definition

Researchers have defined “evangelical” in ways that have them representing 7%, 23%, and even 35% or more of American adults. For this study, we considered an evangelical to be someone who agrees strongly with all four of the following theological positions:

- The Bible is the highest authority for what I believe
- It is important for me to encourage non-Christians to trust Jesus Christ as their Savior
- Jesus Christ’s death on the cross is the only sacrifice that could remove the penalty of my sin
- Only those who trust in Jesus Christ alone as their Savior receive God’s free gift of eternal salvation

This is the definition favored by the National Association of Evangelicals.

Further, we limited our study to those who did not identify with a non-Protestant group, such as Mormon, Roman Catholic, or Orthodox. This is a study of American **evangelical Protestants**, a group representing **23% of American adults**, or about **59 million people**.

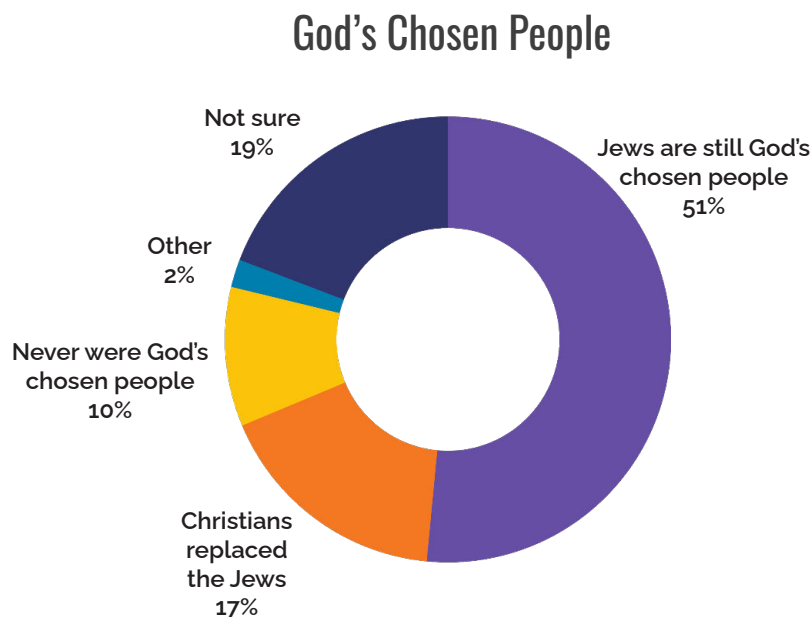
# God's Chosen People?

The concept of the Jewish people being the chosen people of God comes from Scripture verses such as the following:

*“For you are a people holy to the LORD your God. The LORD has chosen you to be a people for His prized possession out of all the peoples on the face of the earth.”*  
(Deuteronomy 14:2 BSB)

Some read this as the Jewish people having been chosen by God to worship Him and proclaim His truth to all the nations of this world—and that God’s promises made to the Hebrews of old can never be annulled. What position do evangelicals take?

The evangelical world is rather divided over whether the Jewish people are still God’s chosen people today. **Half (51%) believe they are.**



*Percentages may not add to exactly 100% due to rounding.*

This perspective is more common among older evangelicals, peaking at 59% among those 70 and older but slowly dropping to a low of 44% among those 40 and younger. It is also somewhat more common among Caucasian (non-Hispanic) evangelicals than among others (54% to 44%). There are not substantial differences among different regions in the United States.



Theologically, Charismatic evangelicals (i.e., those who have personally spoken in tongues) are considerably more likely than non-Charismatics (60% to 48%) to see the Jews as God's chosen people today. People who read the Bible weekly or more are also more likely to still see the Jews as God's chosen people than are less frequent Bible readers (56% to 40%).

If only half of evangelicals see the Jews as God's chosen people today, what do the other half believe? **One in five (19%) are simply not sure what they believe or have taken no position on this subject.** The less people are engaged in their faith (do not regularly attend church, read the Bible, or give money), the more likely they are not to have an opinion on this issue.

**The most common alternative view, accepted by 17% of evangelicals, is known as supersessionism or replacement theology:** that the Jews were God's chosen people until the birth of Christ, at which point Christians replaced the Jews in this role.

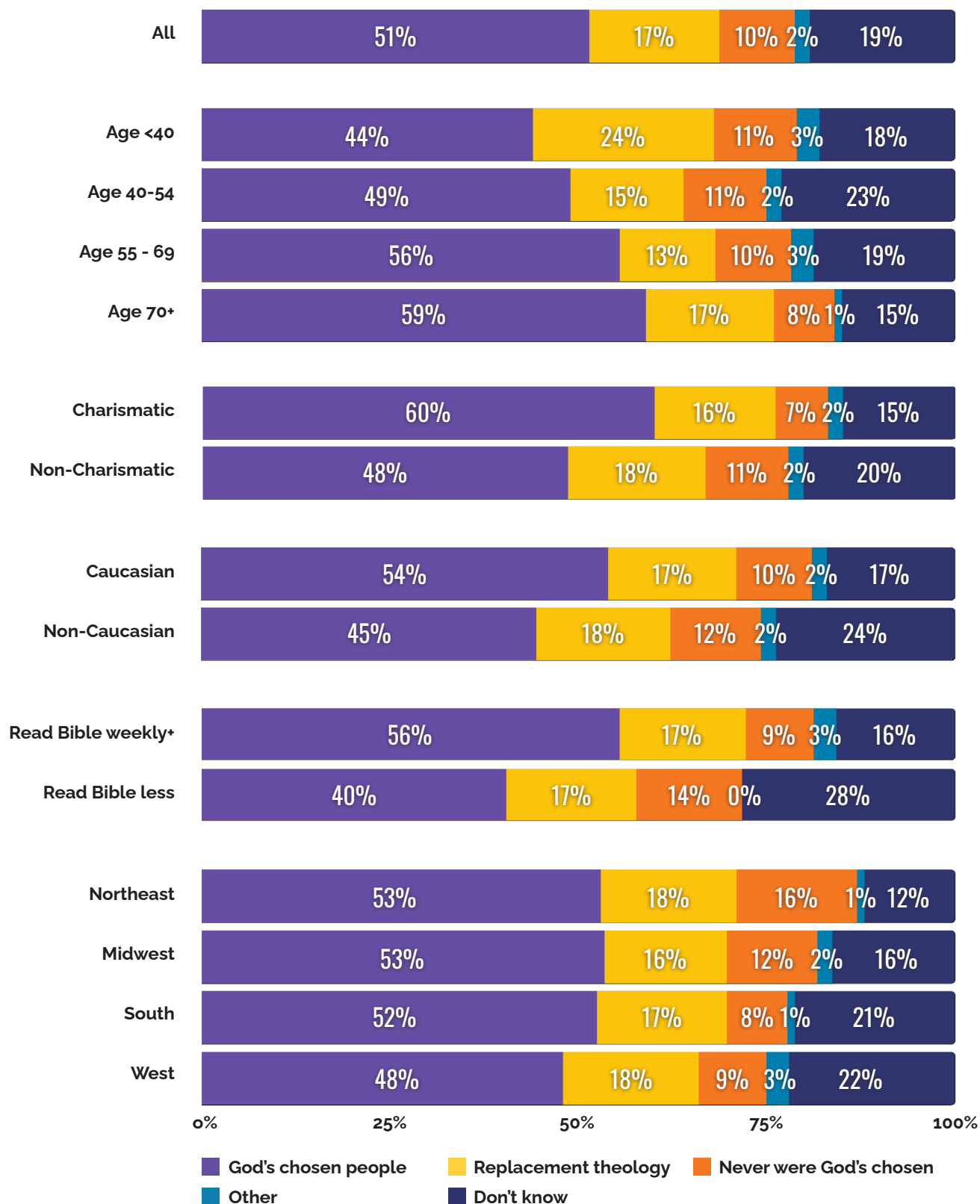
**17%**  
believe in replacement  
theology

Evangelicals who believe in supersessionism tend to be younger. In fact, 34% of them are Millennials, even though Millennials represent only 22% of all evangelical Protestants. They generally come from denominational churches (only 8% are part of a non-denominational congregation, compared to 19% of all churchgoing evangelicals). Other than these two factors, they are very similar to evangelicals who do not accept replacement theology.

**Ten percent (10%) of evangelicals largely ignore the Mosaic covenant of the Bible,** believing that the Jewish people never were God's chosen people more than any other group or nation. This view is somewhat more in fashion among those who infrequently attend church, read the Bible, participate in a small group, etc.

**Finally, 2% express a different position that was not included in the previous options.**

## Are the Jews God's Chosen People



# Are Israel and the Jewish People a Priority?

As noted previously, there is already existing data on Christian and/or evangelical support of Israel from a geopolitical perspective. What we wanted to look at instead is where Israel stands in terms of personal support from individual evangelicals.

We asked evangelical Protestants about some of their priorities when it comes to their charitable behavior, such as giving money, volunteering, and promoting causes or organizations on social media.

In this series of research reports, we already learned that 42% of evangelicals do not give to ministries or charities beyond their church, and 19% do not give anywhere (church, charity, or ministry). (For more on that topic, see **The Generosity Factor: Evangelicals and Giving** from Infinity Concepts and Grey Matter Research.) So in this question we wanted to include those who do not necessarily give funds, but may contribute in other ways. Stating it this broadly also makes the answers more reflective of their attitudes rather than their specific actions.

We also asked the question about giving priorities before we asked about whether Jews are God's chosen people, so that responses to that concept would not potentially guilt anyone into assigning a higher priority to helping Israel than they otherwise would have.

**29%**  
put supporting Israel  
as a very high personal  
priority

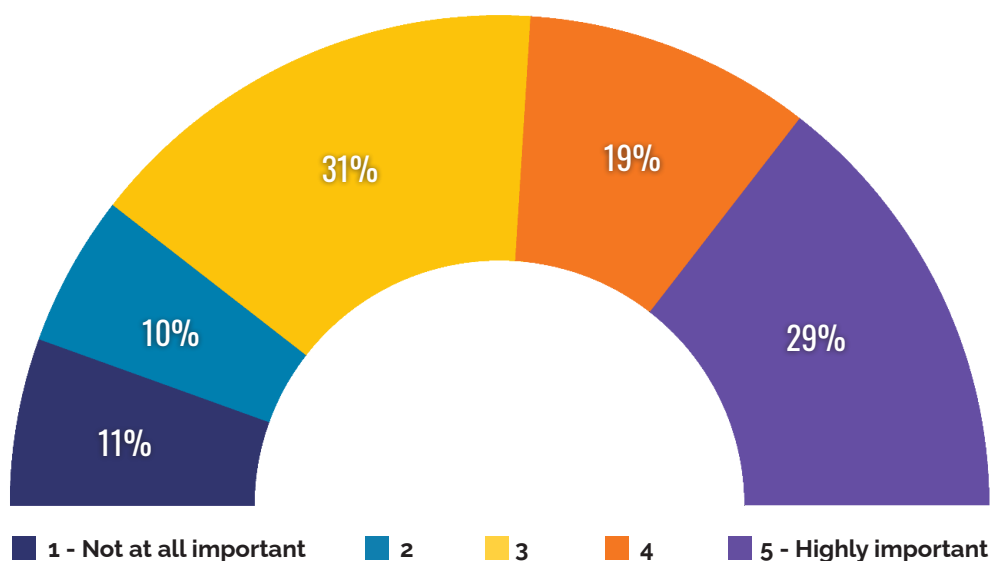
On a scale of 1 to 5, where 1 means the issue is not at all important in their charitable behavior and 5 means it is highly important, the average for supporting the Jewish people and the nation of Israel is 3.4. About three out of ten evangelicals rate this as a very high priority (5), with another two out of ten declining to rate this at 5, but still putting it at 4. **A total of 48% consider**



**supporting Israel and the Jewish people to be important in their own charitable behavior.** The remaining 52% rate this at 3 or lower.

There is some variation in the level of priority different types of evangelicals give to this. Probably the most interesting difference is by age group. Other research studies have frequently shown that younger Christians tend to be less supportive of Israel than older Christians. However, keep in mind that other studies are generally looking at the topic through a geopolitical lens.

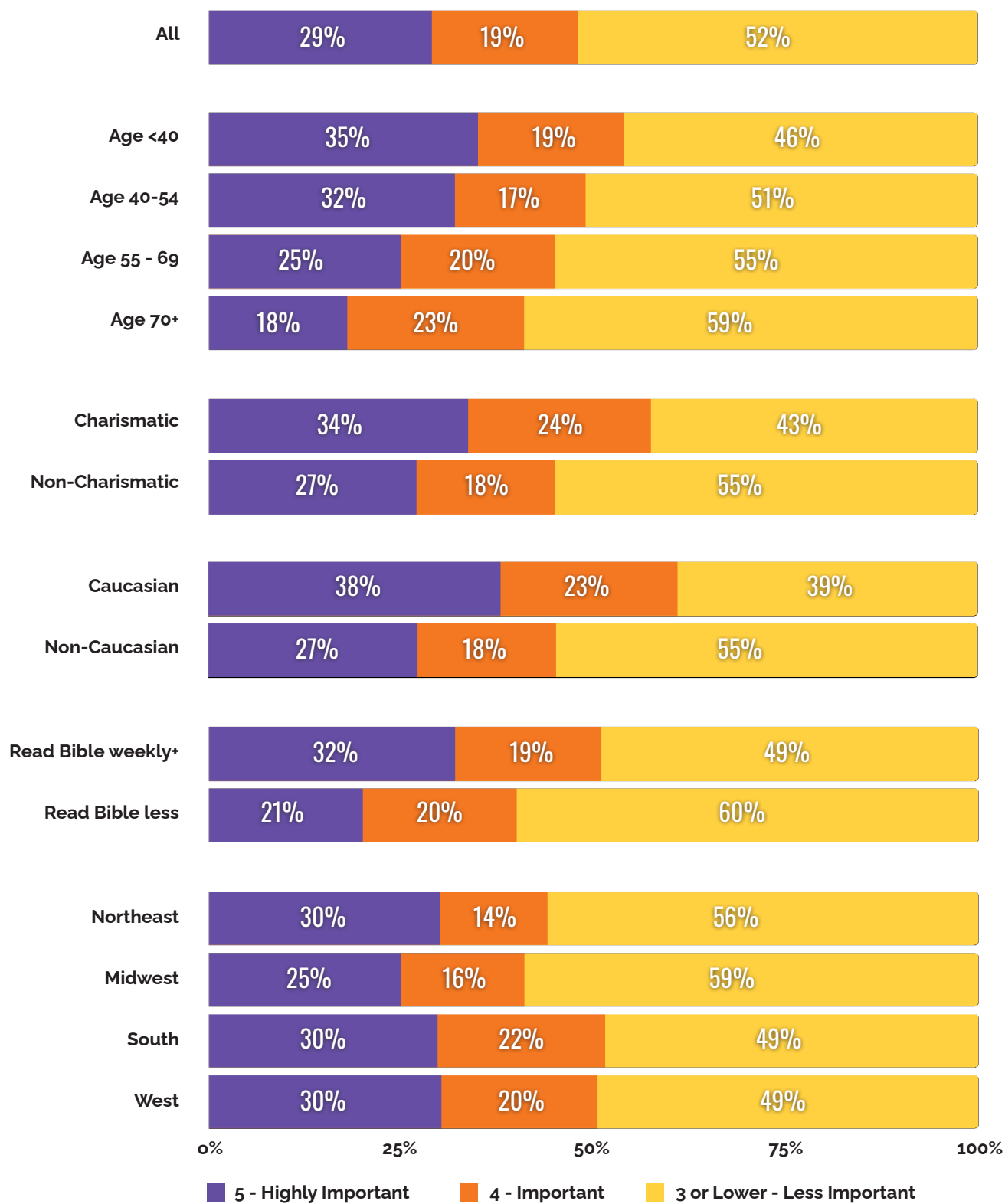
### Importance of Supporting the Jewish People/Nation of Israel



This study did not bring politics into the issue at all; rather, it focused on charitable behaviors. And when Israel and the Jewish people are viewed through that lens, we find that younger people actually put a higher priority on supporting Israel than do older evangelicals.

Now, this needs to be tempered with one reality that we consistently find in our work with donor-supported organizations: when it comes to charitable behaviors and attitudes, younger people are far less focused and set in their ways than are older people. Younger people will frequently be more open to different causes, while older people, with a lifetime of giving experience, more often have narrowed their giving interests down to certain issues that have become important to them.

## Priority on Israel/the Jewish People in Charitable Behavior



For example, in the study *How Do You Help Others Grey Matter* conducted for Newport One in 2020, we asked people to donate a hypothetical \$100 to any cause or causes of their choice: animal rights, medical research, a religious congregation, whatever. The average person from Generation Z spread their money among 7.2 different causes. This dropped to 6.2 among Millennials, 5.6 among Generation X, 4.5 among Baby Boomers, and finally 4.4 among Seniors. Younger adults simply are open to more different causes than are older adults.

Yet even with this caveat, it is noteworthy that **younger evangelicals place a higher priority on supporting Israel and the Jewish people than do older evangelicals**. At the very least, this shows that younger evangelicals are often open to the possibility of supporting this cause—whether it is because they truly are more interested in supporting this type of work than are older evangelicals, or because they are more open to different charitable possibilities than are older adults.

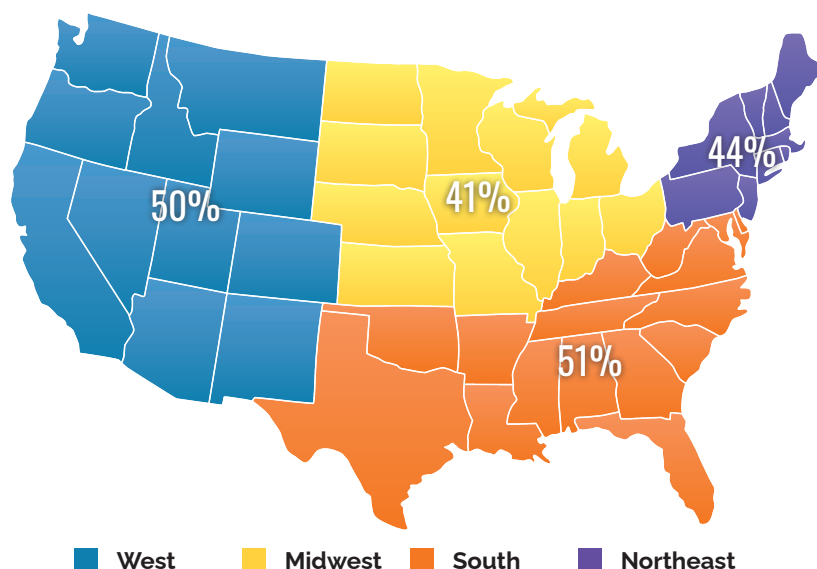
As might be expected, **evangelicals who consider the Jews to be God’s chosen people today place a much higher priority on supporting Israel and the Jewish people**: 61% put this at a priority of 4 or 5 on the scale, compared to 35% who do not see the Jews as still God’s chosen people.

There is also some difference based on whether respondents are Charismatic/Pentecostal or not. Among those who are, 57% place a priority of 4 or 5 on this, compared to 45% among those who are not. And by a margin of 51% to 40%, those who read the Bible at least weekly also put a higher priority on this.

There is also a small difference by US census regions.

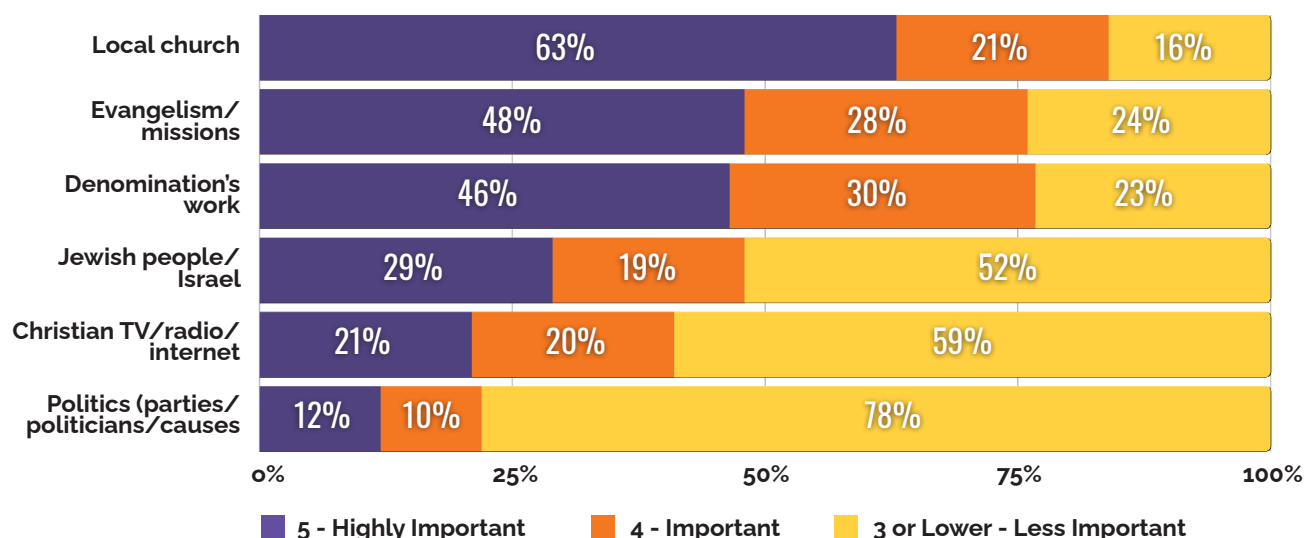
Evangelicals who live in the South (51%) or the West (50%) are slightly more likely to put a higher priority on this than are those in the Northeast (44%) or Midwest (41%).

In order to provide some context, we also had



evangelicals rate the importance of a few other potential priorities. And while this list is not intended to be anywhere near comprehensive, it does help with a framework of where Israel and the Jewish people fit into the priorities of evangelicals.

### Personal Charitable Priorities



Clearly the top priority is supporting their local church (63% rate this as highly important in their charitable behavior). This is followed by evangelism and missions (48%), and support for work their church's denomination is doing (46% – note that we only asked this of the 73% of evangelicals who attend a church associated with a denomination).

Far below those three priorities comes supporting the Jewish people and the nation of Israel (29%). Israel is still somewhat higher in priority among evangelicals than supporting Christian media ministries (21%), and especially than supporting political parties, politicians, or causes (12%).





The evangelical Protestant world can be divided into four segments:

- 31% see the Jews as God's chosen people today, and put a fairly high priority on supporting them from a charitable standpoint (priority levels of 4 or 5 on the five-point scale)
- 20% see the Jews as God's chosen people today, but do not put a particularly high priority on supporting them (1 – 3 on the scale)
- 17% do not believe the Jews are God's chosen people today (or are unsure), but still put a fairly high priority on supporting them
- 32% do not believe the Jews are God's chosen people today (or are unsure) and do not put a high priority on supporting them

	Support Is High Priority	Support Is Not High Priority
God's Chosen People	31%	20%
Not God's Chosen People	17%	32%

# Who Are the Strong Israel Supporters?

**A total of 20% of all evangelical Protestants can be considered “Israel loyalists”—they see the Jews as God’s chosen people today, and put a very high priority on supporting them (5 on the scale).**

The 20% who can be considered “Israel loyalists” show some differences from other evangelicals. Whites (21%) and Latinos (32%) are considerably more likely to belong to this group than are Asian-Americans (9%) or African-Americans (12%).

Israel loyalists also are more likely to be evangelicals who have less formal education. Among respondents who have attended and/or graduated from a four-year college, 17% qualify as Israel loyalists. Among those who have less formal education, the figure is 26%.

Among evangelicals who read the Bible daily, 25% are Israel loyalists, compared to 19% who read it a few times a week, and 14% among those who read it less frequently (although there is no such variation according to frequency of church attendance or small group participation).

Israel loyalists also are more heavily from the ranks of evangelicals who have personally spoken in tongues (we are using this as the definition of Charismatic/Pentecostal evangelicals, rather than what church they attend or what they call themselves). **Among Charismatic evangelicals, 25% are Israel loyalists, compared to 18% of all other evangelicals.**

**20%**  
of evangelicals are  
“Israel loyalists”

Israel loyalists also tend to be heavier consumers of Christian media. They spend a higher proportion of their time with radio, television, podcasts, books, video streaming services, magazines, and websites that are specifically





Christian (rather than secular or “general interest”) than do other evangelicals.

Their church and charitable giving habits largely look similar to those of other evangelicals, with two exceptions. One is that although they do not necessarily give more money, **Israel loyalists are more likely to be sustainers** (i.e., have made a commitment to support monthly an organization outside of their church).

**Twenty-eight percent of Israel loyalists are sustainers, compared to 18% of all other evangelicals.**

The other charitable difference is that Israel loyalists are more likely to come from the ranks of evangelicals who express a preference for supporting organizations that make their Christian faith a major part of everything they do (24%, versus 14% who don’t prioritize this factor in their giving).

These people have a strong affinity with Israel not because of personal experience in the country—only 8% have ever personally traveled to Israel, and among evangelicals who have traveled to Israel, the proportion who are Israel loyalists is not any higher than among the rest who haven’t been to the country.

However, **Israel loyalists do show a much higher desire to travel to Israel someday**—71% are extremely interested in making this trip, compared to 32% of all other evangelical Protestants. They also have far fewer fears about the safety of such a trip. Just 10% would have significant safety concerns about a trip to Israel, compared to 31% of other evangelicals.

# Priorities Related to Israel

**Admittedly, “supporting the Jewish people and the nation of Israel” is a broad goal, as there can be many ways of doing this. So, what do evangelicals most want to accomplish related to support of the Jewish people?**

Evangelicals who put a low priority (rating of 1 or 2) on the overall goal of supporting the Jewish people and the nation of Israel were not asked this question, as the whole issue would be a moot point for them.

The remaining survey participants were given eight different potential priorities (plus the opportunity to write in their own), and asked to choose their top priority out of the list:

- Supporting Holocaust survivors
- Helping needy individuals and families in Israel
- Supporting pro-Israel politicians or political positions in the US
- Helping Jews outside of Israel return to their homeland of Israel
- Helping people learn about the Jewish roots of Christianity
- Supporting medical services and first responders in Israel
- Helping preserve or excavate biblical sites
- Supporting Messianic believers and businesses in Israel

Note that we intentionally did not ask about evangelism in this list, as this can often function as a “default” response for evangelicals.

Interestingly, there are two types of work on the list which do not have to be exclusive to Israel; they could be applied to Nicaragua or Cambodia or Chad just as easily: helping needy individuals and families, and supporting medical services and first responders. All of the other options are more specific to Israel and/or

the Jewish people, such as helping Jews outside of their homeland return to Israel, helping Holocaust survivors, and helping preserve or excavate biblical sites.

Thirty-seven percent have as a top priority one of the two actions which are applicable to Israel or any other country, while 63% prioritize something that is applicable primarily to Israel or the Jewish people. Now, those who prioritize one of these two broader priorities may truly want to accomplish those works in Israel.

When we evaluate the potential priorities individually, what really stands out is that nothing really stands out. **There is no overwhelming priority for evangelicals with an interest in helping Israel and the Jewish people.**

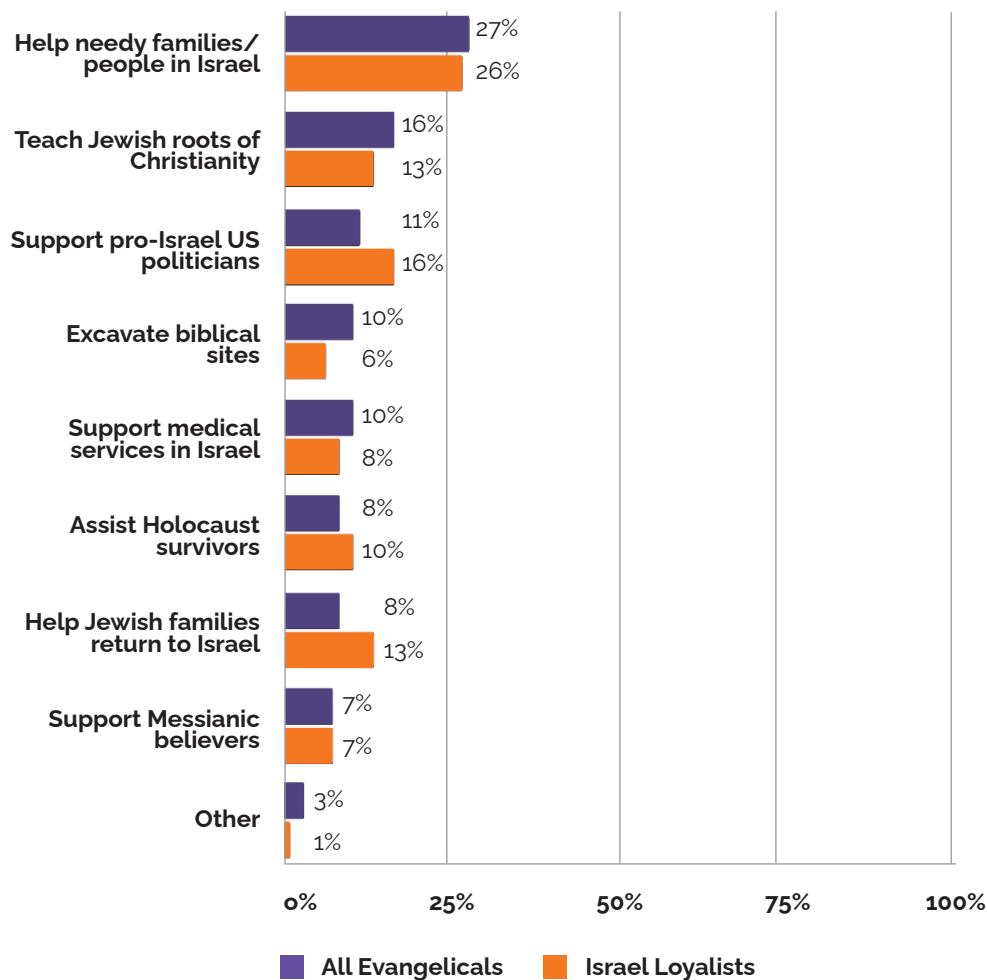
The top priority is helping needy individuals and families in Israel, but that encompasses only 27% of evangelicals. Second (16%) is helping people learn about the Jewish roots of Christianity. All six other options are the top priority for somewhere between 7% and 11% of evangelicals. The priorities are quite fragmented.

Even among the 20% of evangelicals who most strongly prioritize Israel—the “Israel loyalists”—the priorities are pretty similar. Among these loyalists, there is slightly less emphasis on helping preserve or excavate biblical sites, while there is somewhat more emphasis on supporting pro-Israel politicians or political positions and on helping Jews return to their homeland. But in general, Israel loyalists have charitable priorities for Israel and the Jewish people that are similar to those of other evangelicals.

In general, priorities for helping Israel do not show much variation among different subgroups. However, there are a couple that are worth noting. One is that **supporting pro-Israel politicians is particularly important to high-income evangelicals**. In fact, 18% of those say supporting pro-Israel US politicians is their first priority, which actually puts this equal to helping the needy and teaching the Jewish roots of Christianity among evangelicals with household incomes of \$100,000 or more.

The second is that helping the needy is a greater priority among lower-income evangelicals. The order of priority between helping the needy in Israel and supporting pro-Israel politicians reverses as income rises.

## Personal Charitable Priorities



Among the lowest-income evangelicals, 33% place helping the needy as their top priority, while just 9% say this about supporting pro-Israel politicians or political positions. It is still heavily in favor of benevolent ministries in the \$30,000 – \$59,999 income group (29% to 6%), but a bit less so in the next income group (27% to 13%). Among those from households earning \$100,000 or more, the two are equal in priority (19% for helping the needy, 18% for political support).

# What Does It All Mean?

**As we have pointed out in previous reports on our research among this population, evangelicals (like many other groups) are often portrayed as a monolithic segment, and are subject to a variety of stereotypes.**

And just as stereotypes of other groups—be they Jewish, Asian-American, the wealthy, immigrants, or anyone else—are frequently inaccurate, so are many of the stereotypes of evangelical Protestants.

These stereotypes and assumptions develop for a variety of reasons. A few outspoken, well-known (or well-publicized) members of any group can contribute to the issue. So can media looking for a quick, easy report rather than a nuanced story. There is often some antipathy and bias involved as well, whether that be from racism, religious bigotry, jealousy, or other factors, depending on the group. Inaccurate research (such as the studies that purport to define evangelicals by whether they call themselves “evangelical”) also does not help.

**28%**  
tend to be dismissive  
of Israel/the Jewish  
people

And the stereotype of evangelicals often includes the assumption that they prioritize support for Israel as part of their religious and political beliefs. As other studies have shown, that is not true from a political standpoint. As we demonstrate in this report, it is also not true from a personal or theological standpoint.

In fact, **only one out of every five evangelical Protestants (20%) really fits the stereotype of an “Israel loyalist”**—someone who sees the Jews as God’s chosen people today and who puts a very high priority on Israel in their own behavior.

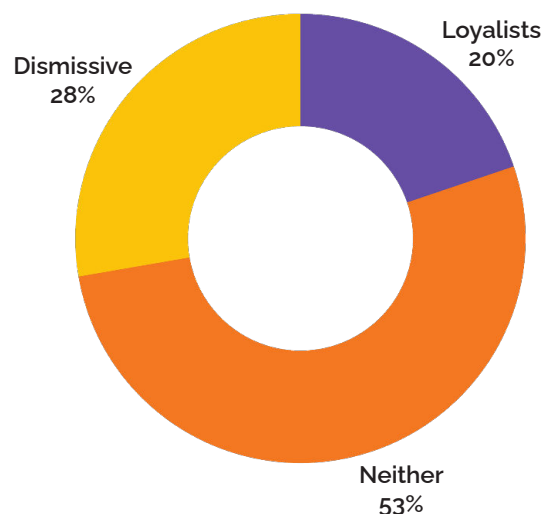
A slightly larger group, representing 28% of evangelicals, is actually **more likely to be “dismissive” toward Israel**, rejecting the idea that the Jews ever were God’s chosen people and/or putting a very low priority on Israel/the Jewish people in their own charitable behavior.

**It is far more common for evangelical Christians to be members of neither group.** They may be unsure how they view the Jewish people, place a moderate level of importance on helping Israel, believe in replacement theology, or otherwise not fit into the Loyalists or Dismissives. This middle ground actually describes the majority of American evangelical Protestants (53%).

For organizations that are seeking to help Israel or the Jewish people, there are potentially people in this “Neither” group who could be inspired to support Israel-based causes. However, even among Loyalists there is no clear-cut demand for specific types of services or ministry beyond helping the needy—and even that is not an overwhelming priority for evangelicals, nor is that need unique to Israel. **Even among the Israel loyalists, what potential donors prioritize is fairly fragmented and inconsistent.**

**Another stereotype this study explodes is that it is all about the political angle for evangelicals when it comes to Israel.** That is the subject of much of the research that has been done about evangelicals and Israel, much of the media coverage, etc. But **only 9% of all American evangelical Protestants have the support of pro-Israel politicians or political positions as a top priority** when it comes to Israel or the Jewish people. The vast majority are more concerned with exploring the biblical roots of Christianity, preserving or

Overall Views on Israel/the Jewish People



*Percentages may not add to exactly 100% due to rounding.*



excavating biblical sites, helping the needy, or a variety of other types of work than they are about the political side of things.

Without a strong, unified belief among evangelicals about what work should be the priority, there is opportunity for organizations that serve Israel and the Jewish people to help potential donors understand the importance of specific needs and how their organization is meeting those needs.

In short, there obviously are many evangelicals who financially support Christian organizations that serve Israel and/or the Jewish people, as well as many Jewish and Israeli charities. **Without evangelical support, many of these organizations would be unable to survive.** But while there is certainly no groundswell of opposition to supporting Israel among American evangelicals, **the evangelical population is far from being unified in their support for Israel, making it a personal priority, or even what they believe theologically about the Jewish people.** This can be seen as both a challenge and an opportunity for those wishing to engage evangelicals in the support of Israel and the Jewish people.

If you found this report beneficial, Grey Matter and Infinity Concepts also offer two other reports on evangelical Protestants:

- **The Ripple Effect: Congregations, COVID, and the Future of Church Life** – a study on how evangelicals worshipped during the pandemic, and how this has affected their feelings about church going forward.
- **The Generosity Factor: Evangelicals and Giving** – research on how and where evangelicals give money. The study also reveals significant age differences in giving, and points to some long-term concerns for donor-supported organizations.

# WHO IS INFINITY CONCEPTS?



**Infinity Concepts is an integrated marketing-communications agency focused on inspiring people of faith to action. We specialize in the following:**

- **Consulting:** We help you think more strategically and lead more effectively.
- **Branding:** We help determine your Brand Essence, define your Brand Promise, develop Brand Alignment, and create your Brand Image.
- **Creative:** We provide effective and memorable creative. We offer superior quality graphic design, copywriting, website development, logo design, and much more.
- **Fundraising:** We help you build a loyal and generous donor base that embraces your organization and supports your vision.
- **Public Relations:** Through proven strategies, effective communication, and media relationships, we will put your organization on center stage and let the world see the great things you are doing.
- **Media:** We will help maximize your media investment through optimized media planning, placement, management, and reporting.
- **Digital:** We create high-impact, cohesive messages to reach and motivate your audience through multiple digital and social media platforms.

For nearly 20 years, Infinity Concepts has helped its clients *think more strategically, operate more efficiently, and communicate more effectively.*

## Just a Few Clients We've Served

American Friends of Magen David Adom • Cancer Treatment Centers of America  
Cornerstone Television Network • Church of God of Prophecy • Evangelical Press Association  
Faithful Central Bible Church • Faith Life Now • Friends of the IDF • Saving Moses  
Holocaust Remembrance Association • Total Living Network (TLN) • Metro World Child  
Israel Ministry of Tourism • Jewish Agency for Israel • Marilyn Hickey Ministries  
NRBTV • One Voice Ministries • ZOE International • Foursquare Missions International

You can learn more about Infinity Concepts and how our team of experts can help you make a bigger impact. If you are looking for an agency to be your thoughtful strategic partner and impassioned advocate, Infinity Concepts may be for you: [www.infinityconcepts.com](http://www.infinityconcepts.com)

Infinity Concepts President, Mark Dreistadt, and Chief Growth Officer, Darrell Law, can be reached at 724-733-1200 or by email at [Mark@infinityconcepts.com](mailto:Mark@infinityconcepts.com) and [Darrell@infinityconcepts.com](mailto:Darrell@infinityconcepts.com).

# WHO IS GREY MATTER RESEARCH?



What do you wish you knew about the people you're trying to reach: donors, potential donors, customers, or the general public? And what could you accomplish if you knew the answers to those questions? **That's where we help you make a difference.**

Grey Matter Research helps our clients make wiser decisions with **valuable, relevant consumer insights**. We specialize in serving **Christian organizations**, although we've partnered with many secular charities and for-profit companies, from professional sports teams to vehicle manufacturers to branding, marketing, and fundraising agencies.

Our motivation is to **partner with our clients**, which is why we've been working with some of the same organizations **for over two decades**. Whether we're helping a client discover how consumers perceive their brand, learn what the donor experience is like, develop new messaging, or any other topic, we have **A Passion for Research That Makes a Difference**.

## Just a Few Clients We've Served

Compassion International • Focus on the Family • American Bible Society  
National Association of Evangelicals • Young Life • David C. Cook  
The Coca-Cola Company • Joyce Meyer Ministries • Prison Fellowship  
Moody Global Ministries • Crown Financial Ministries • Northwest University  
Bethesda Lutheran Communities • National Christian Foundation • Duke University  
General Motors • Cancer Treatment Centers of America • The Assemblies of God  
Catholic Relief Services • Pulte Homes • The Christian and Missionary Alliance  
Paralyzed Veterans of America • Covenant House • World Vision

Our work has been **covered by the international media**, (MSNBC, Christianity Today, NPR, Wall Street Journal, USA Today, Fast Company, Harvard Business Review, NonProfit Times, many others), translated into multiple languages, used in US Senate panel hearings, and included as part of the curriculum at universities in the US and Italy.

You can learn more about how we help clients, as well as check out a variety of available research reports, on our website: [www.greymatterresearch.com](http://www.greymatterresearch.com).

Company president Ron Sellers would be delighted to chat with you. Call him at **1-602-684-6294**, or meet him digitally at [ron@greymatterresearch.com](mailto:ron@greymatterresearch.com).

# Additional Resources from Infinity Concepts

## ■ **CAPTIVATE Magazine**

Get the latest news and guidance on branding, church growth, fundraising, leadership, digital marketing, podcasting, media buying, and much more by accessing the latest edition of **CAPTIVATE** magazine. [Click here](#)

## ■ **Donor Trend Analysis**

Every nonprofit should have a clear understanding of what is happening with its donors by measuring key performance metrics to monitor the health of its donor file. The **Donor Trend Analysis** gives insights into your donor retention rate, average lifetime donor value, donation frequency, number of multi-gift donors, average gift amount, new donor acquisition trends, lapsed donor trends, and much more.

This Donor Trend Analysis is valued at \$800. However, you may qualify to receive this valuable report for FREE! [Click here](#) to complete your application to see if you qualify for a FREE **Donor Trend Analysis** for your church, ministry, or nonprofit.

## ■ **Digital Assessment**

Your digital presence matters, now more than ever! What does a donor experience when they give to your organization online? Are you posting too little or too much on social media? Does your website effectively communicate your story and impact? How well do you engage with your followers through social media?

Infinity Concepts provides a FREE **Digital Assessment** to qualified churches, ministries, and nonprofits. This analysis will help you improve the way you communicate and engage with people and donors online. [Reach out](#) to see if your organization qualifies for a FREE **Digital Assessment** by the experts at Infinity Concepts.

## ■ **Strategic Solutions Newsletter and Blog**

Tap into a wealth of insights, tips, and information on a variety of topics from our seasoned team of experts through our *Strategic Solutions* newsletter and blog.

- [Click here](#) to check out the insights from our experts on our blog.
- [Click here](#) to have *Strategic Solutions* delivered to your in-box each week.

# Additional Resources from Grey Matter Research

In addition to our custom research work for clients, we offer a variety of exclusive reports.

A small selection is below; [click here](#) for information on all of them.

## ■ What America's Favorite Charities Have in Common

Donors often claim they like to support small, local organizations. The reality is they generally favor massive global brands. And most people of faith do not favor supporting faith-based organizations. Learn what sets America's favorite charities apart in the minds of donors. [Click here](#)

## ■ Lost Opportunities: Faith, Giving, and Social Media

Learn how donors and people of faith use social media to interact with nonprofit organizations and congregations. [Click here](#)

## ■ Charitable Overhead Ratios and Donor Decisions

Donors often believe ministries and charities spend more on fundraising and administration than they should. Because of this, many organizations think donors won't support organizations with expense ratios exceeding a certain threshold. We find that's often not true—and in fact, donors frequently haven't a clue what their favorite organization's overhead ratio really is. [Click here](#)

## ■ Charity Watchdogs: Ignore Them at Your Own Risk

How many donors actually use charity watchdogs to research organizations they might support? [Click here](#)

## ■ How Much Mail and Email Donors Receive and Read

Donors report receiving more prospecting messages than messages from organizations they already support. And very few just toss or delete everything they receive—your messages have the opportunity to get read. [Click here](#)

## ■ Six Ways Your Survey Research May Be Misleading You

The only thing worse than no research is bad research, and there are many ways you can unintentionally receive misleading data from your surveys—even when they're conducted by professionals. [Click here](#)