

# The Spiritual Journey

How Evangelicals Come to Faith



# EXECUTIVE SUMMARY

- 1** Among today's adult evangelical Protestants in the US, 72% came to their evangelical beliefs before the age of 18. In fact, half came to their beliefs between the ages of 5 and 12. The average age of belief for adult evangelicals is 15 years old.
- 2** Only 4% of all adult evangelicals have come to their evangelical beliefs within the past four years. The average adult evangelical came to their evangelical beliefs 25 years ago.
- 3** The two greatest influences in evangelicals coming to Christ were one or both of their parents (28% called this the single strongest influence in their decision) and a church they attended (16%).
- 4** In total, 71% were influenced to some extent by family (50% parents, 14% spouse/partner, 31% other family members), and 73% by church (60% the church as a whole, 39% a specific pastor, 19% another church leader). Other influences included reading the Bible for themselves (46%), a tragedy/difficulty in life (23%), and friends (22%).
- 5** Ninety-six percent (96%) cite multiple factors in their decision to become a Christian; the average person was influenced by 3.4 different factors.
- 6** Believers who came to faith as adolescents are more likely to have been influenced by parents, family members, church, and church leaders other than a pastor. Those who came to faith as adults are more likely to cite the influence of a spouse/partner, friends, reading the Bible for themselves, other books, and/or a tragedy or difficulty in their lives.
- 7** Only 46% of evangelicals can recall a specific point in their lives when they decided to trust Christ. Thirty-seven percent (37%) say they were raised as a Christian and do not remember a specific point of decision, while 16% say it was a gradual process rather than a specific decision point.
- 8** Nearly six out of ten evangelicals (57%) call their Christian faith the single most important thing in their lives. However, among those who make this claim, just half show high levels of spiritual engagement (regular prayer, worship attendance, Bible reading, etc.).



# TABLE OF CONTENTS\*

---

Introduction .....	4
When: The Age of Belief.....	5
Who: Influences in Their Decision .....	7
Who: The Impact of Influencing Factors .....	10
When: Adolescent vs. Adult Decisions.....	12
How: The Nature of Conversion .....	14
Where Things Stand Today.....	16
What It All Means .....	18
Appendix .....	21
Methodology and Definitions.....	22
Additional Reports.....	23
About Grey Matter Research .....	24
About Infinity Concepts.....	25
Additional Free Resources .....	26

# JOURNEY TO FAITH

A head bowed over a Bible in a lonely motel room. A small boy talking with his Vacation Bible School teacher. People streaming down a church aisle after the pastor's invitation. A preteen having a heart-to-heart talk with her dad.

How evangelical Protestants came to their Christian faith is a journey as varied, and sometimes complex, as evangelicals themselves.

[Grey Matter Research](#) and [Infinity Concepts](#) asked evangelical believers about the When, Who, and How of their journey to their current beliefs. When did they make a decision to follow Christ? Who or what was influential in that decision? How did it actually come about? Understanding how today's evangelicals came to faith may help reach other people who are not there yet.

# When: The Age of Belief

Right after we asked Americans about the beliefs that define them as evangelicals, we asked them how long they have held these beliefs. Although evangelism among adults receives tremendous attention from churches and ministries, it is actually fairly uncommon for someone to become an evangelical after turning 18.

Seventy-two percent of evangelical Protestants came to their faith before the age of 18, while **just 28% did so after becoming adults.**

In fact, half of all adult evangelical Protestants came to their faith between the ages of 5 and 9 (26%) or 10 to 12 (24%). Another 17% say it was in the 13–17 age range, while 5% claim they were younger than five.

**The average age of belief is 15 years old, with a median of 12.**

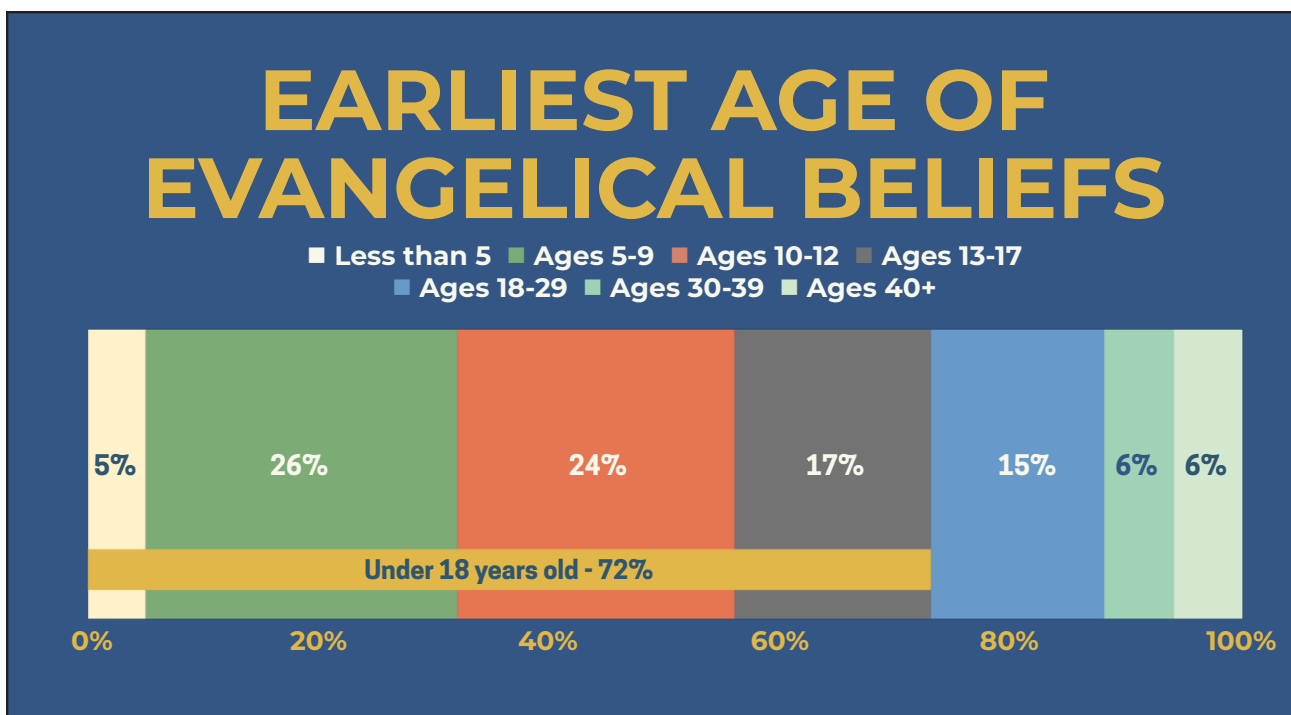
Obviously, the longer someone has been alive, the more opportunity they have had to become a believer. This is why the average age of belief is higher among older evangelicals. However, even among evangelicals aged 70 and older, the average age they came to their beliefs is 18, with a median of 13.

**72%**  
of evangelicals  
came to their  
beliefs before  
age 18.



The population of evangelical Protestant adults in the US has not been added to substantially in recent years. **Just 4% of all adult evangelicals have come to their beliefs in the last four years**; another 4% have been believers for five to nine years. (NOTE: this does not necessarily mean the evangelical population in the US has actually grown; our study is among people who currently hold evangelical beliefs, so it does not take into account former evangelicals who have fallen away from the faith.)

Even among those who became evangelicals as adults, for the average person, this happened 25 years ago. For those who are now 40 or older, only 8% came to their beliefs after the age of 39.



# Who: Influences in Their Decision

“Evangelism” is a term that suggests an external influence: neighborhood outreach, a television program, a church event, evangelistic concerts or rallies, or even the influence of a friend or Christian leader.

**28%**  
of evangelicals  
say their parents  
were the biggest  
influence in their  
faith.

Yet **the single greatest influence in evangelical Protestants becoming Christians is their parent(s)**. Twenty-eight percent name one or both parents as the most important influence in their belief, which is far higher than any other factor. Another 23% say their parents had a significant influence in their decision, although they were not the single greatest influence.

As most evangelicals did not become believers as adults, it is not surprising that **spouses generally did not play much of a role**. Four percent credit their spouse as the strongest influence in their decision, while another 10% say he or she was a significant influence. Other family members beyond spouses and parents

were the most important influence for 11%, while 21% feel other family played a significant role.

In total, **42% say a family member was the most important influence** in their beliefs, with another 28% saying family members were not the most important influence, but one or more did play a significant role in their decision.

Friends also sometimes play a part; only 4% say a friend was the most influential part of their decision, but another 18% feel at least one friend played a significant role in this.

Church also played a substantial role for a majority of evangelicals. While the 16% who call church the most important influence is considerably below parents, the 44% who tell us church was a significant factor means **six out of ten evangelicals believe church was a strong element in their conversion**.

An additional 7% say it was not just church, but a specific pastor who was their most important influence (senior pastor, youth pastor, children's pastor, etc.), while 3% say this about a church leader other than a pastor or minister (e.g., the head of the women's ministry, a worship leader, a Sunday school or VBS teacher). Another 32% say a specific pastor played a significant role, while 16% say this about a church leader other than a pastor.

Altogether, 26% cite church influence (a church, pastor, or other church leader) as the single most important influence in their decision, with another 37% citing at least one of these as a significant contributor. **This puts church/church leaders about equal to parents for being the primary influence, and even more likely than parents to be a contributing factor.**

In addition to family and church, 10% say reading the Bible for themselves was the primary factor in their conversion, and another 36% name this as a significant contributing factor.

There are all sorts of clichés about growing stronger through struggle or not having a rainbow without the rain. However, the data shows these are more than just clichés; 9% of all evangelical Protestants say the top influence in their decision was some type of tragedy or difficulty in their life, with an additional 14% saying this was a contributing factor.

Although not a major influence, attending events also can play a role, as 4% say an event (crusade, concert, play, etc.) was the top influence in their decision, with another 10% saying an event significantly contributed to their decision.

One noteworthy finding is how little influence media had in these decisions. In terms of being the primary influence, just 1% name a book other than the Bible, 1% say a broadcast program was the top influence, and no one among over 1,000 respondents say something they saw online was the most influential factor.

At the same time, it would be unwise to dismiss Christian media as ineffective: 13% say books, radio, TV, and/or the Internet played a significant role in their decision for Christ.

**26%**

of evangelicals say church or a church leader were the biggest influence in their faith.

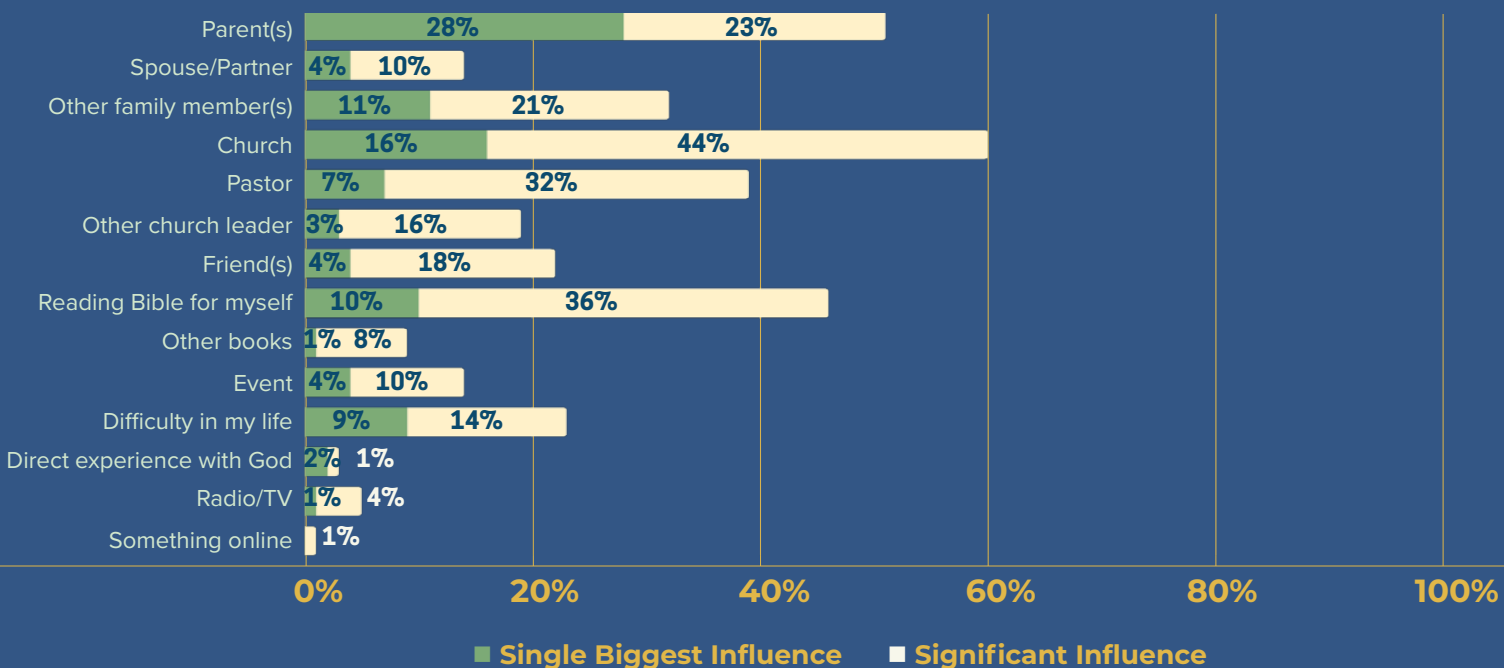


The data shows **media tends to play a support role in evangelism rather than being the most important factor**, but that support role still occurred for one out of every eight of today’s evangelical adults.

Also, keep in mind that the average adult evangelical’s conversion happened nearly 37 years ago ... meaning 1986 or before.

In 1986, only 48% of American households had cable television, meaning half the nation was limited to whatever local station might have Christian TV programming. No one could tune in to Christian programming on podcasts, satellite radio, or streaming audio or video. Christian books were often available largely at Christian bookstores (and most nonbelievers had no reason to visit one of those). The Internet was still years away from being a reality for all but the most advanced technology users. As limited as Christian media availability was thirty or forty years ago, **nearly eight million evangelicals today were influenced to make a decision for Christ in part by Christian media.**

## Who/What Influenced Your Decision to Be a Christian? Among Evangelical Protestants



# Who: The Impact of Influencing Factors

Regarding the impact of these different factors, it may help to translate the percentages into actual population numbers. There are around 59 million evangelical Protestant adults in the US today. Of these, the total number impacted by each of the following is:

- Any family influence – most important influence for 25.1 million; significant factor for a total of 41.8 million
  - Parent(s) – 16.2 million say this was their most important influence; a total of 29.7 million call this a significant factor
  - Spouse/partner – most important influence for 2.4 million; significant factor for a total of 8.3 million
  - Family member(s) other than parent(s) or spouse/partner – most important influence for 2.3 million; significant factor for a total of 18.5 million
- Any church/pastor/church leader influence – most important influence for 15.2 million; significant factor for a total of 43.2 million
  - A church I attended – most important influence for 9.3 million; significant factor for a total of 35.1 million
  - A pastor/minister – most important influence for 4 million; significant factor for a total of 23 million
  - A church leader other than a pastor/minister – most important influence for 1.9 million; significant factor for a total of 11.3 million
- Reading the Bible for myself – most important influence for 5.8 million; significant factor for a total of 26.9 million
- A tragedy or difficulty in my life – most important influence for 5.2 million; significant factor for a total of 13.6 million
- Friend(s) – most important influence for 2.4 million; significant factor for a total of 12.9 million
- An event I attended – most important influence for 2.1 million; significant factor for a total of 8.3 million

- Any media (online, book, radio, TV) influence – most important influence for 1.0 million; significant factor for a total of 7.8 million
  - Book(s) other than the Bible – most important influence for 0.5 million; significant factor for a total of 5.1 million
  - A radio or TV program – most important influence for 0.5 million; significant factor for a total of 3 million
  - Something I saw online – most important influence for few people (no one in the study); significant factor for a total of 0.8 million

We can learn a few other things about the spiritual decisions of evangelicals. For one thing, it is rare that only one factor contributed to evangelicals becoming Christian believers. In fact, 96% cite multiple influences, and the average evangelical names 3.4 different influencing factors (and that does not even take into account that two aunts, a brother, and three grandparents may have influenced one decision, but all of those family members would be grouped together under “family other than parent(s) or a spouse/partner” and count as one contributing factor).

And while we can see how many evangelicals became Christians through the influence of each factor, it is important to note just how individualized these journeys are. Let us look at just four quick examples:

- The 59-year-old Tennessee man who became a believer at age 7. He cited his parent(s) as the most important influence, but also other family members, a church leader other than a pastor, the church he attended, an event he attended, and reading the Bible for himself.
- The 29-year-old Arizona woman who went through a difficulty in life and became a believer at age 12. She was heavily influenced by that experience, but also by a pastor, another church leader, and family members other than her parents.
- The 44-year-old man from New Jersey who became a Christian 12 years ago. The most important influence was something he encountered on radio or television, but he says reading the Bible for himself also contributed significantly.
- The 71-year-old man from North Carolina who also became a Christian 12 years ago. Reading the Bible for himself was the most influential factor, but other books and the church he attended also contributed, as did, in his words, “life observations of Christians versus non-Christians.”

# When: Adolescent vs. Adult Decisions

One other issue we can evaluate is the difference between those who came to Christ as adolescents versus as adults.

Before age 18, parents are especially important (60% call their parents a significant influence, although among those who became Christians as adults, 26% still identify their parents as part of the reason). Other family members (34% to 25%), church (63% to 51%), and church leaders other than a pastor (21% to 14%) are more likely to play a role for adolescent converts than for adults.

On the other hand, those who became Christians as adults are more likely to cite the influence of a spouse/partner (28% to 8%), friend(s) (31% to 18%), reading the Bible for themselves (51% to 43%), books other than the Bible (12% to 7%), and a tragedy or difficulty in their lives (29% to 21%).

If you are wondering how a spouse or partner could have influenced an adolescent, there are ways:

- Some people do marry prior to age 18
- Some may have been influenced by a person who later became their spouse
- Some may have been thinking of a serious boyfriend/girlfriend as a “partner”

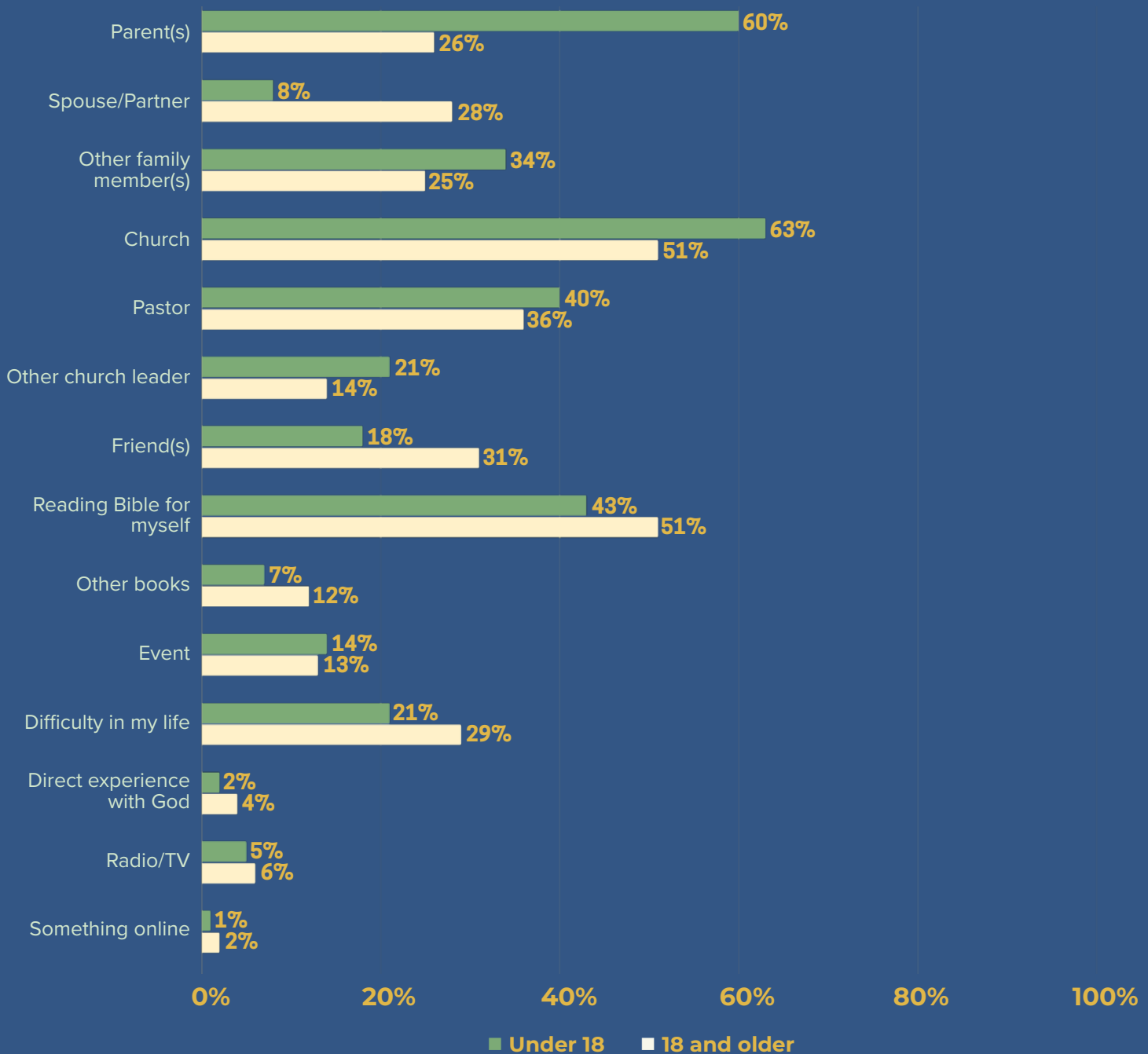
In total, family of some type is more likely to play a role for adolescents than for adults (75% to 60%). The same is true for church/pastor/church leader (76% to 65%). Media influence (books, radio, TV, Internet) is greater for adults than adolescents (18% to 11%), as is the Bible (51% to 43%).

So, in short, **adolescent conversions are particularly likely to be influenced or guided by other people.** While people are still a very common influence for adult conversions, **adults are more likely to be self-guided in their decisions** and have fewer individuals influencing this decision.



# Who/What Influenced Your Decision to Be a Christian?

Had a Significant Impact, by Age of Decision



# How: The Nature of Conversion

For many people, thoughts of conversion lead to mental images of people streaming down the aisles at a Billy Graham crusade, altar calls at church, sinners renouncing a harmful lifestyle, a pastor leading someone in the “sinner’s prayer,” or other specific moments of conversion.



However, only 46% of evangelicals can remember a specific point in their lives when they decided to trust Christ.

Instead, 37% say they were raised as Christians, and while they can identify an age at which they consider themselves to have accepted these beliefs for themselves as truth, there is no specific point of decision they can remember.

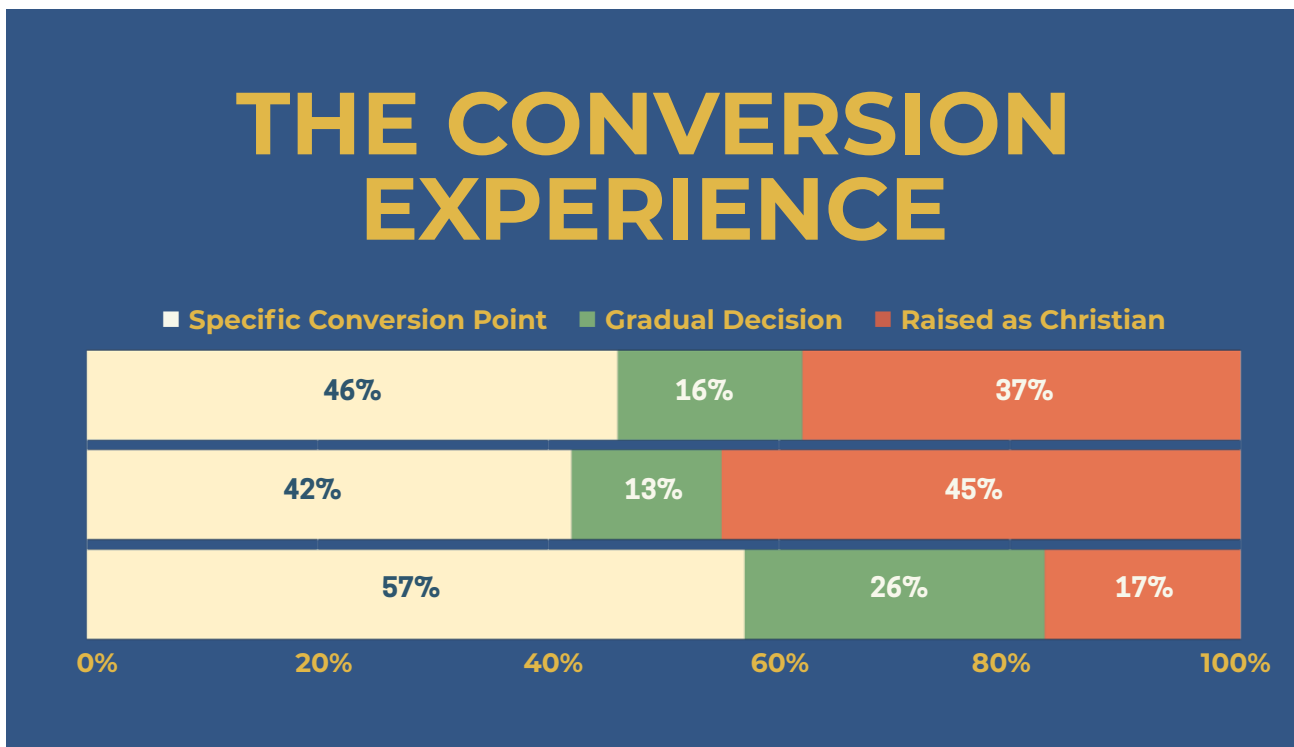
The remaining 16% say their decision was a gradual one, with no specific point they can remember at which a decision was made.

Interestingly, people who put their faith as the single most important part of their life are substantially more likely to remember a specific conversion point than are those who have their faith as something other than the most important thing in their life (55% to 34%). The same is true for people who are more spiritually engaged—regularly attending church, reading the Bible, etc.

This also varies according to when people made a decision for Christ. When this occurred as an adult, 57% remember a specific

**54%**  
of evangelicals  
cannot recall a  
specific point  
when they  
decided to trust  
Christ.

decision point, while 26% say it was a gradual decision without a specific conversion point, and 17% say they were raised as Christians (but apparently at some point returned to or reembraced their faith without a specific decision point). Among those who came to Christ as an adolescent, 42% recall a specific decision point, 13% say it was a gradual process, and 45% were raised as Christians, with no specific decision point they can identify.



# Where Things Stand Today

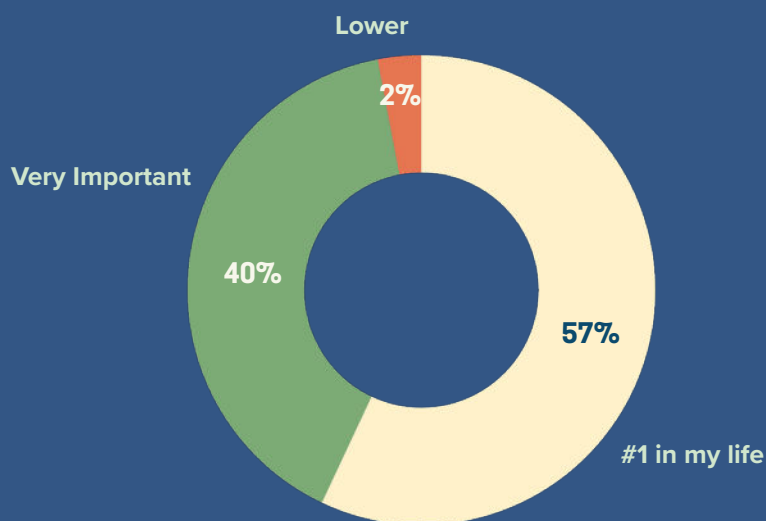
Nearly six out of ten evangelicals (57%) call their Christian faith the single most important part of their life. Most of the rest (40%) say it is a very important part of their life but are unwilling to say it is the single most important thing. Two percent say their faith is a fairly important part of their life.

While older people often have the reputation of being more religious, evangelicals 70 and older are the least likely to say their faith is the most important part of their life (49%, compared to 59% among those under 70).

Charismatic Christians are more likely than others to position their faith as the most important part of their life (67% to 55%).

Claiming one's faith is the most important part of one's life naturally raises some expectations, such as regularly being involved in spiritual practices. Evangelicals who position their faith as the single most important part of their life definitely engage in spiritual practices more frequently than others, but many still are not very spiritually engaged.

## Importance of Their Faith



Among evangelicals claiming their faith is the single most important part of their life:

- 51% do not read the Bible daily, including 20% who do not even read it once a week
- 30% do not attend church weekly (in-person or online), including 21% who do not go even once a month



- 29% do not study the Bible even once a week, including 16% who do not study it even once a month
- 61% are not part of a weekly small group Bible study or prayer group, including 40% who rarely or never attend small group
- 9% do not even pray every day

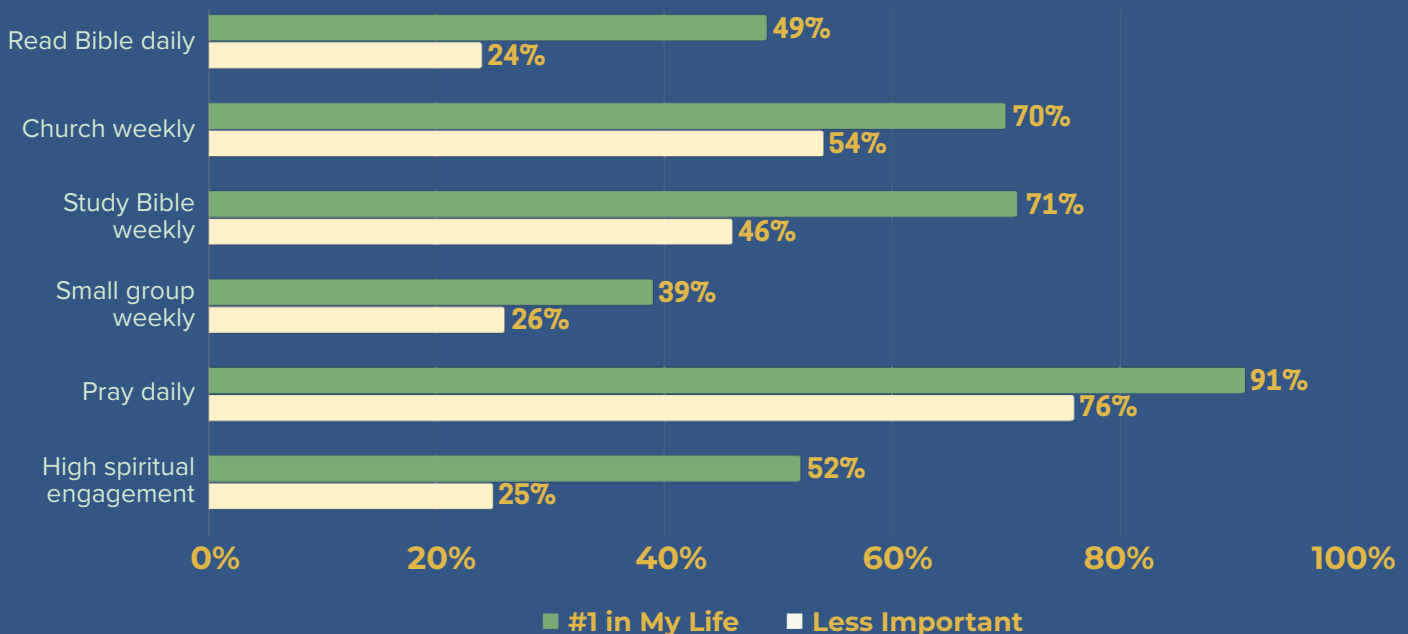
In total, **48% of those who claim their faith as the most important part of their life do not show high levels of spiritual engagement**, doing many of these spiritual activities infrequently or not at all.

On the flip side, these statistics can be restated to say that among evangelicals claiming their faith is the single most important part of their life:

- 49% read the Bible daily
- 70% attend church weekly
- 71% study the Bible at least once a week
- 39% are part of a weekly small group
- 91% pray every day
- 52% are highly spiritually engaged

## Spiritual Practices

### By Importance of Faith in Their Lives



# What It All Means

**Information is little more than a curiosity or a trivia point if it is not put to use. So how can you use this data?**

**The Age of Decision** – Adult evangelism is far from futile, as over 16 million of today’s evangelical adults came to their beliefs after the age of 18.

But by far, the biggest impact is among youth and children, especially between the ages of 5 and 12. Half of today’s evangelical adults came to their beliefs during these formative years; a total of around 43 million evangelical Protestant adults came to their faith before adulthood.

**How much does your church or organization invest in reaching children, youth, and teens, compared to adults?**

Parents are an enormous influence on their children. Do you try to reach adolescents directly, or do you also invest in teaching or training parents or other family members how to have spiritual conversations with their children?

If you are a parent, are you having these conversations with your children, or just leaving it up to church, youth group, media, or other influencing factors? Have you studied effective ways of communicating your faith to your children, or are you just winging it?

You do not have children? Twelve million evangelicals were significantly influenced by a family member outside of their own parent(s). Siblings, cousins, aunts and uncles, and others still wield substantial influence in the spiritual lives of family members.

We clearly see in the data that how children come to faith and how adults come to faith can be very different. In evangelism, are you approaching them both in the same way, or are you tailoring your approach, style, and message to your specific audience?

Note that while four million evangelicals specifically say a pastor was the biggest influence in their decision, and 1.9 million identify a specific church leader other than

a pastor, over nine million people instead point to a church they were attending. Certainly, the pastor and other leaders are a major part of any church, but **millions of believers name a church as a whole as a significant influence** on them, rather than specific leaders within the church.

Hillary Clinton famously (or infamously) said it takes a village to raise a child. Apparently, it takes a church—not just church leaders—to bring many children and adults to Christ. This may include the leaders, but it likely also includes the influence of individuals within the congregation.

When churches function well, they function as a body. These church bodies have had substantial influence on bringing millions of people to faith. If you are part of a church, it is critical to note that you are potentially influencing the beliefs and perspectives of others around you, even if you are not in leadership. This is both a tremendous opportunity and a tremendous responsibility.

What we learned in this study also should help validate the work of many people. Pastors can become discouraged by all the challenges they face, but churches and church leaders have had a significant influence on over 43 million evangelical adults. Not only that, but **pastors themselves have directly influenced the conversions of 23 million evangelicals** in the US today.

Not a pastor? Church leaders such as elders, worship leaders, teachers, VBS leaders, and other volunteers have had a significant impact on the decisions for Christ of over 11 million evangelicals.

Media is often a one-way method of communication—people appear on television, speak or teach on the radio, and write books without direct feedback from the viewers/listeners/readers. Nearly eight million evangelical adults name media as a significant influence in their decision for Christ.

One commonly expressed frustration Christians have with evangelism is the failure to see results. They plant a seed, and hope or expect to see something sprout directly from that effort. But almost all evangelicals cite multiple influences in how they came to faith—an average of 3.4 different factors, in fact. Hopefully this will be an encouragement to those who tell others about Christ—you may not see the plant actually sprout, but you may be one of those important factors influencing someone's eventual decision.

One final note is that a majority of evangelical adults cannot point to a specific moment when they became Christian. Assuming every believer has a specific decision point obviously is incorrect. In some circles, questions such as “How were you saved?” are fairly common. Evangelists and teachers can sometimes speak about salvation in ways that make it seem any true believer must have had a watershed moment in their lives when they fell to their knees in front of an altar and gave their lives to Christ. Focusing on this type of conversion experience or treating it as the norm may actually hinder conversations with the majority of believers who cannot point to a specific “salvation experience” as part of their faith.

The journey to Christ is varied, individualized, and usually influenced by a variety of factors. Understanding these factors more fully may help in reaching others who have not yet completed this journey of faith.



# Appendix

Influence Category	Primary Influence	%	Significant Influence	%
<b>Any Family Influence</b>	<b>25.1 Million</b>	<b>42%</b>	<b>41.8 Million</b>	<b>71%</b>
<b>Parent(s)</b>	16.2 Million	28%	29.7 Million	50%
<b>Spouse/Partner</b>	2.4 Million	4%	8.3 Million	14%
<b>Other Family Member</b>	2.3 Million	11%	18.5 Million	31%

<b>Any Church Influence</b>	<b>15.2 Million</b>	<b>26%</b>	<b>43.2 Million</b>	<b>73%</b>
<b>Church Attended</b>	9.3 Million	16%	35.1 Million	60%
<b>Pastor/Minister</b>	4.0 Million	7%	23.0 Million	39%
<b>Volunteer Leader</b>	1.0 Million	3%	11.3 Million	19%

<b>Bible Reader</b>	<b>5.8 Million</b>	<b>10%</b>	<b>26.9 Million</b>	<b>46%</b>
---------------------	--------------------	------------	---------------------	------------

<b>Life Trauma</b>	<b>5.2 Million</b>	<b>9%</b>	<b>13.6 Million</b>	<b>23%</b>
--------------------	--------------------	-----------	---------------------	------------

<b>Friend(s)</b>	<b>2.4 Million</b>	<b>4%</b>	<b>12.9 Million</b>	<b>22%</b>
------------------	--------------------	-----------	---------------------	------------

<b>Event Attended</b>	<b>2.1 Million</b>	<b>4%</b>	<b>8.3 Million</b>	<b>14%</b>
-----------------------	--------------------	-----------	--------------------	------------

<b>Media General</b>	<b>1.0 Million</b>	<b>2%</b>	<b>7.8 Million</b>	<b>13%</b>
<b>Books (other than the Bible)</b>	0.5 Million	1%	5.2 Million	9%
<b>Broadcast Media (Radio/TV)</b>	0.5 Million	1%	3.0 Million	5%
<b>Online</b>	None	<1%	0.8 Million	1%

# Methodology and Definitions

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, which [Grey Matter Research](#) and Lifeway Research helped create.

Further, we limited this study to exclude those who identify with a non-Protestant group, such as Mormon, Roman Catholic, or Orthodox. This is a study of evangelical Protestants, a group representing 23% of American adults, or about 59 million people.

The study was conducted online, through a blend of research access panels. Stringent quality control was used to eliminate any responses from bots, click farms, and disengaged or fraudulent respondents. A demographically representative sample was screened for evangelical beliefs and lack of non-Protestant affiliation. Data was gathered in early 2023. A total of 1,010 evangelical Protestants participated in this study.

# ADDITIONAL REPORTS

## from Infinity Concepts and Grey Matter Research

If you found this report beneficial, Grey Matter Research and Infinity Concepts offer additional reports on evangelical Protestants:

### FUNDRAISING INSIGHTS:

- [\*The Generosity Factor: Evangelicals and Giving\*](#)
- [\*The Generation Gap: Evangelical Giving Preferences\*](#)
- [\*The Favorite Charity: Evangelical Giving Priorities\*](#)
- [\*The Sustainers: Exploring Monthly Donor Partnerships\*](#)
- [\*Race & Gender in Fundraising: Exploring Potential Bias Among Evangelicals\*](#)
- [\*Who Controls the Wallet: Giving Decisions Among Evangelicals\*](#)
- [\*Strategic Creative Design: Fundraising Advertising Among Evangelicals\*](#)

### CHURCH INSIGHTS:

- [\*The Ripple Effect: Congregations, COVID, and the Future of Church Life\*](#)
- [\*The Congregational Scorecard: What Evangelicals Want in a Church\*](#)
- [\*The Renewalists: Pentecostal and Charismatic Evangelicals\*](#)

### ISRAEL INSIGHTS:

- [\*The Jewish Connection: Evangelicals and Israel\*](#)
- [\*The Holy Land Journey: Evangelicals and Israel Travel\*](#)

### MEDIA INSIGHTS:

- [\*Media Matters: Evangelicals and the Media\*](#)

### WELLNESS INSIGHTS:

- [\*Faith and Wellness: Evangelical Insights on Healing and Physicians\*](#)

# ABOUT GREY MATTER RESEARCH



What do you wish you knew about the people you are 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 is 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 have 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 have been working with some of the same organizations **for over two decades**. Whether we are 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 Have Served

American Bible Society • National Christian Foundation • World Vision  
National Association of Evangelicals • Young Life • Duke University  
The Coca-Cola Company • Joyce Meyer Ministries • The American Legion  
Bethesda Lutheran Communities • Covenant House • Northwest University  
General Motors • The Christian and Missionary Alliance • Focus on the Family  
The Assemblies of God • Children's Mercy Hospital • Catholic Relief Services  
Prison Fellowship • Compassion International • Paralyzed Veterans of America  
Moody Global Ministries • BMW • Cancer Treatment Centers of America

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*, and 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).



# ABOUT INFINITY CONCEPTS

infinityconcepts®  
Strategic Solutions for Success

Infinity Concepts is an integrated marketing-communications agency inspiring people of faith to action that specializes in the following:

- **Consulting:** We help you think more strategically and lead more effectively.
- **Branding:** We help you develop a strong and memorable brand.
- **Creative:** We provide effective and memorable creative including superior quality graphic design, copywriting, websites, direct mail, logos, 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.
- **Media:** We will help maximize your media investment through optimized media planning, placement, management, and reporting.
- **Digital:** We create high-impact, cohesive messages to engage your target audience through multiple digital and social media platforms.

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

## Just a Few Clients We Have Served

American Friends of Magen David Adom • Cancer Treatment Centers of America  
Charisma Media • Church of God of Prophecy • Eagles' Wings • Evangelical Press Association  
Faithful Central Bible Church • Faith Life Now • Foursquare Missions International  
Friends of Israel • Friends of the IDF • Good Life Television (TV45)  
Holocaust Remembrance Association • International Christian Embassy Jerusalem  
Israel Ministry of Tourism • The Jewish Agency for Israel • Marilyn Hickey Ministries  
Metro World Child • Mission Eurasia • NRBTv • One Voice Ministries • Open Doors USA  
Proclaiming Justice to the Nations • Total Living Network (TLN) • ZOE 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).

# Additional FREE 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.

## ■ **Uneven: Success, Stagnation, and Delusion in Spiritual Growth**

Spiritual growth and maturity among American evangelicals is a mixed bag. Some are highly engaged and growing, while others have almost completely checked out. [Click here](#).

## ■ **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 will not support organizations with expense ratios exceeding a certain threshold. We find that is often not true—and in fact, donors frequently do not have a clue what their favorite organization's overhead ratio really is. [Click here](#).

## ■ **Understanding Evangelical Mid-Level Donors**

This small but critical group is not well understood because not much research has been done on them—we help put that right with this report. [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 are conducted by professionals. [Click here](#).

# Additional FREE 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.



**5331 Triangle Lane  
Export, PA 15632**

**724.733.1200  
[www.InfinityConcepts.com](http://www.InfinityConcepts.com)**



**GREY MATTER**  
RESEARCH & CONSULTING

**2654 West Horizon Ridge Parkway  
Suite B5-122  
Henderson, NV 89052**

**602.684.6294  
[www.GreyMatterResearch.com](http://www.GreyMatterResearch.com)**