



# The Generosity Landscape

*How Evangelicals Give*



**GREY MATTER**  
RESEARCH & CONSULTING

2026

**infinity**concepts®  
*Strategic Solutions for Success*

# Strategic Insights

## ***1. Evangelical giving through traditional channels—church or registered charity/ministry—stabilized after dropping substantially.***

The proportion of evangelicals who give to church declined 18% from 2020 to 2024. The proportion giving to charity dropped 16%. The proportion giving to both fell 22%. But the numbers have stabilized, with all these figures in 2025 looking very similar to what they were in 2024.

## ***2. By far the biggest predictor of giving and of generosity continues to be how spiritually engaged evangelicals are.***

The more evangelicals pray, attend worship and small groups, and read and study the Bible, the more likely they are to give, and the more generously they contribute. Someone at the highest level of spiritual engagement is 284% more likely to give money to church, and 73% more likely to give to charity outside of church, than is someone at a very low level. Among those who give, generosity (the proportion of their household income they give) to church is 195% higher for the most spiritually engaged compared to the least. For charity, it is a whopping 400% higher.

## ***3. Some fundraisers believe election years make it harder to raise money because evangelicals give to politics—but few actually do.***

Just 12% gave to political causes, campaigns, or parties in the last 12 months, during a highly fractious election cycle. This is no different than it was when we measured it early in 2024, without a national election. Ninety-five percent of evangelicals who gave nothing to church or charity also gave nothing to politics.

## ***4. Church giving is highly correlated with frequency of in-person attendance, not virtual attendance.***

Among evangelicals who typically attend church in person at least once a week, 84% financially support their church at some level. This drops to 69% when they

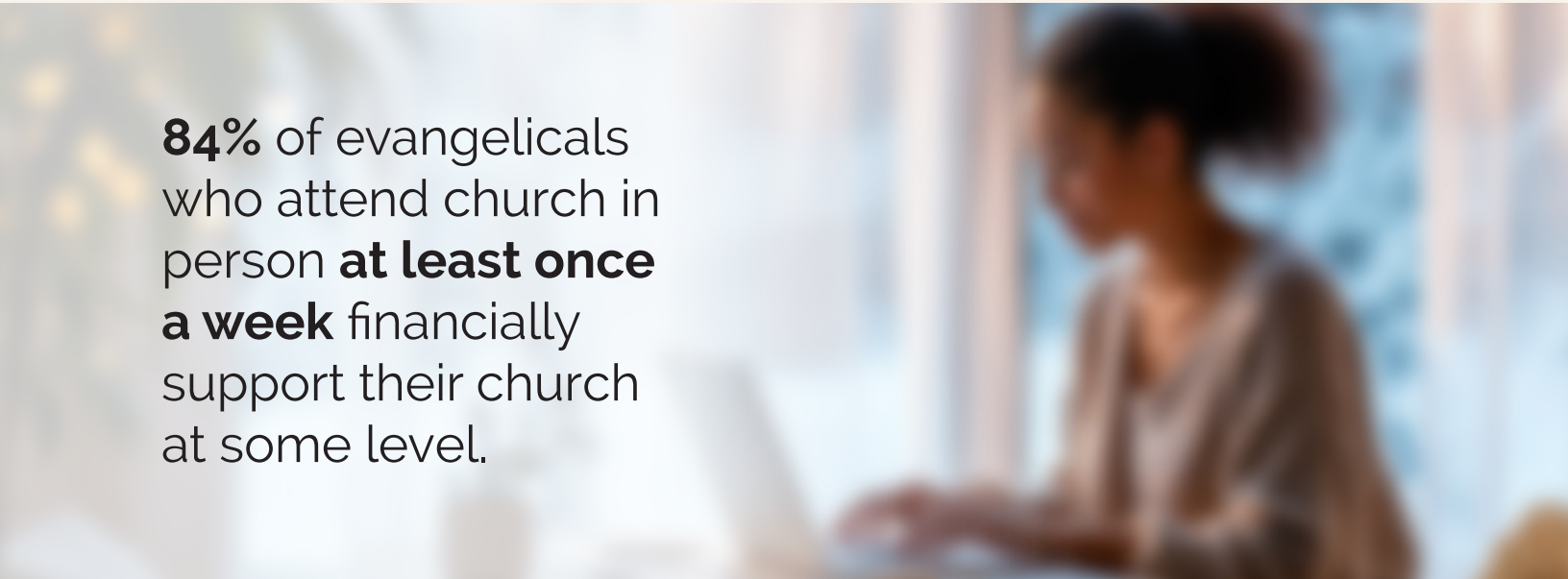
attend one to three times a month, and just 39% when they attend sporadically. Among the 17% of evangelicals who primarily “attend” church virtually, just 37% financially support a church. People attending in person one to three times a month are less than half as generous to church as are those who show up weekly, and virtual churchgoers are only about one third as generous.

### ***5. Many evangelicals are also showing generosity through nontraditional channels.***

Nearly two thirds helped a friend or family member in need with goods or money, and over half did this with someone they did not know. Two out of ten gave through crowdfunding, plus 15% through social media. These forms appear to be in *addition* to traditional giving, rather than *instead of*. The more money believers gave to traditional charities, the more likely they are to have given through each nontraditional method.

### ***6. There are many myths about volunteering—but they are just myths.***

While raising funds, have you ever heard, “I give my time instead of money”? Do not believe it. Among evangelicals, only 2% volunteer but do not give any money at all. And while we often hear phrases such as “giving your time or treasure,” only half of evangelicals give of their time (at least to organizations) through volunteering. You have heard seniors have more time, so they volunteer more? Again, do not buy it. The most likely to volunteer are young adults, while the least likely to volunteer are the oldest evangelicals.



**84%** of evangelicals who attend church in person **at least once a week** financially support their church at some level.

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*How Evangelicals Give*

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# Introduction

**Grey Matter Research** and **Infinity Concepts** have been tracking evangelical giving since 2020. (See [Additional Reports](#) for details on all our donor-related studies.) We have focused on two traditional forms of giving: financially supporting the church they attend, and financially supporting Christian ministries and/or secular charities outside of church.

This year, we continue examining those two methods of giving as part of our partnership, in this survey of 1,008 evangelical Protestants. We will detail **the current state of giving** in this report. But we also want to explore generosity a little more broadly. Therefore, we asked over 1,000 evangelical Protestants about giving to church and charity, but also about other forms of generosity, such as **crowdfunding, direct giving, and volunteering**.

**52%**  
of evangelicals  
volunteered with an  
organization in the  
last year

Join us in learning:

- how evangelicals give outside the boundaries of church and charity
- how generous they actually are
- whether generosity to church and charity continues to decline
- what is the single biggest predictor of generosity
- how involvement with church—including virtual church—is connected with financial support for that church



# The Total Picture

In the next section, we will explore church and charity giving in depth. For the moment, suffice it to say in the last 12 months:

- 62% of evangelical Protestants financially supported a church they were attending (in person or virtually)
- 51% financially supported at least one ministry or charity outside of church
- Only 40% gave to both church and charity
- **27% did not give a penny to either a church or a charity or ministry outside of church**

Of course, financially supporting churches or nonprofit organizations and ministries are not the only ways people can give. And, in fact, most evangelicals do give in other ways, regardless of whether they also give to church or charity.



The most common nontraditional method of giving (meaning not through a church or registered charity) is to **give money or goods to a friend or family member because they need help**. Sixty-four percent of all evangelicals did this in the past year or two, including 72% of those who also gave to charity and 72% who also gave to church. But this also includes 56% of evangelicals who did not give any money to charity last year, along with 51% of those who gave no financial support to church.

Nearly as many (55%) **gave money or goods to an individual they did not know who needed help**. This is more common among people who also give to church or charity, but 43% of those who gave nothing to charity, and 42% who gave nothing to church, directly helped another person in this manner over the past year or two.

Other methods are less common, but still used. Twenty-one percent have **given money through crowdfunding**, such as Fundly, Donorbox, GoFundMe, or other

options. Fifteen percent have **given through social media**, in response to a post they saw. And 4% **give through a payroll deduction** at work.

In total, just 19% of evangelicals have used none of these methods to give money over the past year or two.

Although it is not a financial commitment, 52% of evangelicals **volunteered with at least one organization** in the past 12 months. This includes 69% of church donors and 68% of charitable donors, but also 34% of those who did not give to charity, and 23% who gave nothing to church.

The nontraditional methods of being generous with time or money we just described are more common among certain types of evangelicals:

- **Evangelicals with a higher Spiritual Engagement Score** are more likely to have used most of these methods
- The **more engaged they are with Christian media**, the more likely they are to have used each method
- The **younger they are**, the more likely evangelicals are to have used each method, including volunteering
- The **higher the income level**, the more likely they are to have used each of these methods
- Those who **give money to traditional nonprofits or ministries** are more likely to have used each method than are non-donors; the same is true for evangelicals who **give money to church** vs. those who do not
- The **more money they have given to charity** over the past year, the more likely they are also to have used each of these nontraditional methods of generosity

## Spiritual Engagement Score (SES)

Grey Matter Research developed the **Spiritual Engagement Score (SES)**, based on the frequency of five key behaviors:

1. Attending or viewing worship services
2. Participating in a small group
3. Reading the Bible
4. Studying the Bible
5. Prayer

Believers are divided into Full, High, Moderate, Low, and None in terms of engagement. Thankfully, there are relatively few evangelical Protestants at None, so Low and None are combined in the scores. Someone with Full engagement partakes in worship services and small group at least once a week, prayer and Bible reading daily, and Bible study multiple times per week.

The exception to all of the above is payroll deductions, which are uncommon enough that only by household income is there a small difference in use.

**There is often concern from churches and charities that some of these nontraditional forms of giving (especially crowdfunding) will cannibalize traditional giving.** If these methods become more popular, this is certainly a possibility. However, note that **evangelicals who give to church or charity are much more likely to give through nontraditional channels as well**, while those who give nothing to church or charity usually give nothing through crowdfunding or social media. They are considerably less likely to give directly to strangers in need, and even much less likely to help out a friend or family member in need.

In [previous research](#), we have shown that **church and charitable giving are linked; the higher one is, the higher the other is**. Many people assume church and charity are in competition; that \$100 given to charity is \$100 the local church will not have for ministry. Our research over the years has consistently contradicted that assumption; we find a rising tide of generosity lifts all boats.

It appears it is much the same with less traditional forms of giving. **People who are generous to church and charity are more likely to continue this generosity in other ways**, including direct giving, volunteering, and crowdfunding. Most of those who are not giving to church or charity also are not giving through other methods.

In total, 10% of evangelicals gave nothing in any form whatsoever—no church, no charity, no crowdfunding, no helping friends or family members. The median household income of these complete non-givers is just a shade over \$30,000, so financial issues undoubtedly play a role for many. But 20% of those who do not give in any way enjoy household incomes of \$60,000 or more. In addition, among all evangelicals earning less than \$30,000 for the household, 57% still manage to give at least something to church and/or charity.



## Total Giving Picture BY AGE GROUP

Type of Giving	<35	35–44	45–54	55–64	65+
Financial donation to church	64%	58%	58%	67%	63%
Financial donation to charity/ministry	43%	50%	48%	51%	60%
Donation to church or charity	70%	69%	70%	77%	77%
Money/goods to someone you know	71%	65%	69%	59%	59%
Money/goods to a stranger in need	68%	58%	56%	50%	46%
Volunteered with an organization	60%	54%	50%	51%	46%
Giving money through crowdfunding	27%	28%	23%	17%	15%
Giving through social media	21%	22%	17%	10%	7%
Political donation	12%	12%	10%	10%	18%
Payroll deduction	5%	6%	5%	4%	2%
Zero non-political giving of any type	6%	11%	12%	11%	12%

## Total Giving Picture BY TRADITIONAL GIVING METHODS

Type of Giving	Gave to Church	Gave to Charity	Gave to Either	Gave to Neither
Financial donation to church	100%	79%	85%	--
Financial donation to charity/ministry	65%	100%	70%	--
Donation to church or charity	100%	100%	100%	--
Money/goods to someone you know	72%	72%	70%	48%
Money/goods to a stranger in need	63%	67%	63%	35%
Volunteered with an organization	69%	68%	64%	18%
Giving money through crowdfunding	27%	30%	26%	10%
Giving through social media	18%	20%	17%	7%
Political donation	15%	19%	15%	5%
Payroll deduction	5%	6%	5%	2%

When we look at the total picture of evangelical giving:

- 73% gave money to church or charity in the past year
- 16% did not give to church or charity, but they did give money in some other manner (directly to an individual, crowdfunding, etc.)—this falls to 11% if we do not consider directly helping a friend or family member in need as “giving”
- 10% did nothing whatsoever—no financial giving or help of any type, and no volunteering

# A Closer Look at Volunteering

When discussing giving with Americans, we often hear comments along the lines of, “I do not give money, but I give my time,” or even, “I think it is more important (or more of a sacrifice) to give time than to give money.”

However ... did you notice the figures in the bullet points on the previous page only add up to 99%? That is because the missing 1% are people who gave no money in any fashion, but who did volunteer. This reveals **the “I do not give money but I give my time” perspective is rarely a reality.**

Call it a lie, a rationalization, self-deception, or good intentions. Call it whatever you want; among the people who volunteered their time for any organization during the past year, 83% also gave to church, while 68% gave to charity outside of church. Ninety percent gave to one or the other. Among the remaining 10%, almost all gave through crowdfunding, payroll deduction, or directly giving to an individual.

**Only 2% of all evangelical volunteers (which equates to 1% of all evangelicals) did not also give monetarily in some form or fashion.**

**Volunteerism is more common among younger evangelicals than among older believers.** Six out of ten evangelicals under age 35 volunteered with an organization in the last year. This drops slowly as age increases, bottoming out at 46% among the oldest evangelicals.

White evangelicals, as well as White Americans in general, tend to be older than evangelicals of color/people of color. Partly driven by this fact, White evangelicals are somewhat less likely than those of color to be volunteers (49% to 57%).

There is also a substantial difference by income. Among those earning under \$30,000 annually for the household, just 35% volunteer. This increases as income rises, finally reaching 68% among those with six-figure household income levels.

**98%**

of evangelical  
volunteers also  
gave money in  
some form

But with all of these differences in who volunteers, two really stand out. One, as we have covered already, is by giving habits. Donors to church are far more likely to volunteer than are non-donors (69% to 23%). Donors to charity are also far more likely to volunteer than are non-donors (68% to 34%).

In fact, it is not just whether people give, but also how much they give, that correlates with volunteerism. Among those giving under \$125 annually to charities outside of church, 56% also volunteer. When giving is \$125 to \$499, 68% volunteer. And when giving is \$500 or higher, 78% also volunteer.

This is not just a function of higher-income people giving more money. We also see a difference by generosity (the proportion of household income given to church or charity).

- When generosity represents less than 1% of income, 55% volunteer.
- When generosity is 1% but less than 2%, volunteerism increases to 63%.
- When generosity is 2% or more, it goes up to 74%.

**Just as giving (and generosity) to church and to charity are strongly correlated, so are generosity with money and generosity with time.**

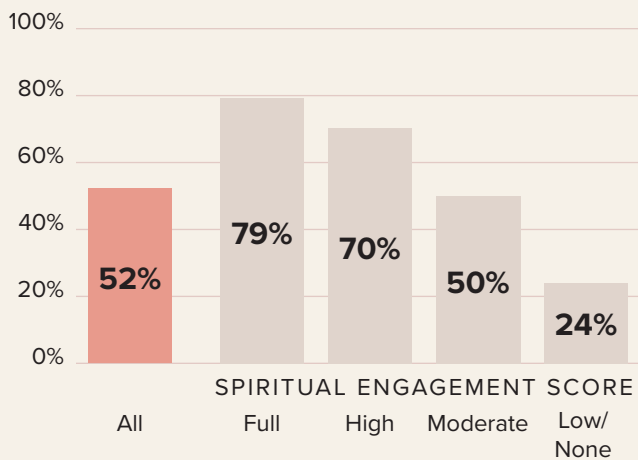
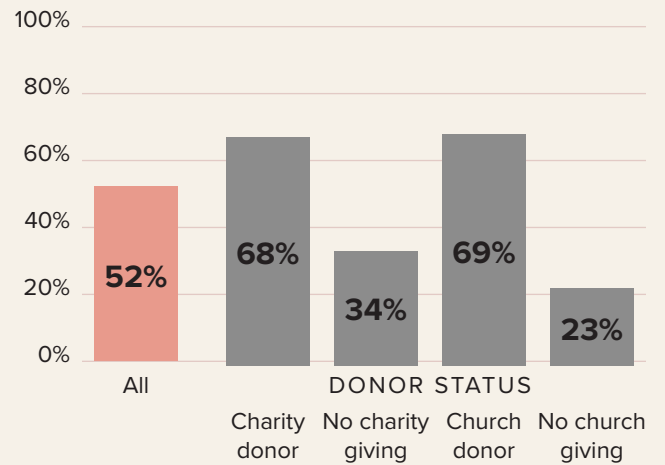
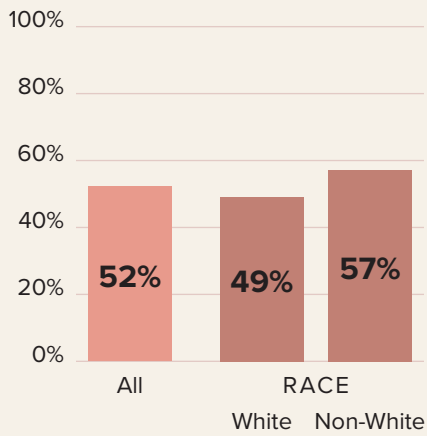
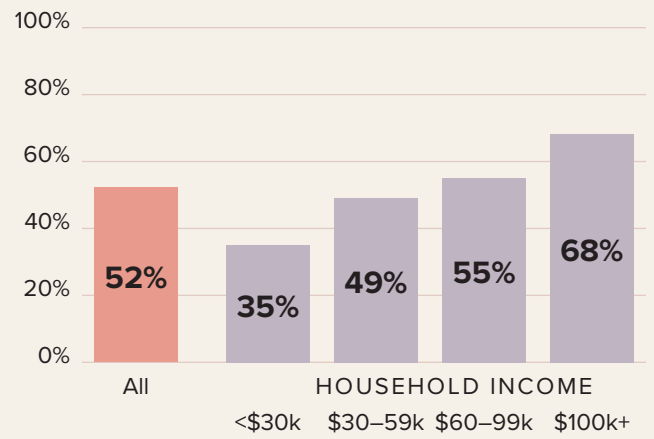
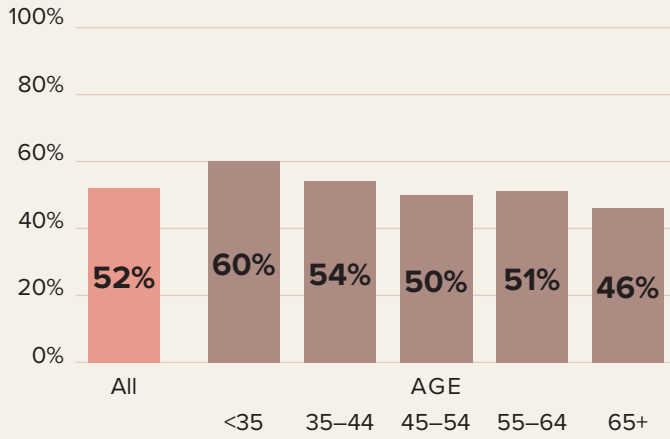
The other factor substantially correlated with volunteering is how spiritually active evangelicals are. As we will see momentarily, spiritual engagement is heavily correlated with whether people give, and how generously they give, to church and charity. It also is strongly connected to whether people volunteer, as well as how often they volunteer.

Among evangelicals with Full spiritual engagement, 79% volunteer. This falls to 70% at High engagement, then declines steeply to 50% when they are only Moderately engaged. Among those with Low/None engagement, just 24% volunteer.



# Volunteered with an Organization in the Last 12 Months

BY SUBGROUP

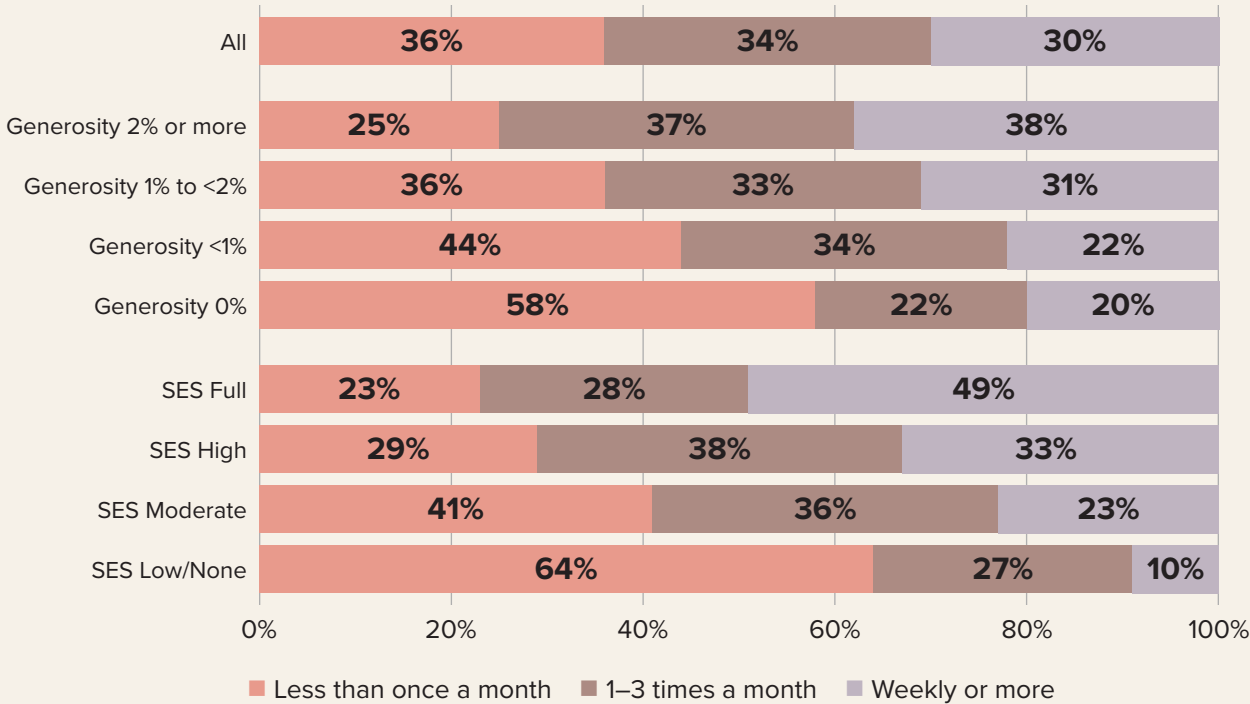


The frequency of volunteering varies quite a bit from one person to the next. While 48% of evangelicals do not volunteer at all, 19% typically do so a few times a year. The remainder are almost evenly divided among volunteering once a month (9%), two or three times a month (8%), once a week (9%), or multiple times in a typical week (6%).

Evangelicals who are more generous with their money are not only more likely than others to volunteer, but they tend to do so more often. Among volunteers, 75% of the most generous donors volunteer once a month or more. This falls to 56% among the least generous donors, and just 42% among those who do not give at all.

The same is true for those who are more spiritually engaged. Among volunteers with Full spiritual engagement, 77% volunteer monthly or more, dropping until it is just 36% among the few Low/None who volunteer.

## Frequency of Volunteering (Among Those Who Volunteer) BY SUBGROUP



# Giving to Church and Charity

We have been tracking evangelical giving to church and to charity since 2020. Data for the first of these studies was gathered in August 2020—deep in the midst of the COVID pandemic. When we measured this again in 2023, it appeared giving was down somewhat, but the differences between the two studies were not large enough to be statistically significant.

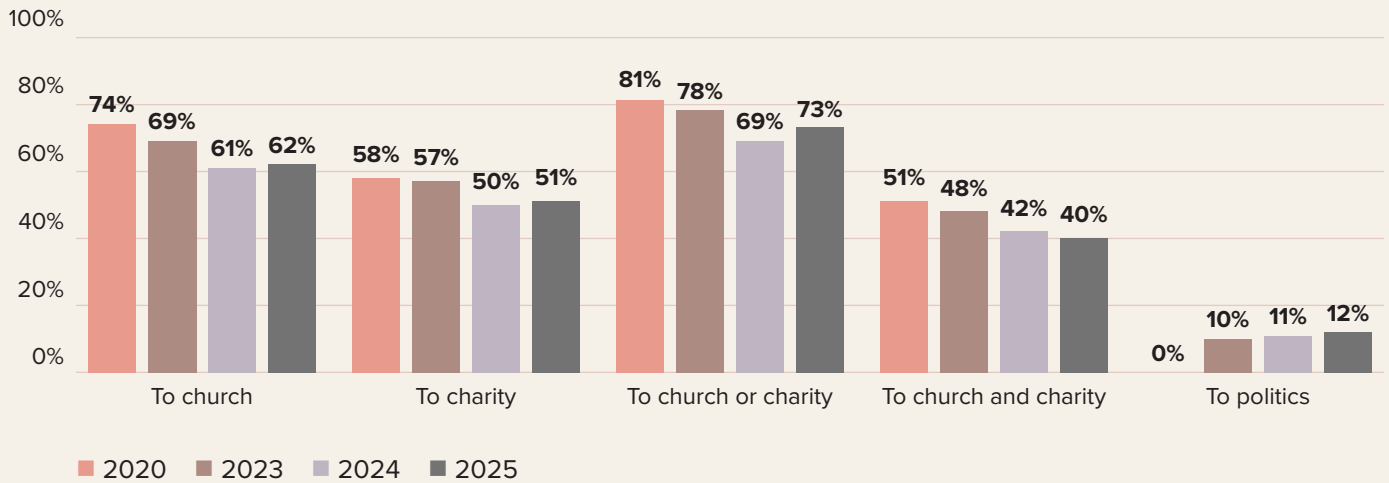
When we measured once more in 2024, we saw a further drop—and these differences were definitely statistically significant. Looking back, it appears the apparent decline from 2020 to 2023 may actually have been the start of the significant decline that continued in 2024.

This year brings both good and bad news. **The good news is the drop appears to have been arrested**, at least for a year. The propensity to give to church, and to charities or ministries outside of church, is statistically unchanged from last year.

**The bad news is that giving is still quite low among evangelical Protestants.** In the past 12 months, nearly four out of ten gave nothing at all to church. Half gave nothing at all to a charity or ministry outside of church. One out of four gave nothing at all to either church or charity. Only four out of ten gave to both church and charity.



## Evangelical Giving 2020–2025



We have heard various hypotheses for why giving has decreased. One of these is that, especially during election years, evangelicals give to political causes, parties, or candidates, pulling money away from church and charity.

This hypothesis does not hold water. We did not measure political giving in 2020, but in 2023, only 10% of evangelical Protestants gave toward politics.

Those who hold this hypothesis claim this is because '23 was not an election year. But our latest measurement includes almost the entirety of the highly contested 2024 presidential election, along with state and local elections. Still, political giving among evangelicals was just as uncommon as it has been in other years, as only 12% gave toward politics.

**12%**  
of evangelicals gave toward politics or politicians in the last year

Not only that, but 95% of evangelicals who gave nothing to church or charity also contributed nothing to politics, so believers obviously are not supporting political issues instead of charitable or religious issues.

What we cannot know, unfortunately, is what giving was like for evangelicals before 2020. Among Americans in general, other studies have shown giving rose

significantly during the pandemic. While some people struggled financially due to the shutdowns, government subsidies provided unexpected money to many others; at the same time they had few discretionary options on which to spend it. That, plus the collective concerns about social well-being and people who were struggling, led to increased charitable giving.

While we do not know specifically whether this pattern held true for evangelicals, it is a pretty solid hypothesis that our first measurements showed artificially inflated giving due to the pandemic. Subsequent years returned giving toward a more typical level.

We do not know how today's giving levels among evangelicals compare to pre-pandemic levels. Are they still higher than before 2020? Have they dropped lower? Or have they returned to how things were before COVID interrupted so many lives?

The patterns in giving we observed last year still hold true today. Giving to church and/or charity is much more common among higher-income evangelicals than among those who earn less. Giving to church does not vary a lot by age group, but giving to charity is less common among the youngest evangelicals, and most common among the oldest.

But as we have demonstrated in previous research, **the biggest difference is by spiritual engagement**. An evangelical with Full spiritual engagement is 30% more likely to give money to church than is someone with Moderate engagement, and a whopping 284% more likely to do so than is an evangelical with Low/None engagement.

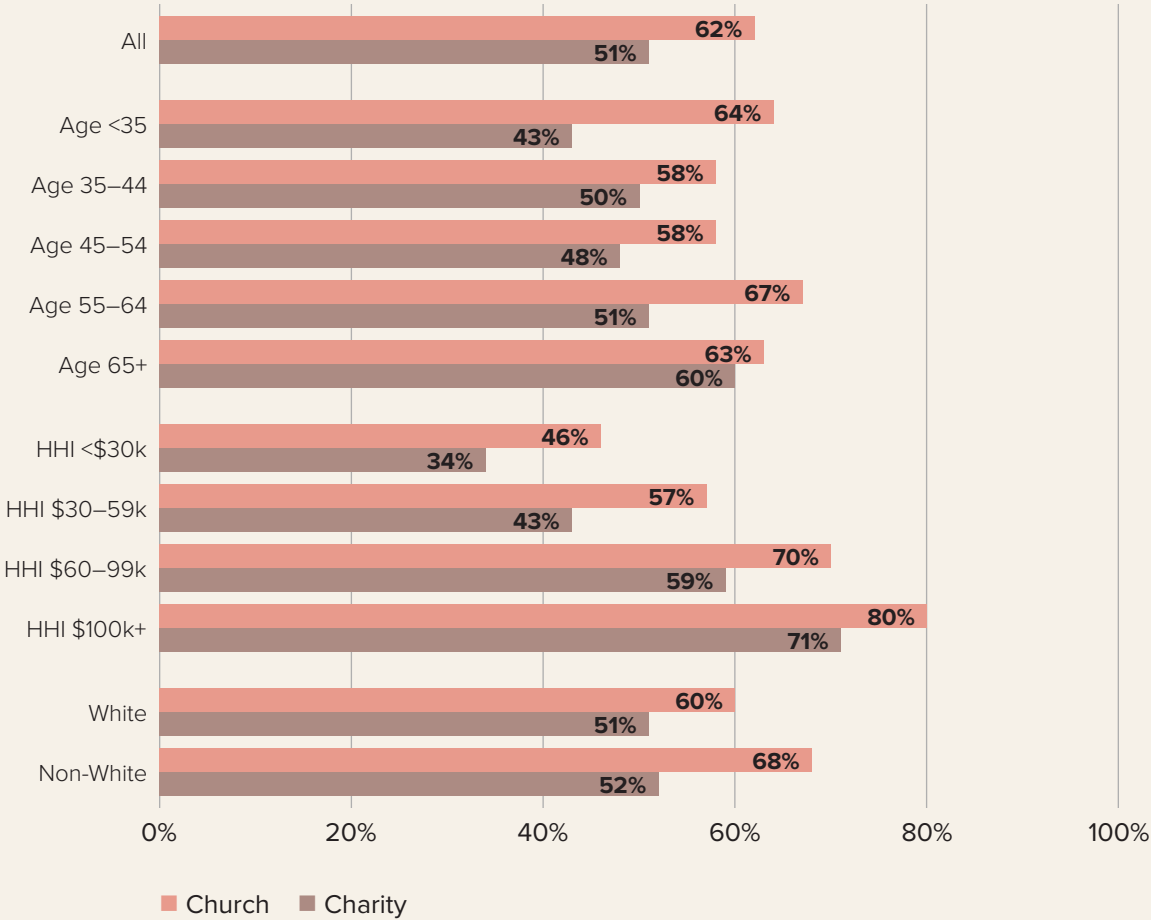
Similarly, someone with Full engagement is 35% more likely to give outside of church than is someone with Moderate engagement, and 73% more likely to do so than is someone with Low/None engagement.

The enormous difference in church giving is driven by the fact that people with Low/None engagement rarely are regular churchgoers. But that factor is not present in the decision of whether to support ministries or charities outside of church. **People who are more engaged in their evangelical faith are simply far more likely to be givers.**

We see this dynamic in every income group; those with higher levels of spiritual engagement are much more likely to give to charity.

We see other differences as well. The proportion who give to church and/or charity is also heavily influenced by household income. Older believers are more likely to be charitable givers. And evangelicals of color are somewhat more likely to support their local church.

## Evangelical Giving to Church or Charity BY SUBGROUP



One incorrect assumption sometimes made in the fundraising world is that some people are donors, and other people simply are not. But there is a fringe of people who, for whatever reason, do exhibit charitable behavior—just not consistently.

We know 51% of evangelicals gave to charity in the past 12 months. But another 13% gave to charity in the past two or three years—just not the past 12 months.

This is especially common among people in middle income ranges: \$30,000 to \$59,999 (17%) and \$60,000 to \$99,999 (15%). It may be that higher-income households usually have enough resources to be consistent in their giving, and many of the lowest-income households rarely are financially stable enough to feel comfortable giving—but the middle-income ranges fluctuate in their ability to give (or comfort in doing so).



Other than household income, the proportion of occasional (or former) givers does not vary by other factors.

And while income plays a role in giving decisions, keep in mind that 15% of those who have not given anything to charity within the past three years or so enjoy household incomes of \$100,000 or more; another 14% are between \$60,000 and \$99,999. Just 36% are struggling along below \$30,000.

# Evangelical Generosity

*Generosity is simply the proportion of gross annual household income given away. We measure income in categories (e.g., \$60,000 to \$69,999). For our generosity measure, we take the midpoint of each category, so this example becomes \$65,000. Someone giving \$1,000 to church and \$500 to charity would have generosity of 1.54% to church and 0.77% to charity, for total generosity of 2.31%.*

We also measure generosity in every giving-related study. When we look at *all* evangelicals, including those who do not donate, **average generosity has fallen across the board from 2020 to today. It has dropped from 2.38% of household income to 1.66% when we consider church giving.** That is a 30% decline.

For **charity giving, generosity has fallen 31%**, and it was very low to start. In 2020, the average evangelical gave 0.81% to organizations outside of church. Today, this stands at 0.56%.

**Combined giving to church and charity/ministry, of course, is down as well, from an average of 3.2% to 2.22% today.** That represents a 31% decline in generosity.

As with the proportion who give, the decline in generosity largely took place from 2020 to 2024. There has been little change over the past year, which is at least some good news. But when you consider the average evangelical Protestant gives away just 2.2% of household income, that good news is a pretty small ray of sunshine in an otherwise cloudy day.

These figures are obviously impacted by the drop in the total number of evangelicals who are giving. What picture emerges if we just evaluate generosity among people who are still donating?

## Are evangelicals tithing?

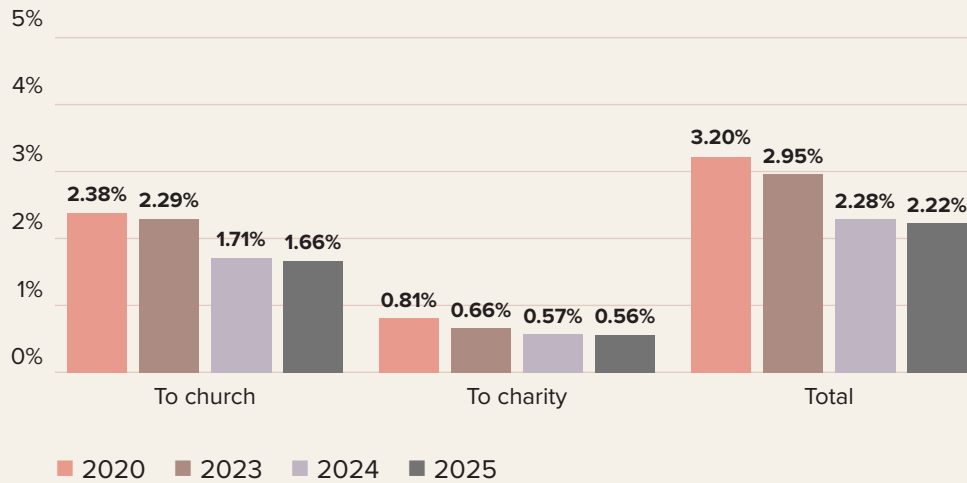
The average evangelical gives

**1.66%**

of their household income to church

## Average Evangelical Generosity 2020–2025

PERCENTAGE OF HOUSEHOLD INCOME GIVEN AWAY,  
AMONG ALL EVANGELICALS



The declines are still present, unfortunately.

- **Generosity to church among church donors has dropped 17%**, from an average of 3.23% of household income in 2020 to 2.67% today.
- **Generosity to organizations outside of church has dropped 20%**, from 1.39% to 1.11%.
- **Combined generosity to church and charity, among those who give to either one (or both), has declined from 3.96% to 3.05%, representing a 23% decrease in giving.**

Once again, the bulk of that decline took place between 2020 and 2024. This year, total generosity is slightly lower than it was in 2024 among those who do give, but only by 7%. Still, this continues the pattern of decline present in each study since 2020.

Total evangelical  
generosity has  
declined

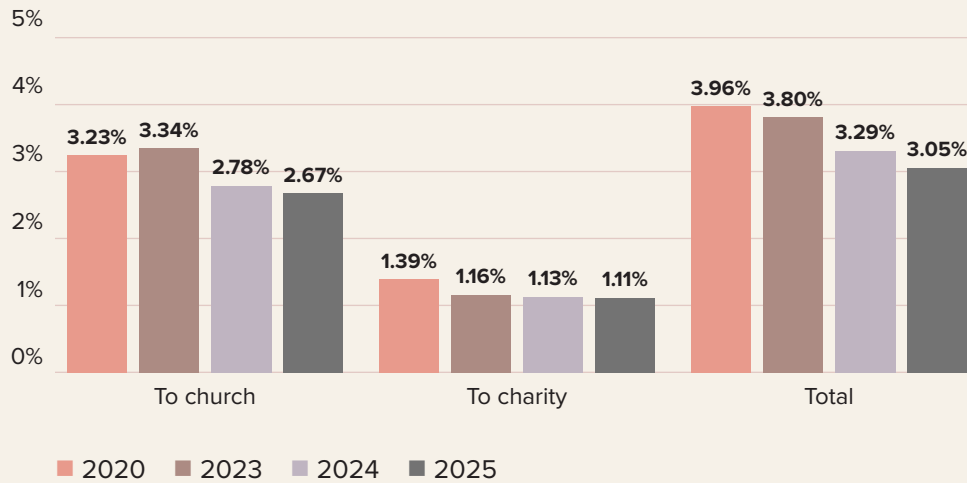
**23%**

among donors since  
2020

**So, the full story on evangelical giving is that fewer people are giving, and even among those who continue to give, they are giving less on average.**

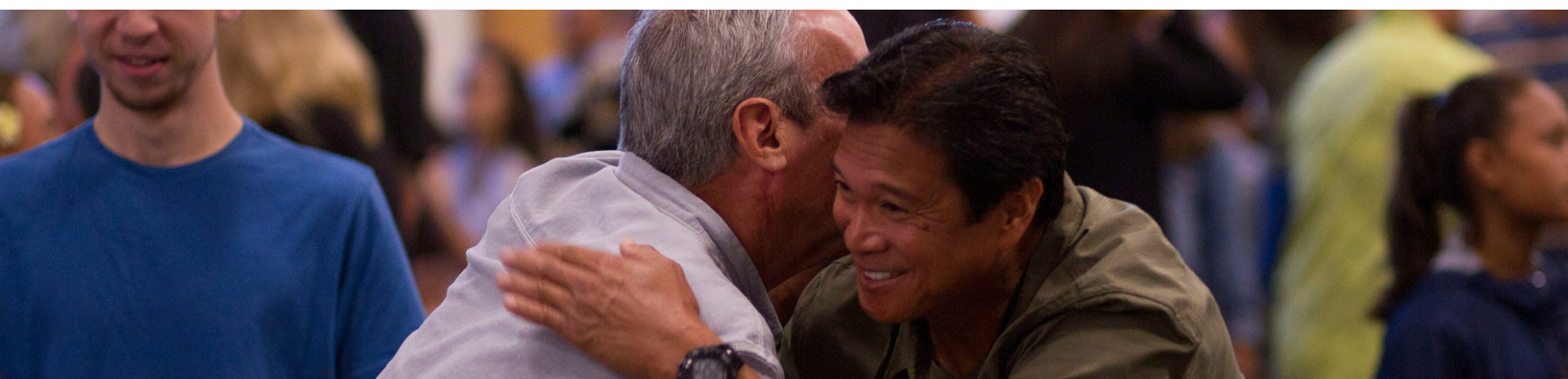
## Average Evangelical Generosity 2020–2025

PERCENTAGE OF HOUSEHOLD INCOME GIVEN AWAY,  
AMONG THOSE WHO GAVE

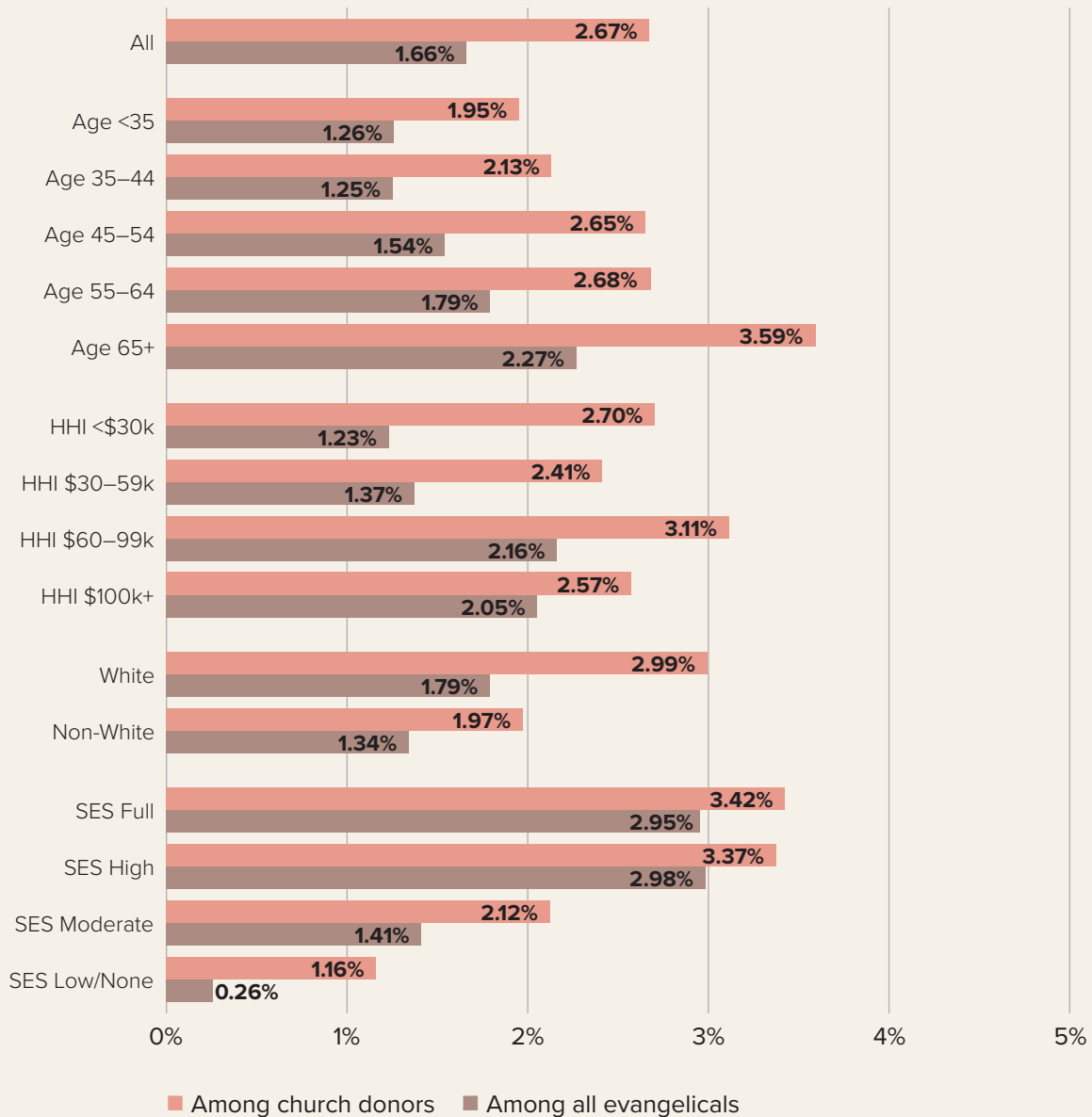


We can again evaluate generosity levels among different types of evangelicals. First, generosity to church. When we just consider those who actually give to church, we see significantly greater generosity among older ages, and very substantial differences by Spiritual Engagement Score. And while evangelicals of color are somewhat more likely than White evangelicals to give to church, those who are donors give a lower proportion of their income on average than do White believers. Among those who give, generosity shows no consistent pattern based on household income.

When we include the 38% of evangelicals who do not give to church, and look at average church generosity among *all* evangelicals, we see similar differences. Older believers and particularly the more spiritually engaged are more generous to church. We now see some differences by household income, because people with incomes below \$60,000 are less likely to be church donors.



# Generosity to Church



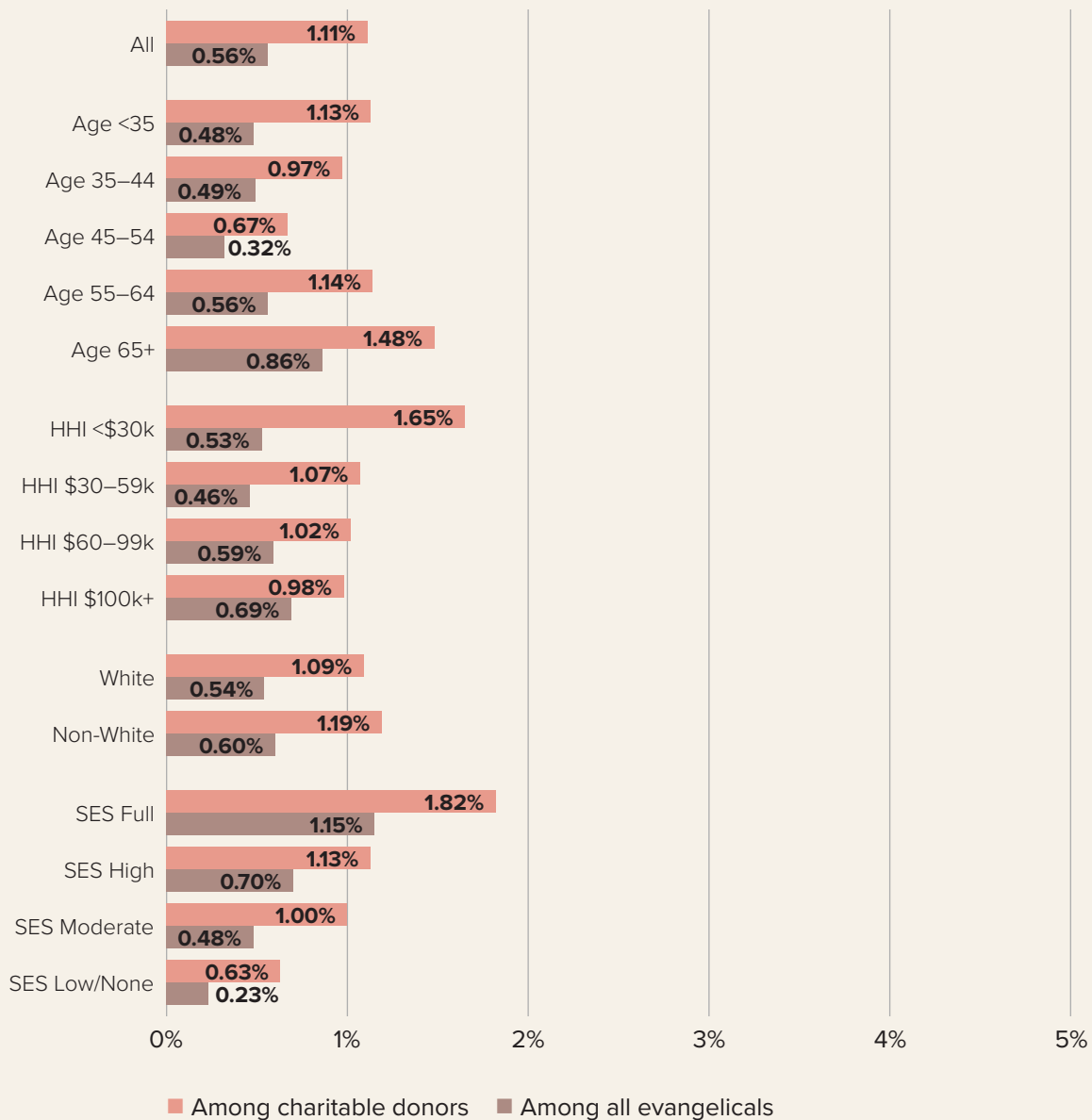
We see many of the same dynamics when looking at charitable giving, although the numbers are so low for evangelicals of all types that it becomes hard to spot major differences in generosity.

Among charitable donors, generosity to charities does not vary tremendously by age group, although those 65 and older do have somewhat higher levels. The lowest-income donors actually are a bit more generous than others.

When we consider all evangelicals, including the half who give nothing to charity, the income difference disappears. This is because lower-income households are more likely than others not to give at all.

Where we again see by far the greatest differences is by spiritual engagement. But lest the more spiritually engaged receive undue praise, **the average evangelical with Full spiritual engagement gives just 1.15% of household income to charity outside of church.**

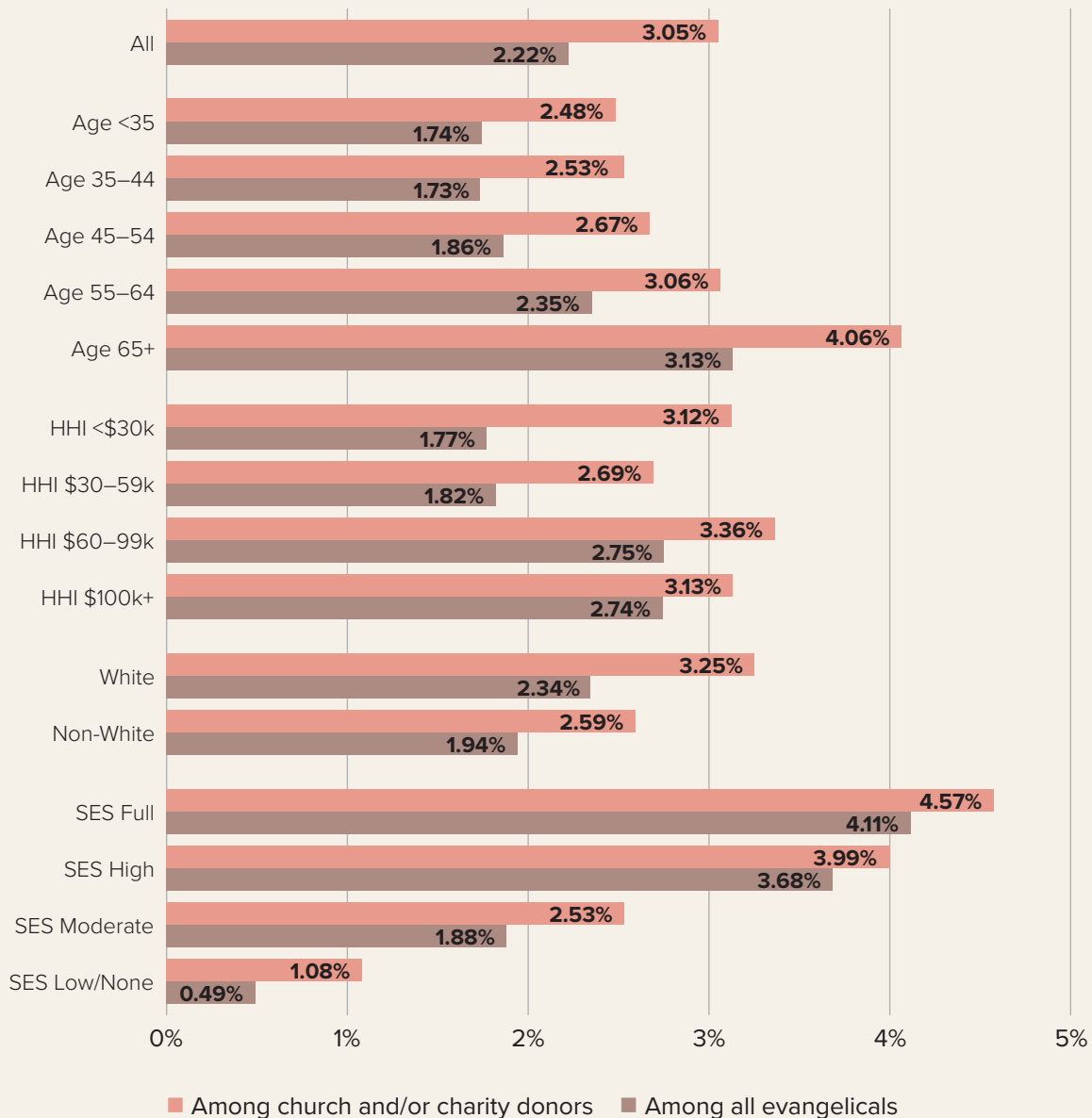
## Generosity to Charity



All these differences appear again when we look at combined generosity (church and charity). Among those who give to church and/or charity, the average donor gives 3.05% of household income. This does not vary much by household income levels, but it is much higher among older people.

When looking at total generosity among all evangelicals, the age difference appears again, but a difference now also shows up by household income. This is driven by the fact that people earning less than \$60,000 are less likely to give anything to church or charity. Spiritual engagement is again where the biggest differences can be seen.

## Total Generosity



# The Connection Between Spiritual Engagement and Generosity

Among all the differentiating factors in charitable giving—including age, income, and race—the most significant difference is consistently tied to **Spiritual Engagement Score (SES)**.

## Among Church Donors

- Evangelicals with **Full** spiritual engagement average giving **3.42%** of their household income to church
- At **Moderate** engagement, this drops to **2.12%**
- Those with **Low/None** engagement give an average of **1.16%**

The upshot is that **fully engaged believers who give to church are 61% more generous** than moderate ones on average, and **195% more generous** than those with little or no engagement.

## Among Charitable Donors

- Evangelicals with **Full** spiritual engagement average **1.82%** of their household income going to charity
- Those with **Moderate** engagement average **1.00%**
- Those with **Low/None** give just **0.63%**

This means **highly engaged believers are 82% more generous** than moderate ones, and **nearly three times as generous** (189% more) as those with little or no engagement.

## Among All Evangelicals (including non-donors)

- Average giving to church for those with **Full** engagement: **2.95%**
- For those with **Moderate** engagement: **1.41%**
- For those with **Low/None** engagement: **0.26%**

So, evangelicals with Full spiritual engagement are, on average, **109% more** generous to church than are those with Moderate engagement, and literally more than ten times as generous (**1,035%**) to church as are believers who have Low/None spiritual engagement.

- Average giving to charity for those with **Full** engagement: **1.15%**
- **Moderate** engagement: **0.48%**
- **Low/None**: **0.23%**

Even when including non-givers, those with Full engagement give **140% more** than the moderate group and a striking **400% more** than those with low or no engagement.

While Full engagement leads to more generous giving, **even these believers donate only 1.15% of household income** to charity on average—**well below the traditional 10% tithe.**

**Combined giving tells the same story** when looking at total generosity (church plus charity).

## Among Donors

- The average combined giving for those with **Full** spiritual engagement is **4.57%** of household income
- This drops to **2.53%** for those with **Moderate** engagement
- It is only **1.08%** at **Low/None** engagement

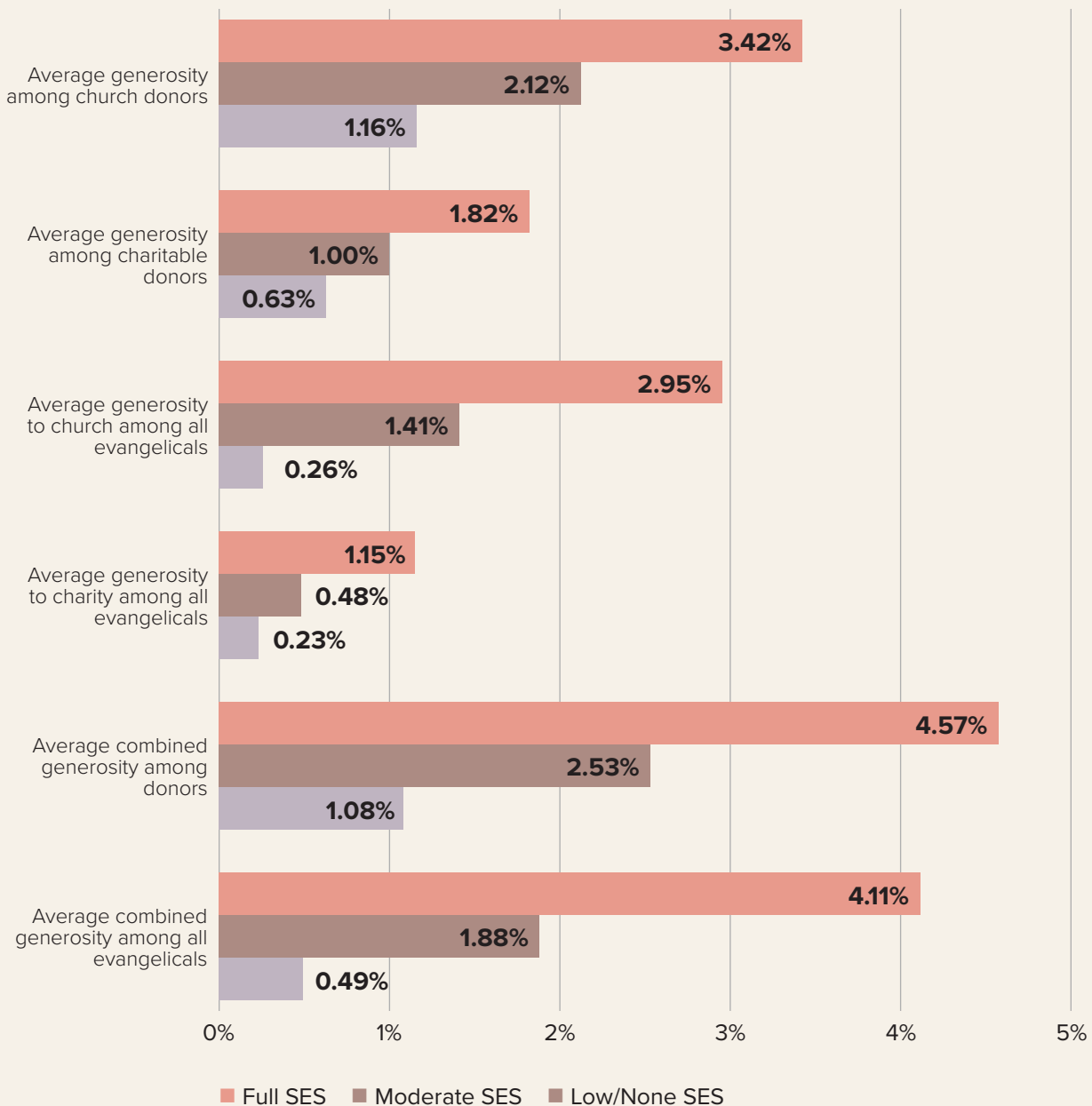
Among donors, believers with Full engagement give **81% more** than do people with Moderate engagement, and **323% more** than do donors with Low/None engagement.

## Among All Evangelicals

- **Full** engagement: **4.11%**
- **Moderate** engagement: **1.88%**
- **Low/None**: **0.49%**

Full engagement results in giving that is **119% more** than Moderate, and an astonishing **739%** more than Low/None.

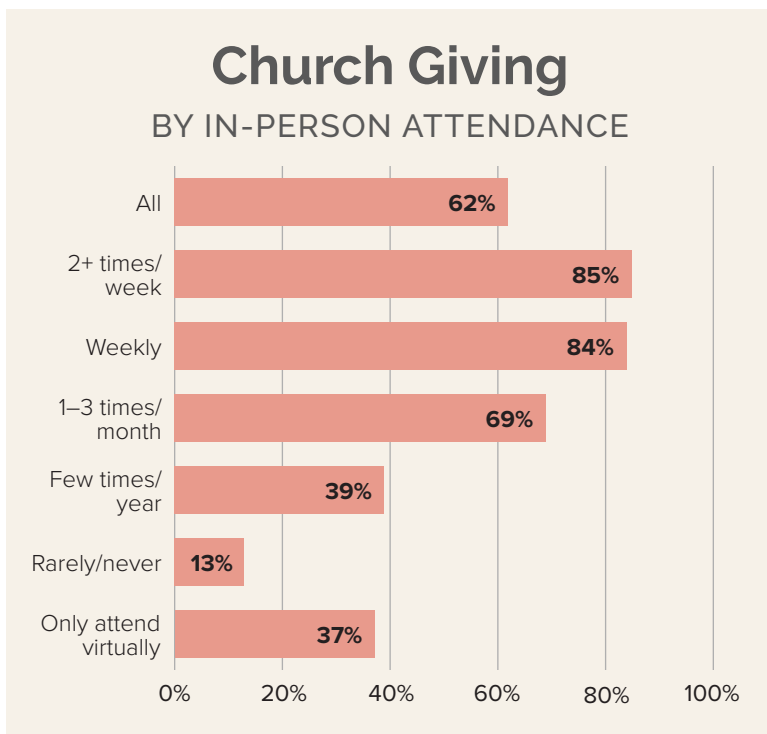
## Total Generosity



# Church Attendance and Generosity

Whether evangelicals give to church, how much money they give to church, and how generously they give to church are all heavily affected by how often, and how, they are involved in church.

We can start with the proportion who do and do not give to church. Among evangelicals who attend church in person once a week or more, 84% contributed to church, while 16% did not financially support their church at any point over the last 12 months.



This means **9% of all evangelical Protestants regularly attend church without financially supporting that church.**

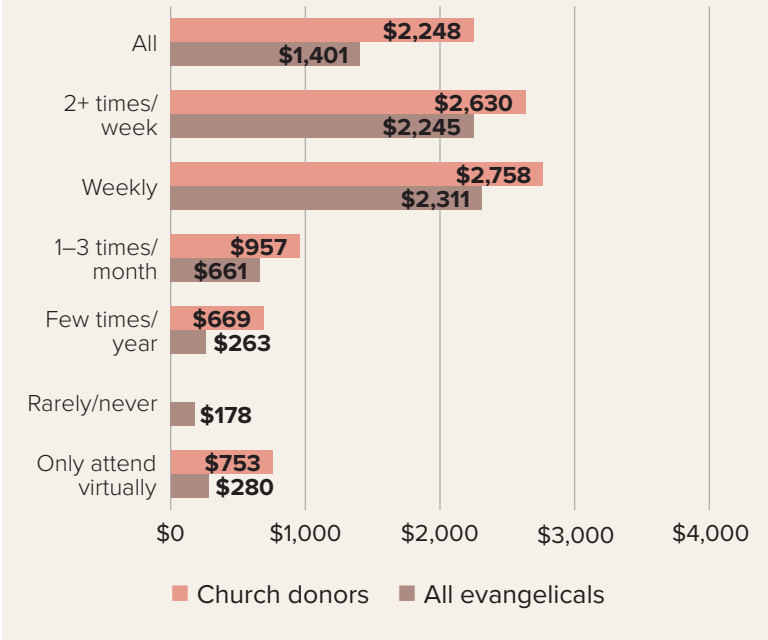
The median household income of evangelicals who attend church weekly or more, and who donated to their church, is \$69,300, with 16% bringing in less than \$30,000 annually. The median income of those who attend weekly but gave nothing is \$37,500, with 41% earning less than \$30,000 annually. So, there certainly appears to be a significant financial component

to this, although 26% of those who do not support their own church earn at least \$60,000 annually, so finances are not likely to be the only reason.

The proportion who support their own church does not vary significantly according to whether they attend church in-person once a week, or they attend multiple services per week.

## Average Amount Given to Church

BY IN-PERSON ATTENDANCE



Look next at how much church donors gave to their church over the past year. The average is \$2,722 when they attend in person weekly or more (with no difference by whether they go once a week or more than once). This falls to \$957 among those who typically attend one to three times a month, then to \$669 among those who attend a few times a year. (There are not enough who rarely or never attend in person, but still give to church, to provide an accurate average.)

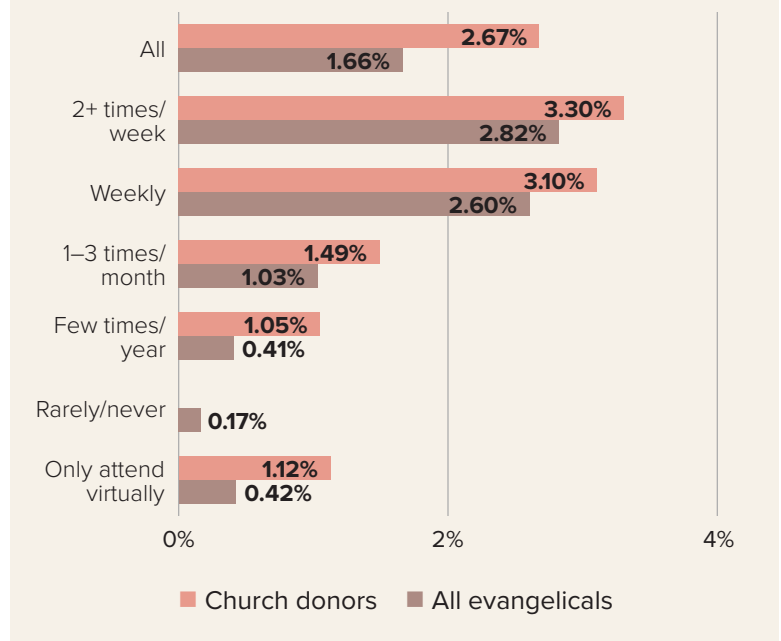
Projecting this to all evangelicals, including those who give nothing

to church, makes the average giving even more starkly different by frequency of attendance. Those who attend weekly or more are giving an average of \$2,293. Those who attend one to three times a month are giving an average of \$661, and it is far lower among those who attend less than once a month.

**Generosity in church giving also differs substantially according to church attendance.** Among evangelicals who support their church financially, the average they give is 2.67% of their household income. This is 3.16%

## Church Generosity

BY IN-PERSON ATTENDANCE



when they attend weekly or more but is cut in half when they attend one to three times a month (1.49%). It falls further to an average of 1.05% when they attend a few times per year. (There are too few people attending rarely or never who give to church to provide an accurate figure for this group.)

When we include all non-givers in the equation, it is even a starker difference—from an average of 2.66% among those who attend at least once a week, to just 1.03% among those attending a few times a month, to 0.41% among those attending in person a few times a year.



# Virtual Church

There is a lot of debate within Christian circles, among both leaders and laity, about the role of **virtual church**. Virtual church is “attending” church online, with digital devices or through television. This practice became widespread during the COVID shutdown. While virtual viewership of services is much lower than it was during the height of the pandemic, it continues to be common. Only 26% of evangelicals rarely or never watch services on television or online.

Virtual church is most commonly an occasional replacement for in-person services, or an additional supplement to regular in-person attendance. But we find 17% of evangelicals participate in virtual church services at least once a month, while attending church in person less than once per month, if they go at all.

We will leave it to others to debate the impact of virtual church on worship, fellowship, learning, family, serving, outreach, and other factors, but we can say without question there is a massive impact on giving.

Most people who participate in church primarily through virtual methods are not providing financial support to any church. **Only 37% of virtual churchgoers made a financial donation to a church they participated in either in person or online.** This is true even though they are only slightly less likely than other evangelicals to have given outside of church (47% to 52%). Virtual churchgoers are 55% less likely than those who attend in person at least once a month to provide financial support to their church (82% to 37%).

Not only are virtual churchgoers much less likely to support any church, but those who do give are giving far less. The average virtual churchgoer who donates to church gave \$753 in the last 12 months. When we adjust this figure to include the 63% who gave nothing, **the average for all virtual churchgoers falls to just \$280.**

And they are giving far less generously. While evangelicals attending in person once a month or more and supporting their church give 2.92% of their income on average, among those who are exclusively



virtual churchgoers, the average is just 1.12%. And given that so few virtual churchgoers support their church, the disparity is far higher when we compare all in-person churchgoers with those who are only experiencing church virtually: 2.39% for in-person attendees, and a paltry 0.42% for virtual.

# What It All Means

We realize this report is a bit of an avalanche of data and percentages, but there is much to consider here.

One major issue, of course, is nothing new: the lack of giving and generosity among believers. This has been an issue for millennia, which is likely why the Old Testament established such strict laws and requirements for giving and sacrifices among the Israelites, why Jesus and Paul taught at length about giving, and why churches and charities today so often appeal for financial support.

**We often hear people complain churches and charities need to “stop begging for money.” If believers practiced a biblical level of generosity, they would not have to.**

The average evangelical Protestant gives 2.22% of household income to church and charity combined. Whether or not you believe Christians today remain under a biblical mandate to tithe, 10% is still a well-established figure in both Jewish and Christian history. Today’s evangelicals rarely come anywhere near that goal.

We have discussed this at length in reports such as [The Generosity Factor](#) and [The Giving Gap](#), so there is no need to cover this again. But we will reemphasize that the single biggest factor in how generously evangelicals give, and whether they give at all, is their level of spiritual engagement. Those who frequently read and study the Bible, pray, and attend church and small group are dramatically more likely than others to give to church, give to charity, give in other ways, and volunteer their time.

**It is not just a matter of teaching believers to be better stewards; it is a matter of helping believers become more fully immersed in their faith.** When they become more immersed, generosity is a natural outgrowth of that immersion.

Instead of revisiting familiar ground, let us focus instead on a few new things in this research. For one thing, we can throw out some old myths.

- **Myth:** evangelicals are so involved in politics, that political giving pulls money away from churches and ministries.

**Fact:** only 12% of evangelical Protestants gave to political causes, parties, or candidates in the last 12 months, even though it was during a highly contested and contentious federal election. This proportion was no different than in 2023. There is a small subset of evangelicals (about one out of

every eight or nine) who make political contributions, but **the vast majority remain uninvolved in political giving**, and those who do give are usually also supporting church and/or charity.

- **Myth:** some people give their time instead of their money.

**Fact:** while this platitude may make some non-donors feel better, it almost always represents either wishful thinking, good intentions, or outright self-deception. The fact is **98% of evangelicals who volunteer also make financial donations**. Just 1% of all evangelicals volunteer their time for at least one organization but make no financial donations at all.

- **Myth:** older believers are the lifeblood of volunteerism.

**Fact:** while evangelicals 65 and older are the age group most likely to give money, they are actually less likely to volunteer their time than any other age group. The most likely to volunteer are the youngest people. **Seniors are demonstrating generosity with their money, but much less so with their time.** Certainly, some have mobility limitations, cannot drive, have health issues, or suffer from other restrictions on what they can do—but many do not.

Think about the organization you represent, whether that is a charity, a ministry, a church, or something else that could use volunteer help. Are you showing intentionality in asking older people to volunteer, or just depending on them to do it of their own volition? Are you taking into account those who may lack stamina for extended periods of volunteering, may need a place to sit while they work, or have other specialized needs? Are you providing older believers opportunities to serve in ways that allow them to use the skills and wisdom they have built up over a lifetime?

Grey Matter recently interviewed a series of highly successful Christian businesspeople. More than one accomplished business leader complained that when they sought to volunteer in their church, they were given no way to use their specialized skills and abilities. Instead, they were asked to do things such as serve in the nursery.

A business leader's skill set often includes leadership, teambuilding, strategy, finance, and business development. They were asked to change diapers. There is obviously nothing demeaning about helping in the nursery, but if ever there was a mismatch between the skills of a volunteer and what she was asked to do, this is it.

**How well does your organization explore the particular skills and abilities of volunteers**, and match those with tasks that will provide meaningful volunteer experiences? Or do you just take the next warm body and have him trimming the grass or stuffing envelopes?

- **Myth:** people attending church virtually give like in-person attenders.

**Fact:** not really. Maybe this is true for people who occasionally attend their in-person church virtually because of bad weather, a sick kid, out-of-town travel, etc. But while nine out of ten churchgoing evangelicals financially support their church to some extent, only 37% who primarily engage in church virtually have financially supported a church in the past 12 months.

Our previous research has suggested that virtual church viewers can flit from church to church rather than viewing services from one church consistently. Some watch services from churches in other cities or other states, possibly removing the desire to give to help their local community. There may be a lack of emotional connection when the only experience is through a screen, or viewers may believe virtual services cost next to nothing, so they have no reason to support the church. It is also unlikely that all churches streaming or broadcasting their services are adept at making it simple for viewers to give.

We do not know the future of virtual church, but if it becomes even more common, **this may significantly impact the financial health of churches**. If your church offers virtual services, do you identify how many people are viewing, and whether those viewers are local or not, to know the extent to



which it is wise to invest resources to develop this further? Do you provide compelling reasons for viewers to give, and a simple, convenient way to do so? Do you consistently invite local viewers to attend in person for a fuller personal experience?

## THE CHANGING FACE OF GIVING

Although there is no consistent myth attached to it, one final—and important—consideration from this study is the rise of nontraditional giving methods. Evangelicals are using crowdfunding, social media, and peer-to-peer giving to express generosity. Some organize campaigns in lieu of gifts for birthdays or weddings, while others respond directly to needs they encounter online or in person.

This evolution may reflect a deeper truth: people are seeking more personal, immediate, and relational ways to make an impact. Many donor-supported organizations already maintain an active social media presence—but few fully leverage them for relational fundraising, storytelling, and engagement. Churches and ministries that intentionally develop strategies for digital giving—integrating peer-to-peer efforts, crowdfunding appeals, and social sharing—can connect with the next generation of donors in more meaningful ways.

In our report [The Core Audience](#), we learned 64% of evangelicals access specifically Christian content on social media at least once a month, and 80% have Christian connections through social media. But nearly half of weekly Christian radio listeners (48%) and of weekly Christian TV viewers (49%) are not connected with any Christian stations or networks online. Nearly one-third are not connected to their own church on social media, and 49% of donors are not connected to any ministries or non-profits (including the ones they support). Clearly there is a lot of opportunity for much deeper digital engagement in a variety of ways, including virtual church.

Nontraditional giving is not a threat to traditional support; it is an extension of it. The data show that evangelicals who give through new channels are also the ones most likely to give through churches and charities. This expanding landscape represents an opportunity to multiply generosity—not replace it.

## A HOPEFUL CONCLUSION

While some findings may feel sobering, they are not discouraging—they are clarifying.

Though some trends appear concerning, the overall picture offers reasons for optimism. The consistent relationship between spiritual engagement and generosity remains one of the most significant findings. This correlation suggests that efforts aimed at strengthening spiritual engagement—through teaching, involvement in a community, and active participation—may yield better outcomes than focusing on fundraising alone.

Likewise, the integration of nontraditional giving methods provides an opening for churches and ministries to diversify how they connect with supporters. Organizations that understand and adapt to these changing patterns can strengthen donor relationships, broaden participation, and build greater sustainability over time.

In short, the research does not necessarily signal long-term, permanent decline. We know evangelical generosity is significantly lower than in 2020, but we do not know whether this represents long-term decline or a return to “normalcy” after a pandemic-related increase.

What we can clearly see is a process of transition. The patterns of giving among evangelicals are evolving, reflecting shifts in culture, technology, and engagement. Those who recognize and respond thoughtfully to these dynamics can help shape a more vibrant and resilient culture of generosity in the years ahead.

# 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 mid-2025. A total of 1,008 evangelical Protestants participated in this study.

# Additional Reports

FROM INFINITY CONCEPTS AND GREY MATTER RESEARCH

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

## GIVING INSIGHTS:

- **How Donors Think:** *Evangelical Giving Perspectives*
- **The Giving Gap:** *Changes in Evangelical Generosity*
- **Strategic Creative Design:** *Fundraising Advertising Among Evangelicals*
- **Who Controls the Wallet:** *Giving Decisions Among Evangelicals*
- **Race & Gender in Fundraising:** *Exploring Potential Bias Among Evangelicals*
- **The Sustainers:** *Exploring Monthly Donor Partnerships*

## ISRAEL INSIGHTS:

- **Crossroads of Belief:** *Evangelicals and the Jewish People*
- **The Holy Land Journey:** *Evangelicals and Israel Travel*
- **The Jewish Connection:** *Evangelicals and Israel*

## CHURCH INSIGHTS:

- **Denominational Loyalty:** *What Churches Can Learn from Consumer Brands*
- **Church After COVID:** *Changes in Evangelical Engagement*
- **The Congregational Scorecard:** *What Evangelicals Want in a Church*

## CULTURAL INSIGHTS:

- **The Core Audience:** *Evangelicals and Christian Media*
- **Evangelical Parenting:** *Hopes, Results, and Regrets*
- **Helpful or Harmful?** *Evangelicals and Social Media*
- **What Is Sin?** *Evangelical Beliefs and Behaviors*
- **Artificial Intelligence:** *An Evangelical Perspective*
- **Beyond the Label:** *Unmasking Evangelical Identity*
- **Faith & Wellness:** *Evangelical Insights on Healing and Physicians*

## SPIRITUAL INSIGHTS:

- **The Spiritual Journey:** *How Evangelicals Come to Faith*
- **The Renewalists:** *Pentecostal and Charismatic Evangelicals*

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The more you know about people you are trying to reach, the more effectively you can reach them. **That's where Grey Matter Research helps you increase your impact.**

We provide insight to assist you in making wiser, more informed decisions. As you attempt to reach current donors, potential donors, customers, or other key targets, we help you understand them in ways that increase your effectiveness. How do they perceive your organization? How do they prefer to interact with you? How are they relating to your message? What obstacles prevent them from engaging with you, and how can you overcome those obstacles?

We specialize in serving Christian organizations, although we work with many secular organizations and companies as well.

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.**

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Learn more about how we partner with our clients, and check out a variety of available research reports.

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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.

## The Average American Donor

Learn how generous donors believe they are, how many actually give sacrificially, and whether they believe they give enough. Most importantly, learn their reasons for not giving more. [Click here.](#)

## Donor Patterns in Giving

Would donors rather be a small part in addressing an issue affecting many people, or make a difference for one specific individual? Would they rather support commonly used, tried-and-true methods, or unproven innovation that might be a game changer? Learn about these and seven other donor patterns. [Click here.](#)

## New Donor Study

Acquiring new donors is a critical (and expensive) effort for ministries. We explored Christian donors who are open to supporting a new (to them) ministry or charity, learning what they're looking for, and how they make those decisions. [Click here.](#)

## Lapsed Ministry Donor Research Report

What happens when a donor stops giving? This in-depth exploration of lapsed ministry donors looks at how and why giving ceases. In many cases, donors do not even realize they have lapsed. [Click here.](#)

## 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.](#)

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## *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.](#)

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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.

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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.

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