

GIVING IN FAITH

Givify

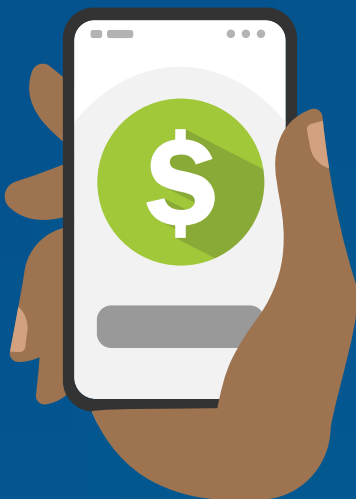
How Coronavirus Widened the Digital Divide Key Findings

One-third of faith-based organizations report an increase in donations during the coronavirus pandemic.

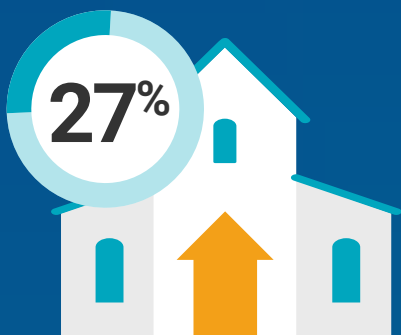


Donations remained consistent or increased for **55% of organizations.**

When donors give online nearly **20% of them give more** than they would in-person.



Places of Worship Increased Digital Engagement & Grew Donations



Churches who reported financial improvement through the pandemic had a **27% increased web presence** compared to those who did not.



Digitally savvy organizations (Website, Twitter, Instagram & Youtube), saw **533% more donations than slow to adopt digital organizations.**



On average, giving amounts **grew from \$102 to \$112.50, a nearly 10% increase.**

Donors Show Financial Support to Multiple Churches

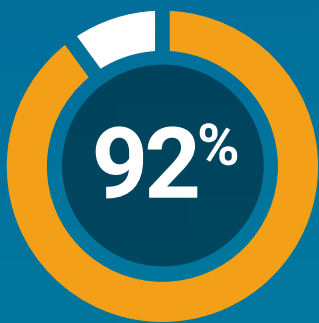


of faith organizations saw an **increase in online and mobile donations** during the pandemic.

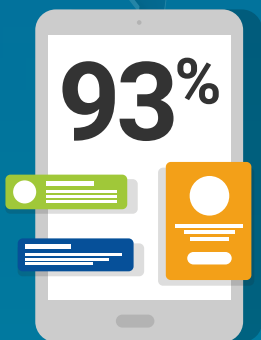


nearly **1 in 5** donors gave to multiple places of worship during the pandemic.

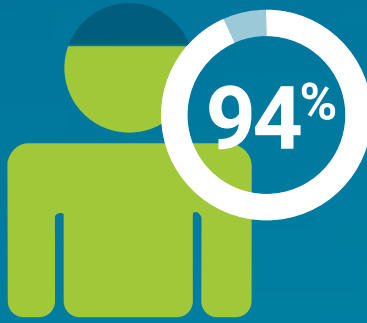
Online & Mobile Giving is Here to Stay



92% of donors will **continue to donate primarily online and mobile** when the pandemic is over.



93% of donors **gave primarily online** during the pandemic.



94% of faith leaders say **online and mobile giving is here to stay.**

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