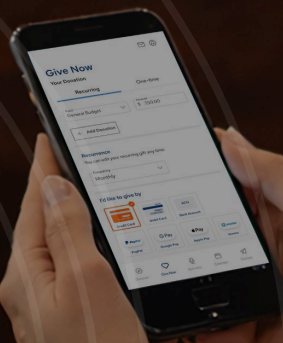


# 2026 Annual Parish Giving Report

Data-Driven Insights on Digital Growth,  
Generational Trends, and the Future  
of Parish Generosity



**ParishSOFT**  
by Ministry Brands®

**Parable**  
GROUP



# Welcome to the 2026 Annual Parish Giving Report

Generosity is the lifeblood of your parish. It fuels your mission, sustains your community, and bridges the vision you share during Mass on Sunday with the work that continues on Monday.

As giving patterns shift with less cash, evolving attendance, and growing digital expectations, parishes face both challenges and opportunities. Healthy parishes are responding with prayerful wisdom and deliberate action, embracing these changes while remaining firmly anchored in their sacred mission.

This report is designed to support you in your sacred role as a steward of generosity.

**Inside, you'll find insights and strategies to help your parish thrive, including:**

- What thriving parishes are doing differently
- Trends in giving and attendance
- How digital tools are reshaping generosity
- Steps to foster consistent, sustainable giving

Together, we can navigate this changing landscape and cultivate a culture of cheerful generosity that advances God’s work in your faith community.

For the 2026 Annual Parish Giving Report, we analyzed 2024 and 2025 data from **2 sources:**

- **Billions of dollars in digital donations from tens of thousands of Ministry Brands faith-based customers**
- **A comprehensive survey from nearly a thousand parish leaders**

Insights in this report stem from statistically significant sample sizes, with a 95% confidence level and a 5% margin of error.

*All findings are derived from the data sources listed above. They reflect the experiences of responding parishes to the survey and Ministry Brands parishes. The findings may not necessarily represent all parishes.*

Note that findings and insights for Protestant churches are provided in the **2026 Annual Church Giving Report**.

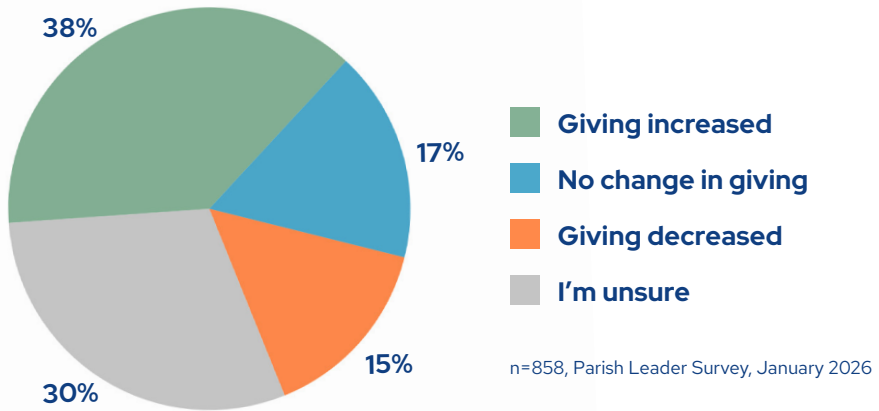
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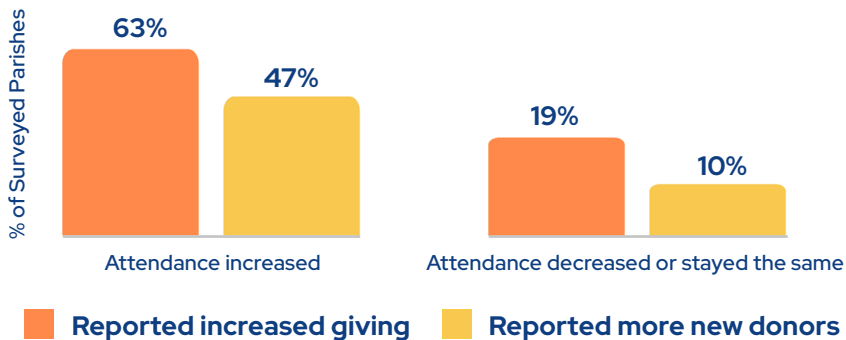
# Looking Back on 2025

55% of surveyed parishes reported either **an increase or similar giving** in 2025.



With many parishes reporting stable or growing giving in 2025, changes in weekly attendance help provide important context.

## Which parishes saw increased giving?

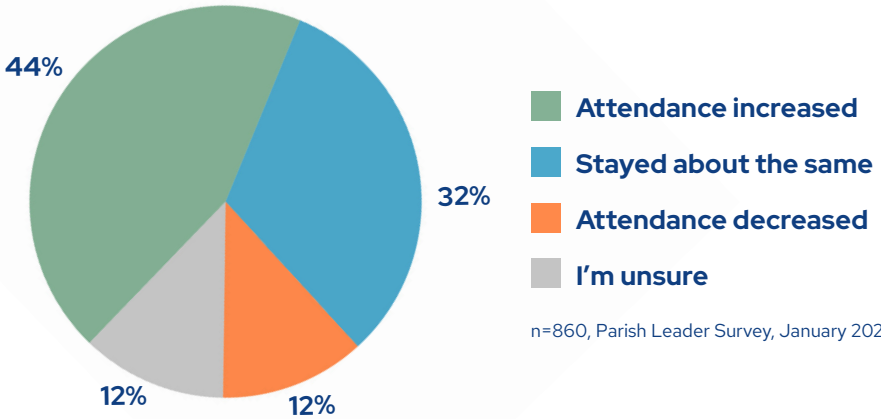


n=753, Parish Leader Survey, January 2026

Parishes that reported an increase in weekly attendance were **7.8x as likely to have seen an increase in giving, and 8.4x as likely to have seen more donors** in 2025, than those that did not report increased attendance.

Attendance growth was common, with **44% of parishes reporting increased weekly attendance in 2025.**

**How did attendance change in 2025?**



When attendance and generosity rise, it's often supported by consistent and intentional practices that **help people feel welcomed, informed, and invited** into parish life.

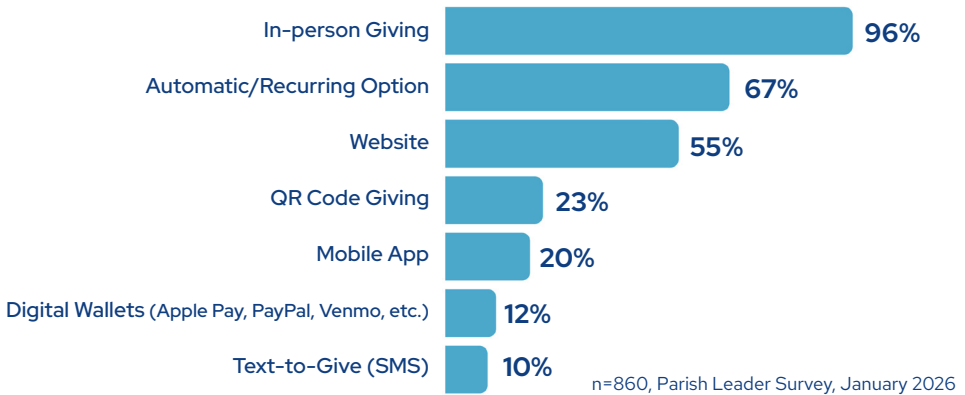
Catholic giving is a grateful response to God's gifts, sustaining the Church's mission and serving others, for "God loves a cheerful giver" (2 Corinthians 9:7).

# Making Giving Easy

Generosity can grow when participation is **simple and accessible**.

To support diverse giving preferences, surveyed parishes are offering a range of giving methods.

## Which giving methods do parishes offer?



Among parishes that reported an increase in giving, growth was driven primarily by digital methods. **49% reported an increase in digital giving**, while only **35% reported an increase in cash and check giving**.

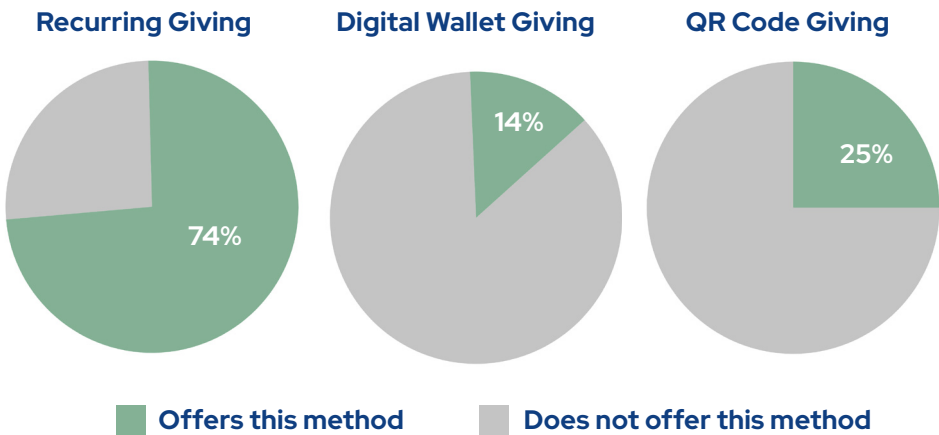
**Digital giving trends are a vital piece of the giving landscape and can offer useful insight.**

Digital donations from thousands of ParishSOFT parishes saw a **6.48% increase in digital giving** from 2024 to 2025.

Parishes make digital giving easier through offering multiple giving methods.

Among surveyed parishes that offer digital giving, **74% offer automatic, recurring donations, 14% provide giving through digital wallets, and 25% offer QR code giving.**

### Which digital giving methods do parishes offer?



n=773, Parish Leader Survey, January 2026

According to digital donations from ParishSOFT parishes, recurring giving **increased 4.9%** year over year. Donations through digital wallets accounted for only 1.6% of digital giving in 2024, but **more than doubled to 3.6% in 2025.**

**For surveyed parishes that provide digital giving methods, those that offer QR code giving were 1.7x as likely to have seen growth in new donors compared to those that do not.**

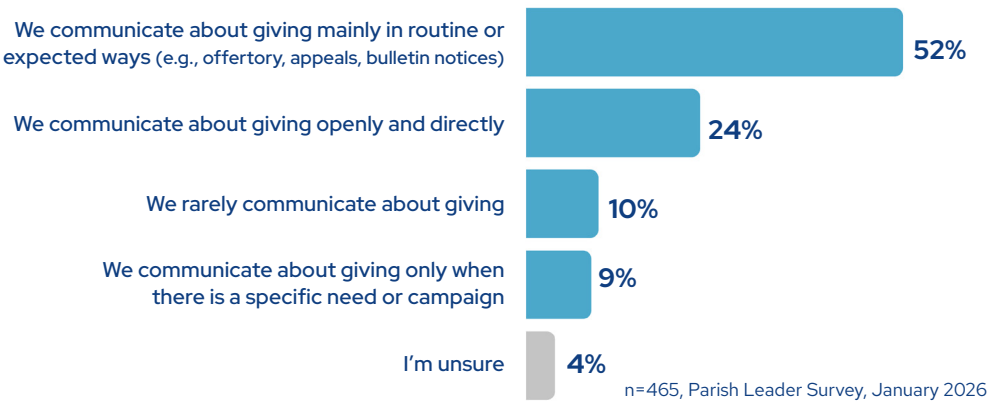
Accessibility invites generosity. However, sustaining it often requires continued conversation.

# The Language of Generosity

How parishes talk about giving matters.

For many leaders, asking for money can feel uncomfortable, but the way generosity is approached **shapes how families respond**.

## How do parishes approach generosity?

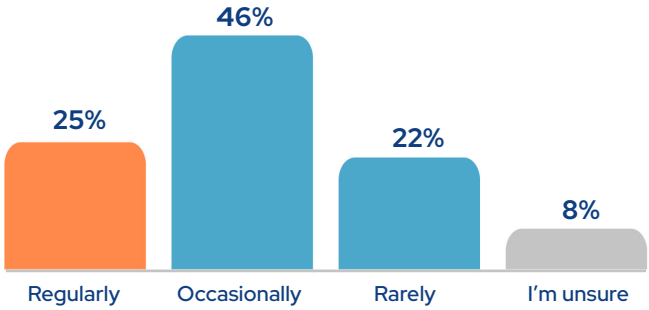


Most parishes address giving as a regular part of parish communication, while relatively few avoid the topic altogether.

**Interestingly, parishes that communicate *openly and directly* about giving were more than **6x as likely to have seen increased giving** than those that *rarely* communicate about giving.**

Frequency plays a factor as well. Parishes that talk regularly (*at least monthly*) about giving were **3x as likely to have seen increased giving** in 2025 than those that rarely do.

**How often do parishes talk about giving?**



n=465, Parish Leader Survey, January 2026

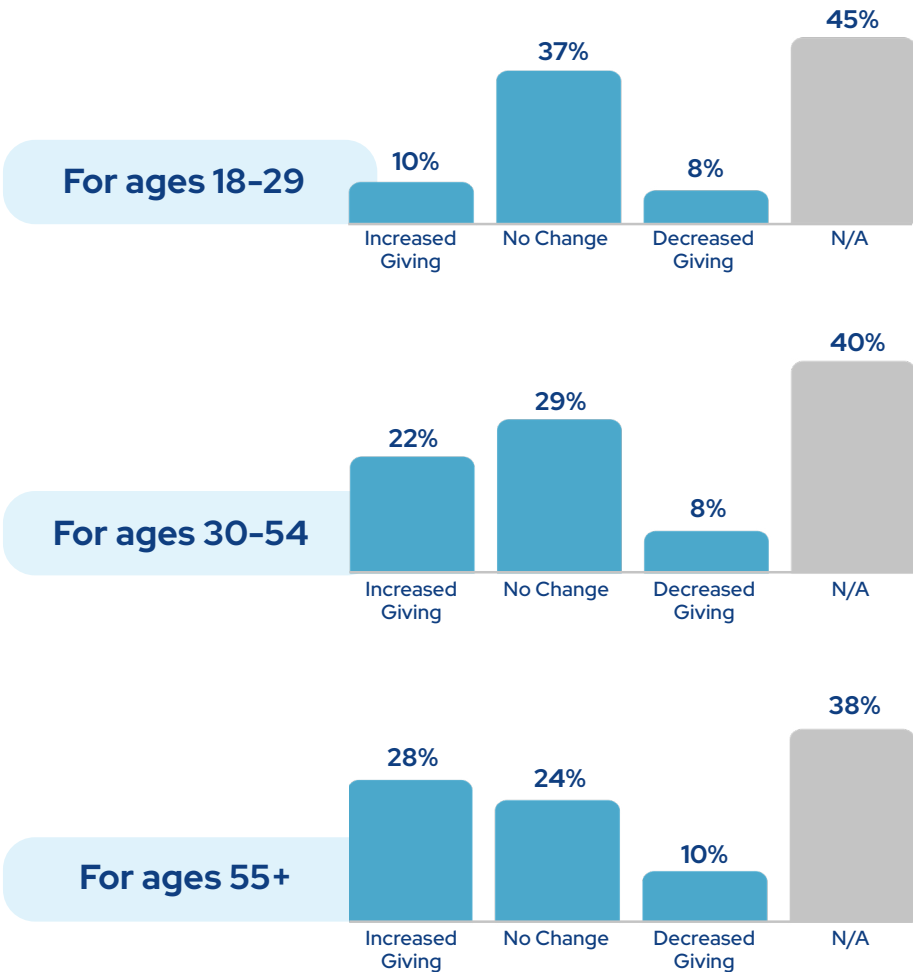
These patterns suggest that **clarity and consistency are often present where generosity is growing.**

In addition to regularly discussing generosity within your parish, exploring generational giving patterns and seasonal rhythms can help foster a stronger culture of stewardship.

# Who is Giving and When?

Understanding a parish's donor base is essential for **inviting participation across generations.**

Among surveyed parishes, substantially more reported increased giving from donors over the age of 30.

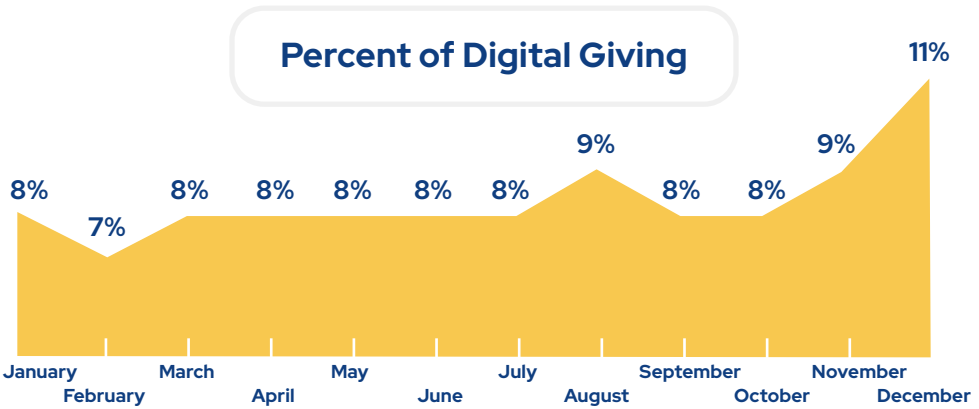


n=510, Parish Leader Survey, January 2026

Parishes that provide digital wallet giving were **2.6x as likely to have seen increased generosity** among 18–29 year-olds compared to those that do not provide digital wallet giving.

## Familiar payment options can make giving easier for younger donors.

Throughout the year, generosity follows seasonal patterns aligned with parish calendars.



n=3,130, Digital Donations from Ministry Brands Parish Customers, 2024 – 2025

Digital donation data shows that December accounts for the largest share of annual giving, **representing 11% of the year's digital donations**. This season of giving often reflects the generous hearts of parishioners during Advent and Christmas, supported by year-end appeals, tax considerations and a desire to steward blessings well.

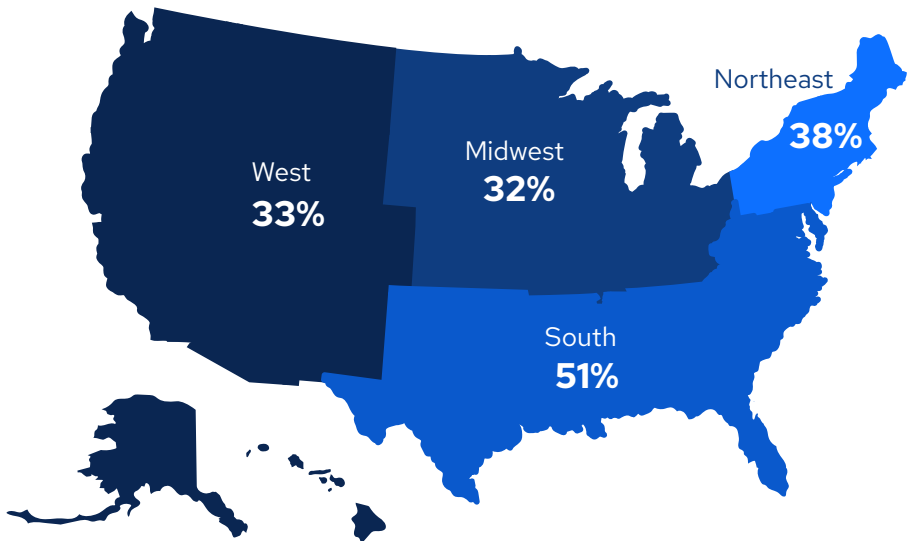
Shepherd a lasting culture of generosity by remaining attentive to the ways different generations and seasons influence giving.

# Regional Patterns

Parish giving showed modest regional variation in 2025.

Among surveyed parishes, 51% of parishes in the South reported an increase in giving, compared to only 32% to 38% for other regions.

Which parishes saw increased giving?



n=858, Parish Leader Survey, January 2026

Southern parishes also saw more new donors and increased attendance in 2025. This shows that **attendance may help explain observed regional differences.**

Beyond region, parish size helps further explain differences in generosity outcomes.

# Parish Size Breakdown

Survey results and digital donations revealed **increases in giving from parishes of all sizes.**

**Parishes are categorized based on their household count:**



**SMALL PARISH**

1-249



**MEDIUM PARISH**

250-999

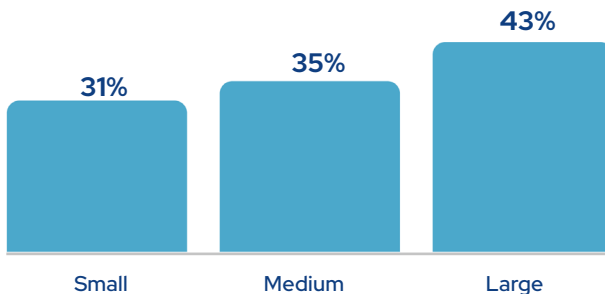


**LARGE PARISH**

1000+

Of the surveyed parishes, large parishes were **more likely to have seen an increase in overall giving** than medium and small parishes.

**Which parishes saw increased giving?**



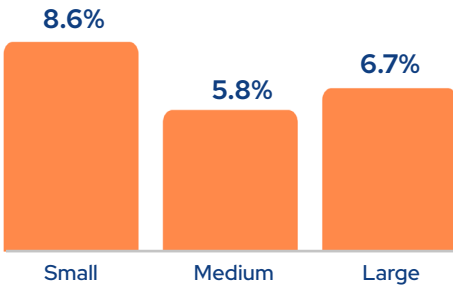
n=858, Parish Leader Survey, January 2026

For many large parishes, increases in giving were often accompanied by growth in attendance. **51% of large parishes reported an increase in weekly attendance in 2025.** Only 38% of medium and small parishes reported increased attendance.

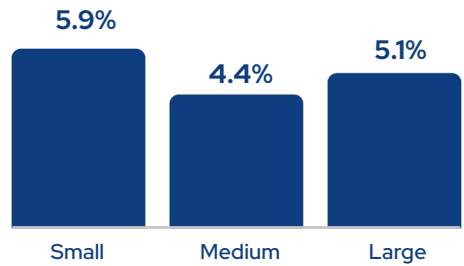
When analyzing **digital giving** year-over-year, small parishes experienced the strongest growth.

Donations from thousands of ParishSOFT parishes showed that small parishes had the highest increase in both digital donations and recurring donations.

### Increase in Digital Donations



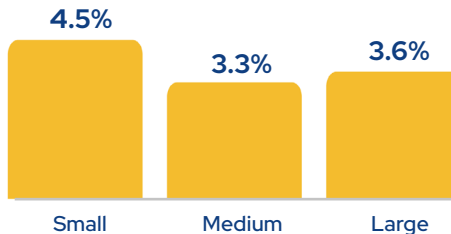
### Increase in Recurring Donations



n=3,130, Digital Donations from Ministry Brands Parish Customers, 2024 - 2025

Recurring giving was a large portion of digital giving, at 74% across all parish sizes. Digital wallet giving accounted for a smaller share of digital giving in 2025.

### Percent of Digital Giving | Digital Wallets



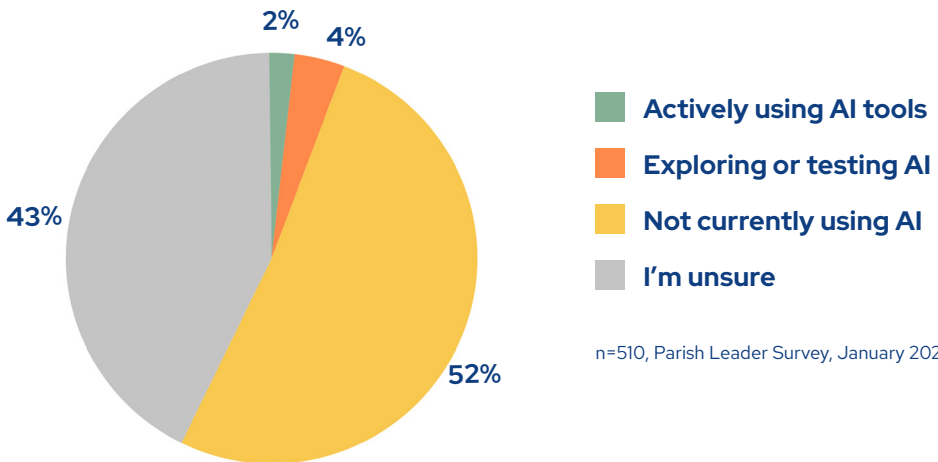
n=3,130, Digital Donations from Ministry Brands Parish Customers, 2024 - 2025

**Parishes of all sizes are increasingly relying on technology to support effortless generosity.**

# AI & Technology

AI is emerging as a support tool for generosity, especially in messaging and donor communication but most parishes are **still at the beginning** of this journey.

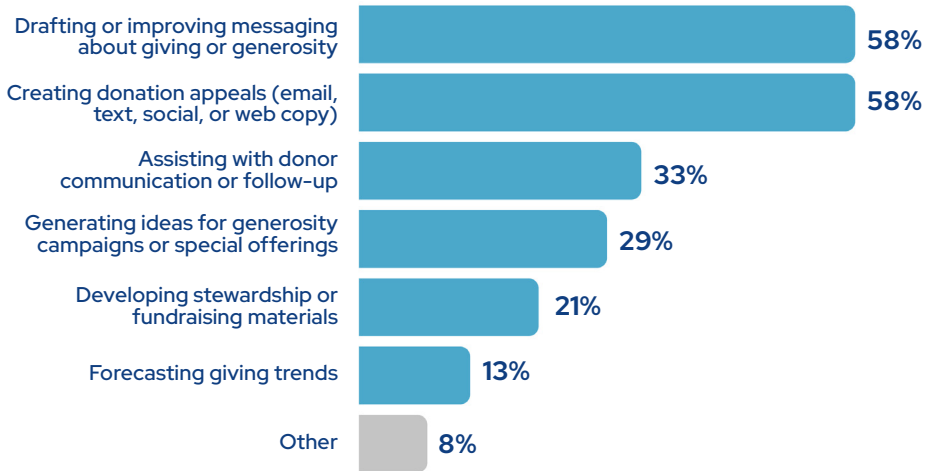
Only a **small share of parishes** reported actively using AI tools:



Just **2% of surveyed parishes** said they are currently using AI, while another 4% are exploring or testing AI tools. **Most parishes are not currently using AI.**

Among parishes that are using or testing AI, the most common applications focus on communication and content creation.

## How are parishes using AI?



n=24, Parish Leader Survey, January 2026

Surveyed parishes that are using or testing AI were **1.9x as likely to have seen increased giving**, and **1.6x as likely to have seen more new donors** than those that are not. This points to AI's potential ability to help support more timely and relevant engagement with parish attendees.

Parishes exploring AI are finding it can strengthen stewardship through timely invitations to give and support discipleship through generosity.

# Unlocking Greater Generosity

**Generosity flourishes** when parishes pair innovation with accessibility.

Surveyed parishes that do **at least one of the following** were more likely to have seen an increase in giving:

- **Had transparent communication**
- **Encouraged members to set up recurring/automatic giving**
- **Sent emails, physical mail, and other donation appeals to their parishioners**

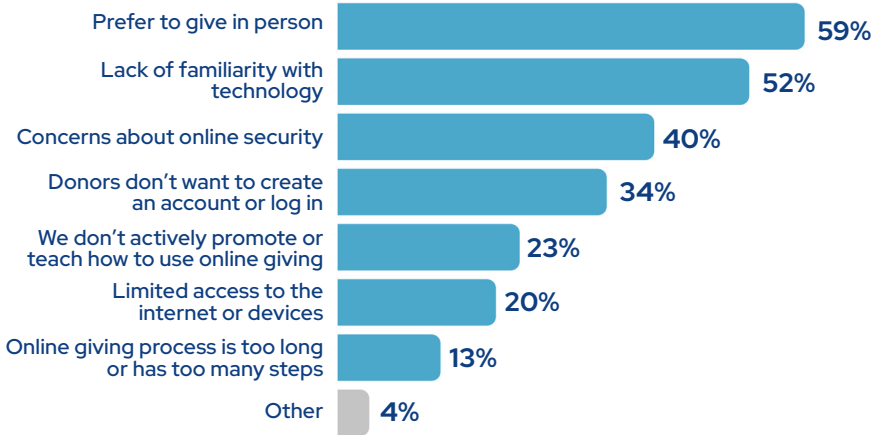
For many parishes, implementing these actions can feel challenging due to limited time, staffing, or other constraints. In that case, **ParishSOFT can help** with giving support services.

**Managed Giving can provide parishes with complete management**, custom communication, and financial solutions that increase recurring giving, manage costs, and create new income sources.

**Among parishes that switched to Managed Giving, digital donations **increased by an average of 22%** from 2024 to 2025.**

Nearly nine in ten parishes reported that their parishioners **face barriers** when giving online.

### What barriers do parish members face?



n=356, Parish Leader Survey, January 2026

These findings suggest that generosity is shaped not only by willingness, but also by how accessible the process feels. Take time to ensure your giving paths are **clear, simple, and secure for everyone** in your parish.

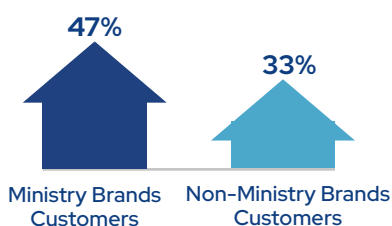
**Increasing accessibility, implementing clear communication, and utilizing integrated systems can contribute to stronger generosity.**

# ParishSOFT Serves Parishes

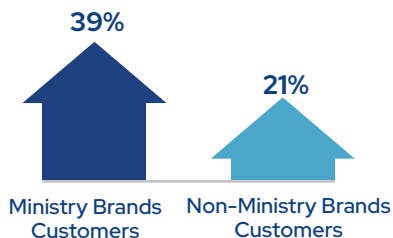
Parishes using ParishSOFT giving solutions were **more likely to have seen increases in both giving and new donors** compared to parishes using other platforms.

**Nearly half** of parishes using ParishSOFT Giving reported an increase in giving.

Which parishes saw increased giving?



Which parishes saw more new donors?



n=385, Parish Leader Survey, January 2026

In addition, parishes using ParishSOFT Giving **were 2.4x as likely to have seen more new donors in 2025** than parishes using a different giving platform.

Parishes seeking to strengthen stewardship and daily operations are supported by trusted solutions already serving more than 12,000 Catholic communities.

## **Supporting discipleship and stewardship**

Diocesan and parish leaders are called to form disciples, foster community, and shepherd faithful stewardship, and the right tools strengthen that mission. ParishSOFT is a trusted Catholic partnership, built for Catholics by Catholics, offering an integrated platform for families, communication, giving, accounting and more. We focus on the logistics of Catholic life so you can cultivate generosity, strengthen engagement, and lead your community with confidence.

## **Strengthening stewardship and financial stability**

When engagement, recurring giving, and financial reporting work together, stewardship becomes more consistent and transparent. ParishSOFT supports stronger recurring giving and a more predictable offertory, helping provide the financial stability parishes need to plan for ministry with confidence. With clearer insight and simpler processes, teams spend less time on administration and more time in pastoral care.

## **Let's take the next step together.**

Schedule a **[personalized demo](#)** to see how ParishSOFT can simplify administration, strengthen stewardship, and support your mission for the long term.

[Learn More](#)



# Thank You

We are grateful for the parish and diocesan leaders who faithfully serve their communities each day and who shared their insights in this year's Annual Parish Giving Report. Your voice helps strengthen stewardship, deepen discipleship, and support parishes as they nurture their families in faith.

It is a privilege to serve alongside you in the work of ministry.

*With gratitude,  
ParishSOFT and Parable Group*

**ParishSOFT**  
by Ministry Brands®

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