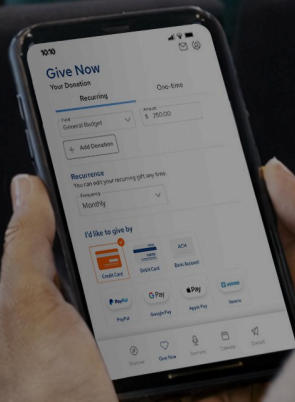


2026

Annual Church Giving Report

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



Ministry Brands®

Parable
GROUP



Welcome to the 2026 Annual Church Giving Report

If you lead a church, generosity is not theoretical.

It is payroll.

It is missions.

It is keeping the lights on and the doors open.

It is whether the vision you preach on Sunday moves forward on Monday.

Giving patterns are shifting. Quietly, but decisively.

Cash is used less often. Attendance looks different than it did five years ago. Younger families expect digital access. Long-time givers are beginning to think about legacy and planned giving.

Healthy ministries are paying attention and making thoughtful adjustments. Others are still figuring out what this new rhythm means.

What's clear is this: the landscape has shifted – and the churches that lean in with wisdom are finding real opportunity. This report is built specifically for church leaders who carry financial stewardship on their shoulders.

Inside, you'll see:

- What healthy churches are doing differently
- Where giving momentum is growing, and where it is slipping
- How digital habits are reshaping generosity
- Practical moves that strengthen recurring stability, not just one-time spikes

This report compiles key insights and data-driven strategies to cultivate a culture of cheerful generosity for your church.

Because we know that stewarding generosity is not about chasing trends, it is about protecting the mission God entrusted to you.

For the 2026 Annual Church 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 pastors and church 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 churches to the survey and Ministry Brands churches. The findings may not necessarily represent all churches or parishes.

Note that findings and insights for Catholic parishes are provided in the **2026 Annual Parish Giving Report**.

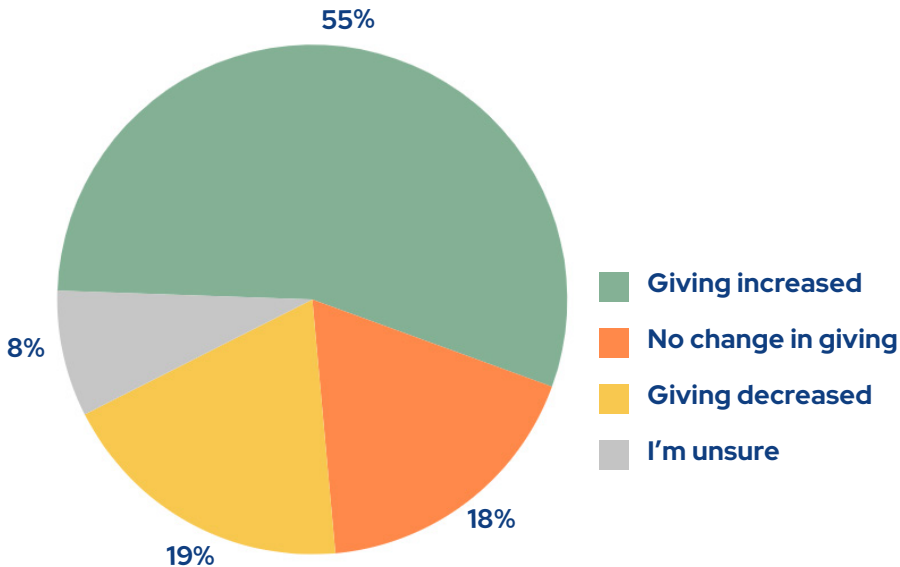


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Looking Back on 2025

55% of surveyed churches reported
an increase in giving for 2025.



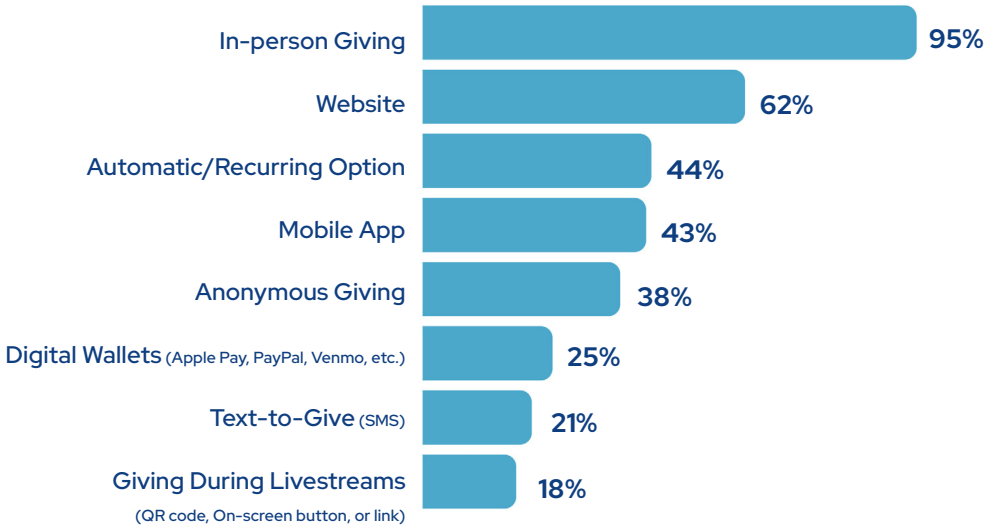
n=817, Church Leader Survey, January 2026

Among churches that reported to have seen an increase in giving, growth was driven primarily by digital methods. **57% reported an increase in digital giving** while only **31% reported an increase in cash & check giving**.

Notably, 63% of these churches also reported seeing more new donors in 2025, suggesting that growth often coincided with broader participation.

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

Which giving methods do churches offer?



n=817, Church Leader Survey, January 2026

On average, churches that offer digital giving reported that **41% of their giving came from digital methods**. Digital giving trends are a vital piece of the giving landscape and can offer useful insight.

Digital donations from tens of thousands of Ministry Brands churches show a **4.5% increase in digital giving** from 2024 to 2025.

Making giving clear and accessible is not about convenience. It is about creating space for more people to say yes to God's work.

Making Giving Easy

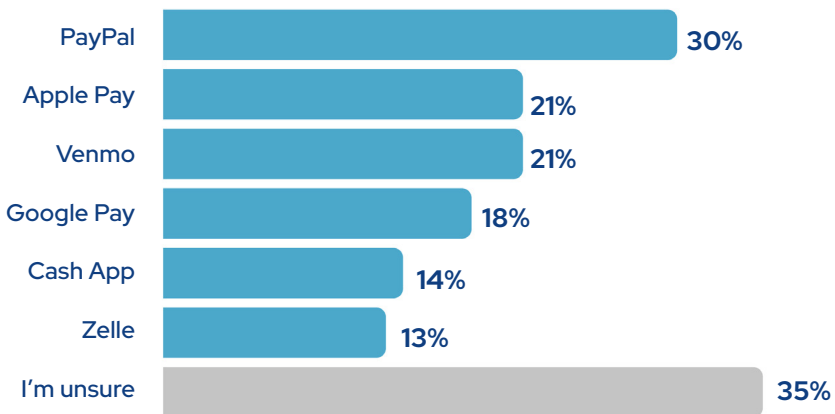
Generosity can grow when participation is **simple and accessible**.

Churches make digital giving easier through offering:

- **Digital wallet giving**
- **Recurring giving**
- **Giving through livestreams**

Among surveyed churches that offer digital giving, **76% provide digital wallet options**, **55% offer automatic, recurring donations** and **only 24% offer giving during livestreamed services**.

Which digital wallet giving options do churches offer?



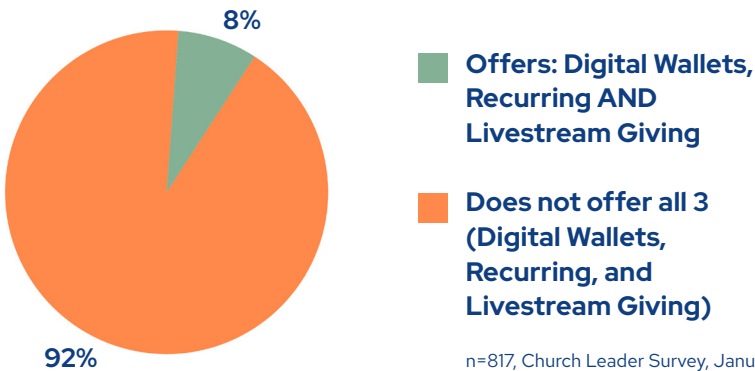
n=484, Church Leader Survey, January 2026

Donations through digital wallets more than doubled to 5.1% (from 2.3% in 2024), according to digital donations from Ministry Brands churches. Recurring giving accounted for 35% of the digital giving in 2025 and **increased 5.4%** year over year.

For surveyed churches that provide digital giving methods, those that offer giving during livestreamed services were **more likely** to have seen growth in new donors compared to those that do not.

Livestream giving makes it easier for church attendees who primarily participate online (such as younger adults, older members, and families with limited ability to attend in person), to be generous.

Which churches are making giving easy?



Churches that offer automatic/recurring giving, giving through digital wallets, AND livestream giving were **nearly 2x as likely to have seen an increase** in giving than those that do not offer any of these.

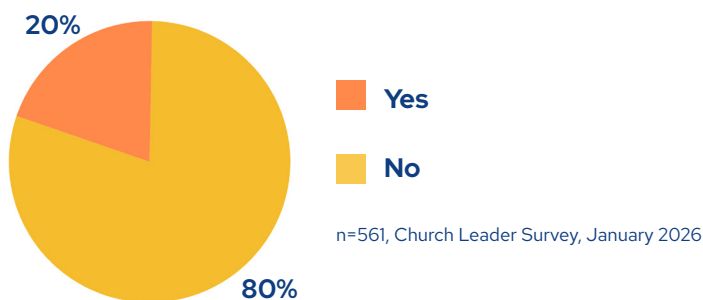
Accessibility invites generosity, sustaining it often requires continued conversation.

The Language of Generosity

How churches talk about giving matters.

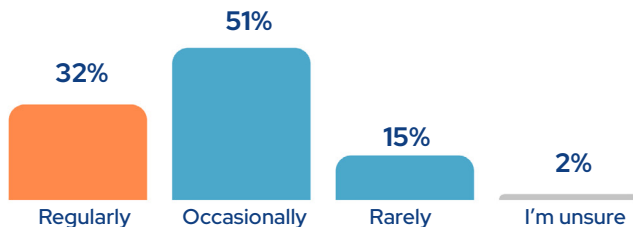
For many leaders, asking for money can feel uncomfortable, but the way generosity is approached **shapes how churchgoers respond**.

Does your church avoid talking directly about giving?



One in five surveyed churches said they **avoid** directly talking about giving.

How often do churches talk about giving?




n=561, Church Leader Survey, January 2026

Surveyed churches that talk regularly (*at least monthly*) about giving were **1.7 times as likely to have seen more new donors** in 2025 than those that *rarely* discuss giving.

How do churches frame giving?



Two approaches were strongly associated with reported increased generosity:

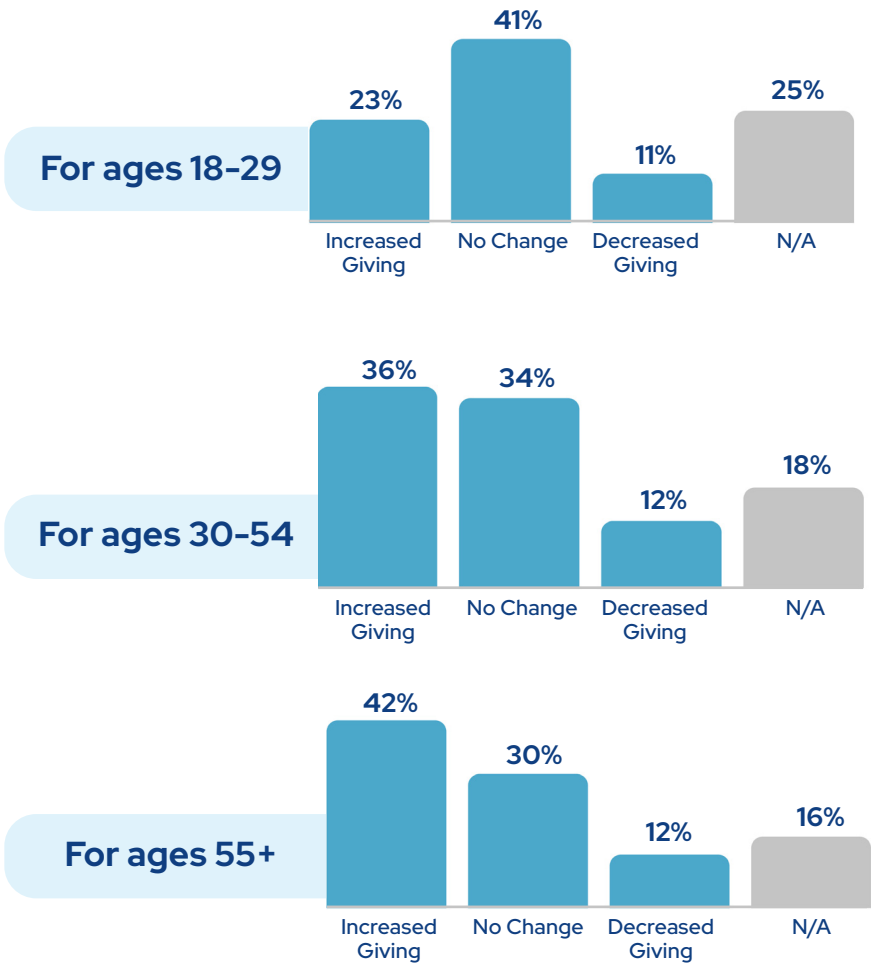
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- Churches that emphasize transparency were more likely to have seen growth in new donors than churches that do not.
 - Churches that highlight giving as an act of worship were more likely to have seen increases in overall giving than churches that do not.

Together, these patterns suggest that clarity and meaning are often present where generosity is growing.

Who is Giving—and When?

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

Surveyed churches were more likely to report increased giving from congregants over age 30 than from younger adults.

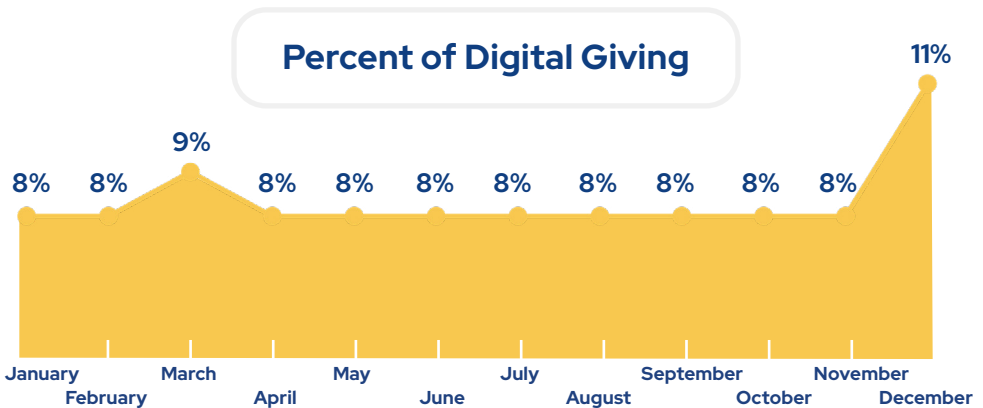


n=568, Church Leader Survey, January 2026

Growth in generosity among younger adults was more commonly reported in churches that **offer digital giving options**. Churches that provide digital wallet giving were nearly **2x as likely to report 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 congregants.

Throughout the year, generosity follows seasonal patterns falling alongside church calendars.



n=11,689, Digital Donations from Ministry Brands Church 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 surge is likely due to congregants' holiday charitable spirit, end-of-year giving campaigns, and tax considerations.

Intentionally nurture your church's generosity, with generational and seasonal trends in mind.

Church Size Breakdown

Survey results and digital donations revealed **increases in giving across all church sizes.**

Churches are categorized based on their average weekly attendance:



SMALL CHURCH
1-249



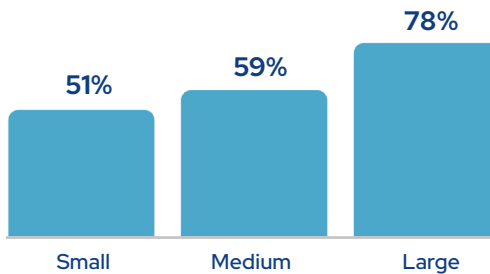
MEDIUM CHURCH
250-999



LARGE CHURCH
1000+

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

Which churches saw increased giving?

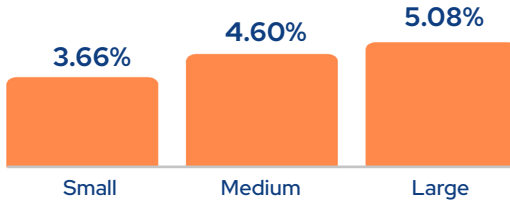


n=817, Church Leader Survey, January 2026

For many large churches, increases in giving were often accompanied by growth in new donors. **64% of large churches reported they had more new donors in 2025.** Only 49% of medium churches and 36% of small churches reported more new donors year over year.

Larger churches also saw **higher digital giving increases** from 2024 to 2025, according to digital donation data from Ministry Brands churches.

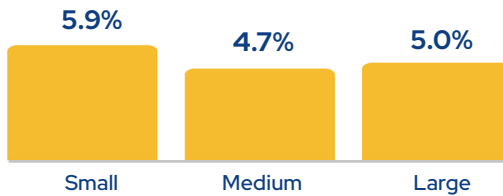
Increases in Digital Donations



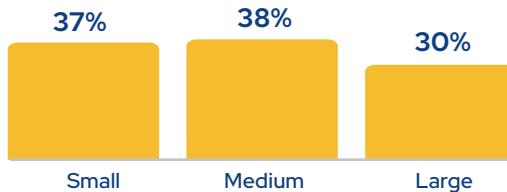
n=11,689, Digital Donations from Ministry Brands Church Customers, 2024 – 2025

Growth looks different by church size—but for small churches, digital wallets and recurring giving **represent a larger share of overall digital giving.**

Percent of Digital Giving | Digital Wallets



Percent of Digital Giving | Recurring



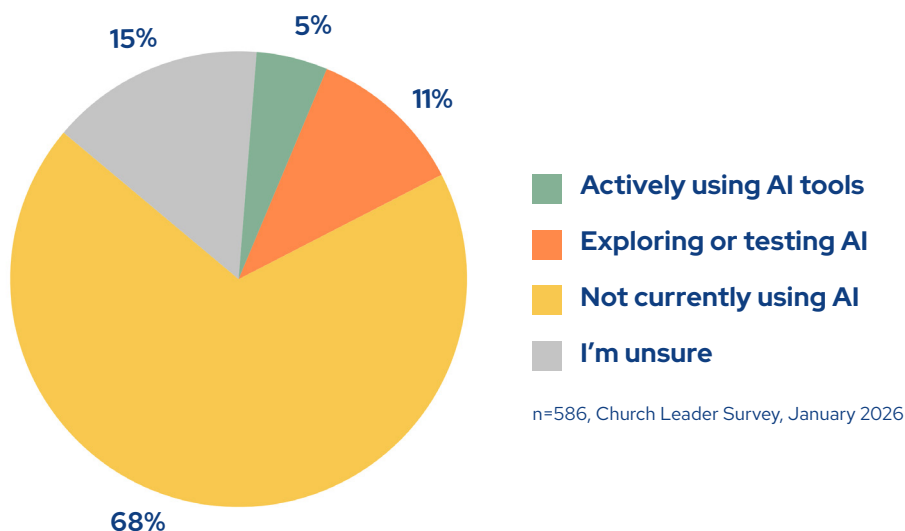
n=11,689, Digital Donations from Ministry Brands Church Customers, 2024 – 2025

Churches of all sizes are increasingly relying on technology to support communication and engagement with their congregations.

AI & Technology

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

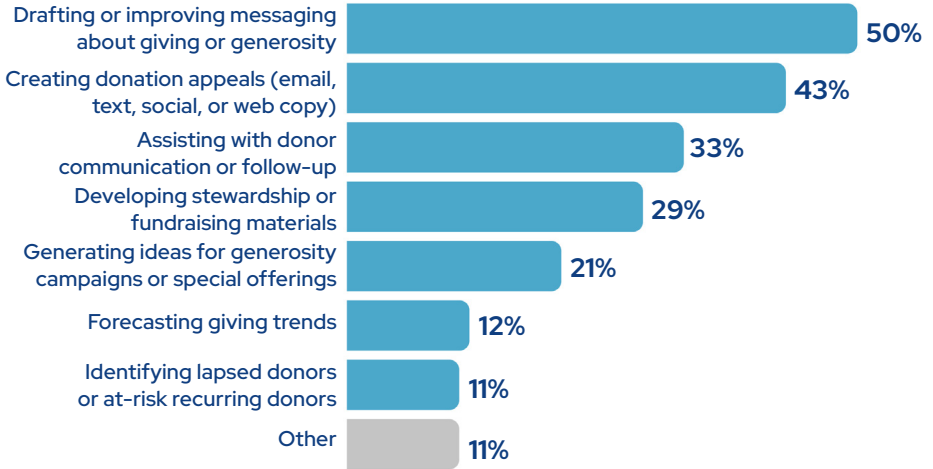
Only a **small share of churches** reported actively using AI tools:



Just **5% of surveyed churches** said they are currently using AI, while another 11% are exploring or testing AI tools. **Most churches are not currently using AI.**

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

How are churches using AI?



n=76, Church Leader Survey, January 2026

Surveyed churches that are using or testing AI were **more likely to have reported new donor growth** than those that are not. This points to AI's potential ability to help support more timely and relevant engagement with church attendees.

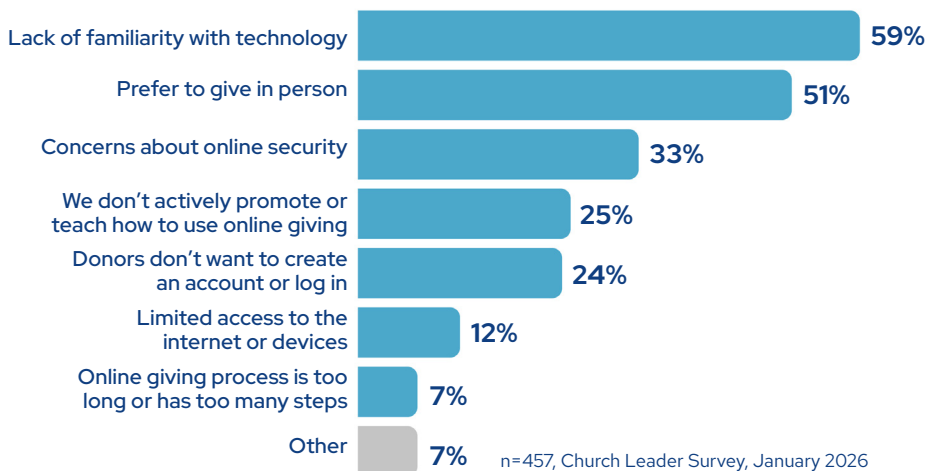
While AI is not yet widely adopted among churches, its early use may contribute to increased accessibility and ease.

Unlocking Greater Generosity

Generosity flourishes when churches pair innovation with accessibility.

Nearly nine in ten churches reported that their congregants **face barriers** when giving online.

What barriers do church members face when giving online?



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 church.

To explore practical strategies for improving digital giving experiences, review these [**7 Steps to Improve Digital Donations**](#).

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

Ministry Brands Serves Churches

Churches using Ministry Brands giving solutions were **more likely to report increases in both giving and new donors** compared to churches using other platforms.

Nearly two-thirds of churches using Ministry Brands Giving reported an increase in giving.

Which churches saw increased giving?



In addition, **over half of churches using Ministry Brands Giving reported growth in new donors in 2025**, compared to 39% of churches using other giving platforms.

Which churches saw more new donors?



At Ministry Brands, our solutions are built with these best practices in mind. Amplify+ is already helping over 55,000 churches thrive.

Ministry Brands

AMPLIFY™

Ministry Brands Amplify+ all-in-one church management software leverages industry-leading technology to integrate all the moving parts of your church operations into a streamlined solution.

Amplify's end-to-end solutions streamline all the moving parts of your operations, including your members, finances, communications, staff, volunteers, creative and safety— so you can get back to ministry.

See how one solution can amplify your church:

Giving – People – Websites – Streaming – Mobile App
Accounting – Media – Service Planning
Communications – Safety

To see Amplify+ in action, we invite you to **[book a demo.](#)**

Learn More

Have questions or want to see what this looks like in your church?

Email [**info@ministrybrands.com**](mailto:info@ministrybrands.com). Let's talk.

At Ministry Brands, we believe generosity
fuels the mission.

For 90,000+ mission-driven organizations, we've
helped simplify the systems behind the scenes so
leaders can focus on what matters most.

Giving.
People.
Communication.
Stewardship.
Community.

Our solutions support the operational backbone
of your ministry, so you can lead with clarity,
strengthen your parish, and move the mission
forward with confidence.

Contact Us



Thank You

Thank you for reading the 2026 Annual Church Giving Report, and our sincerest thanks to all church leaders who took part in our survey and to all our Ministry Brands faith-based customers.

*From all of us at Ministry Brands
and Parable Group.*

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