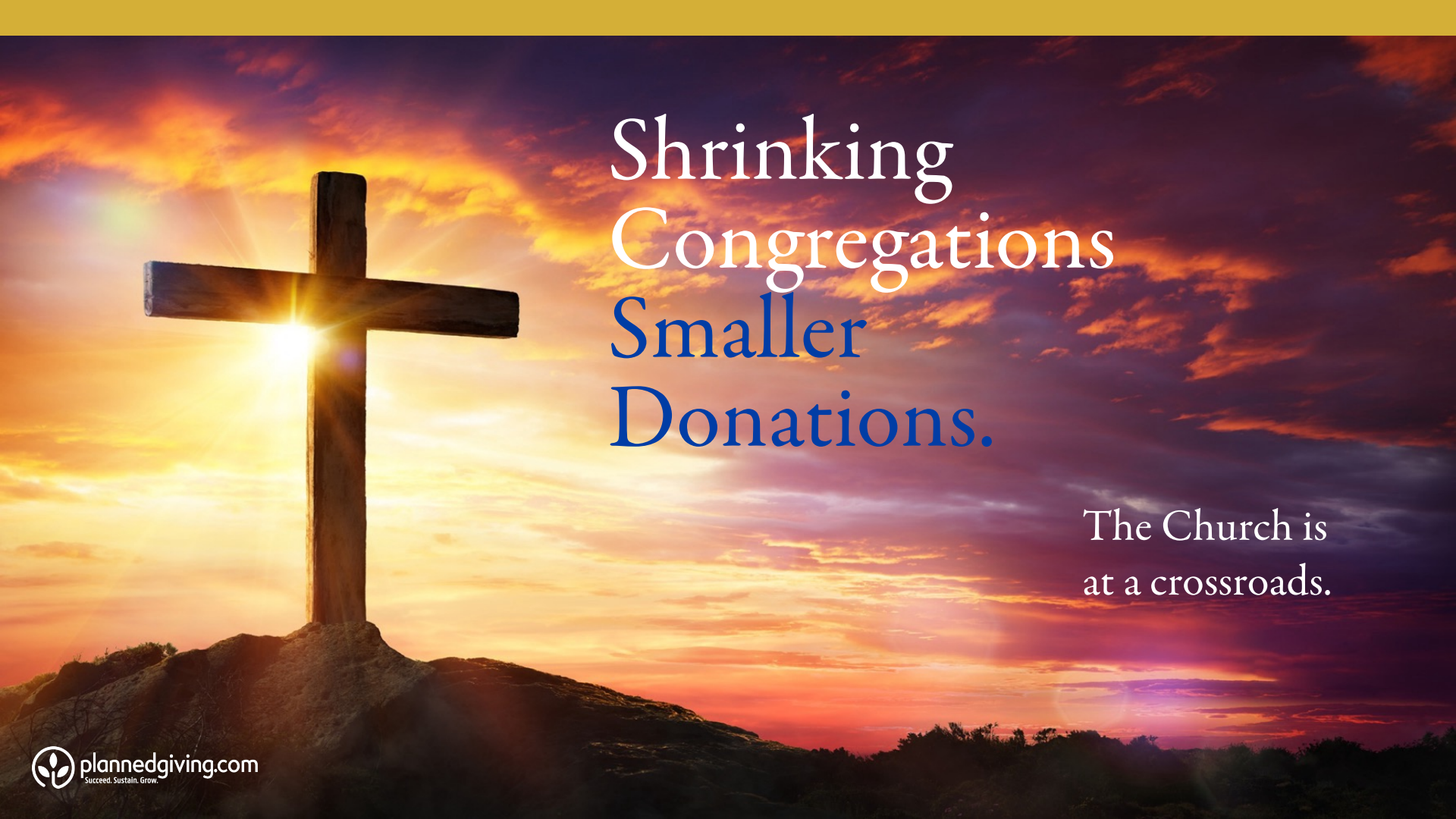




Shrinking Congregations Smaller Donations.

The Church is
at a crossroads.

Post-Pandemic Reality

One in five Catholics stopped attending Mass—and never came back.

- 1 in 3 adults now attend church monthly; 1 in 4 attend online. Attendance has stabilized—but far below pre-COVID.
- Online church became permanent absenteeism.
- Attendance is the new frontline of faith.



Membership in Decline

62% of Americans now identify as Christian—down from 78% in 2007.



Faith hasn't vanished—it's consolidating.



The Giving Gap

Belief in the pew. Silence in the wallet.

37% of regular Mass attendees and Evangelicals give nothing.

- Spiritually loyal. Financially absent.
- The plate no longer measures faith.



Families Cutting Back

One in six households is pulling back.

17% of American families have reduced church giving.

- Inflation and digital habits are reshaping generosity.
- The old giving rhythm has broken.



The Drop-Off Deepens

Even the faithful are giving less.

7% cut giving by 20%+

The bleed continues—year after year.

Nonprofit Source 2021 (estimates from U.S. Giving Trends)



The Vanishing Tithe

Only 5% of Americans tithe.

TODAY

80%

give just 2% of income

GREAT DEPRESSION

3.3%

of income

Generosity hasn't vanished. It's been redirected.



The Hard Truth

The offering plate can't carry the mission.

AVERAGE TODAY

2.5%

of income

GREAT DEPRESSION

3.3%

of income

You're running 1950s fundraising in 2025.

Time to go beyond the collection plate.

Giving USA



The Missed Legacy

Only 2% of Catholics leave anything to their parish.

Raise it to 3%, and billions return to mission.

- The greatest wealth transfer in history is bypassing the Church.
- Billions left on the table — and not a word spoken.



The Perception Problem

Leadership doubt is costing millions.

WHAT LEADERS BELIEVE

\$40K gifts

are too good to be true

THE REALITY

\$50K–\$80K

average bequest

- Faith in generosity starts with leadership.



It's Not the End — *It's a Shift*

The faithful haven't stopped giving.
They're giving differently.



The Hidden Opportunity

Bequests, DAFs, and trusts are the new collection plate.

\$70 trillion will change hands — most of it uncommitted.

- Weekly giving is down. Legacy giving is rising.
- Planned giving isn't survival — it's the Church's renewal.



The Shift Has Begun

Higher-ed giving down; mission giving up +4.5%

- Purpose now drives generosity.
- Mission speaks louder than maintenance.
- Early movers own this moment.



Build a Culture of Faithful Stewardship

Give today. Give forever.

- Decline is optional. The Church's mission is eternal.
- Teach faithful stewardship that endures beyond our lifetime—not crisis fundraising.
- Make legacy giving easy, visible, and personal.
- Every parishioner wants their faith to outlive them. Show them how.



How PlannedGiving.com Helps

We make legacy giving simple—in *language the Church understands*.

- Parish training and donor outreach support
- Catholic language — rooted in stewardship theology, not corporate metrics
- Complete marketing toolkit, ready to launch
- Motivational videos ([see sample](#))
- Online will planners

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