

Presbyterians as a
Percentage of all Residents, 2000

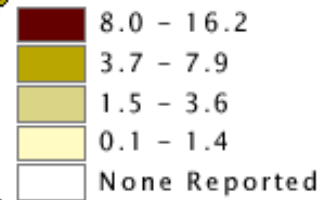
Presbyterian Church (USA)

Understanding Donor Behavior

Quantitative Research Project

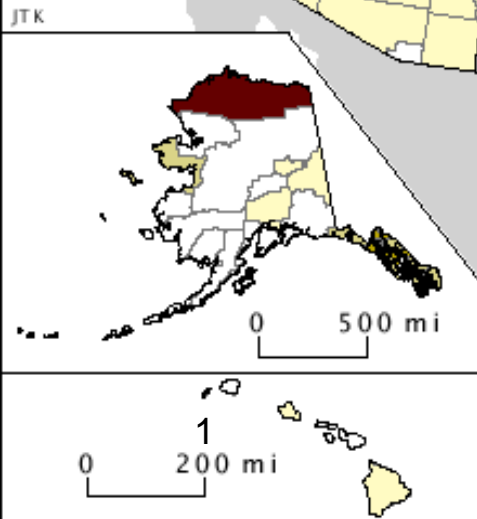
Top Line Observations

May 2008



Source: Religious
Congregations and
Membership in the
United States, 2000.
© 2002 ASARB.
Available: [CD-ROM].
Nashville, TN: Glenmary
Research Center.

County percentages based on the total number of adherents reported by six leading Presbyterian church bodies, including the Presbyterian Church (U.S.A.), divided by the total population in 2000 reported by the U.S. Census Bureau.



Presbyterian Church (U.S.A.)

Giving Patterns Research – Executive Summary

- Research conducted by Campbell Rinker/Meyer Partners – Spring 2008.
- Independent and blind research of 300 Presbyterians with history of giving to PC(USA) national church.
 - **150 donors** to recent World Mission Challenge campaign.
 - **150 non-donors** to recent World Mission Challenge campaign.

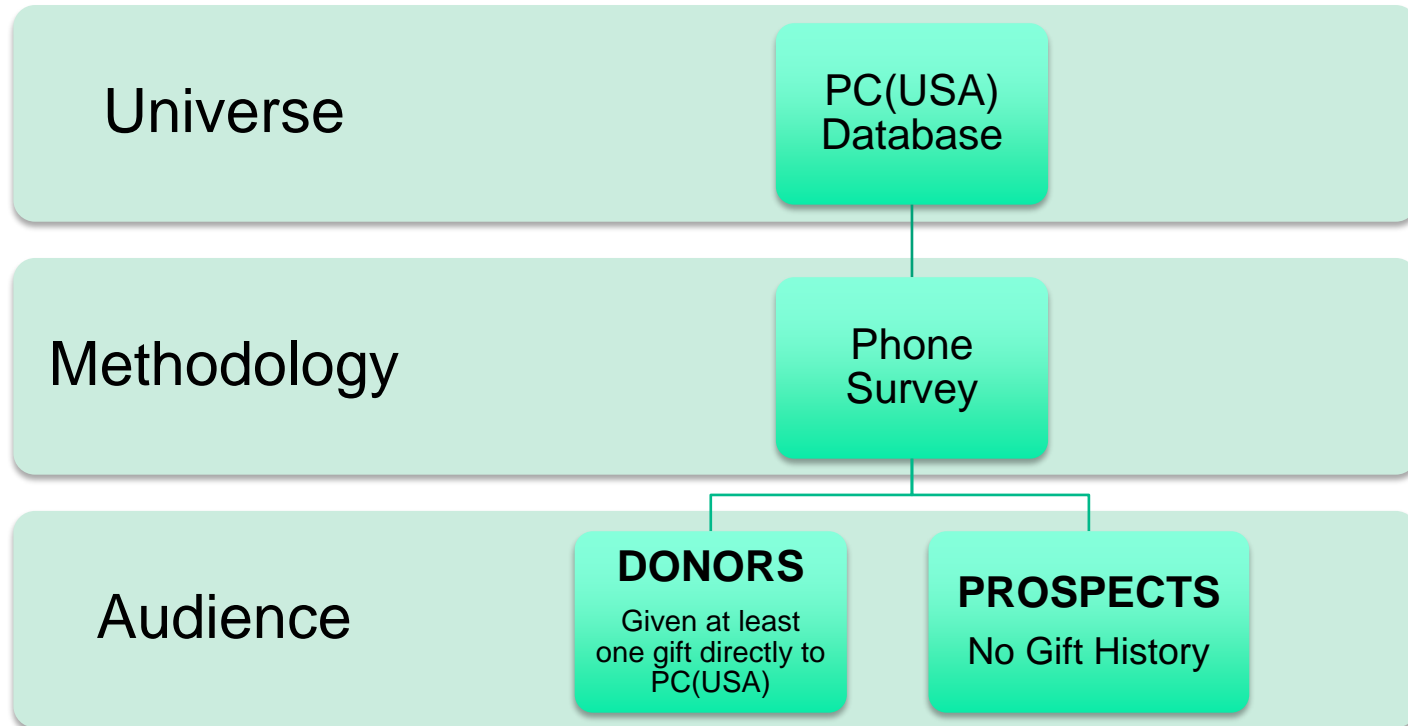
Presbyterian Church (U.S.A.)

Giving Patterns Research – Executive Summary

- An overwhelming majority (nearly 80%) of Presbyterians support ***six or more charities***. [slide 11]
- ***Local church is favorite/first charity*** followed by five other PC(USA) mission programs. [slide 12]
- ***77% of donors*** said giving to PC(USA) nationally had no impact on giving to the local church. [slide 20]
- ***82%*** view gifts to PC(USA) nationally as ***above and beyond*** their local church pledge. [slide 22]
- 85% indicate “through church” and “**mail**” share top national **contact preferences**. [slide 25]

Research Overview

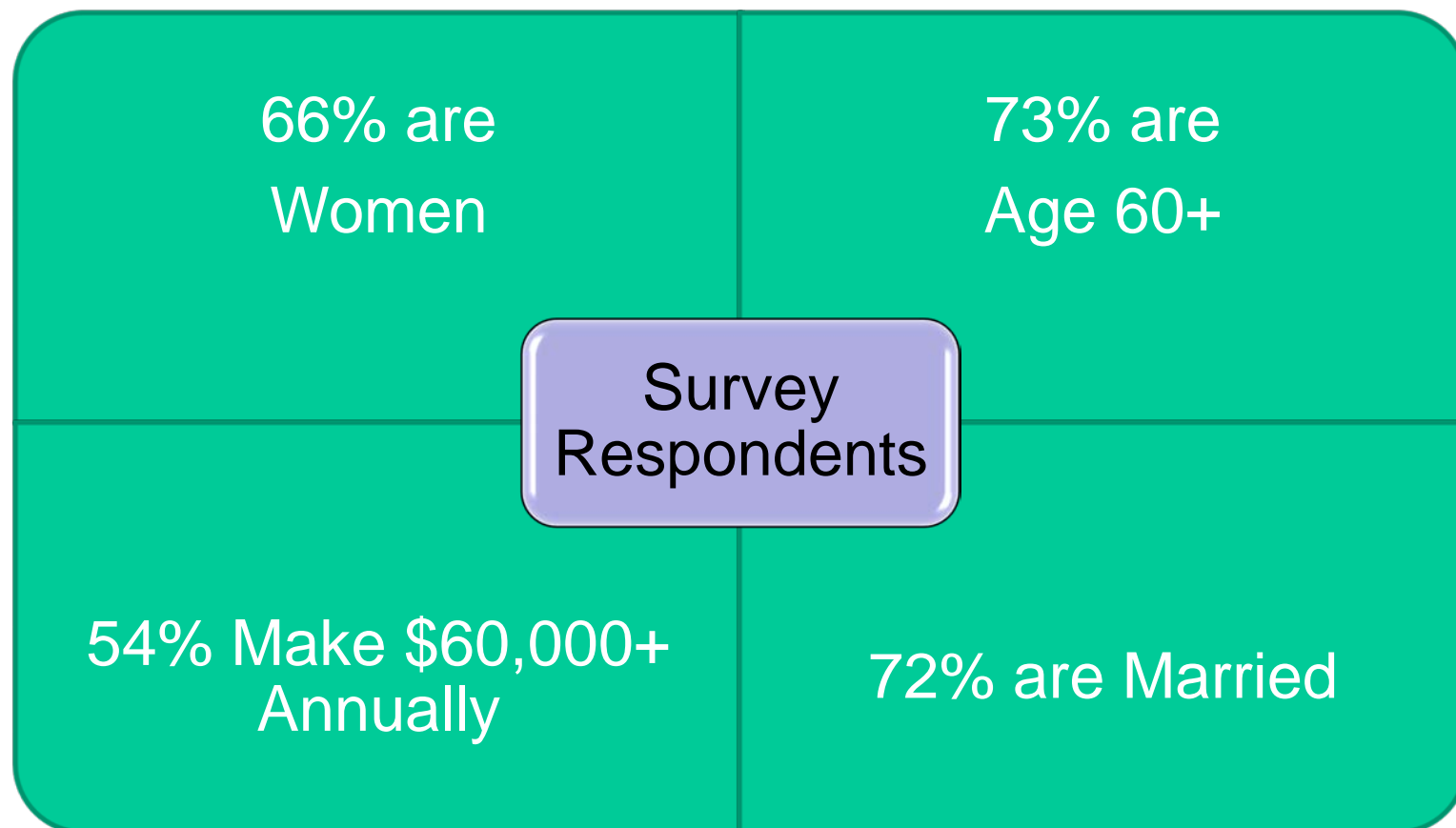
Conducted May 8-12, 2008



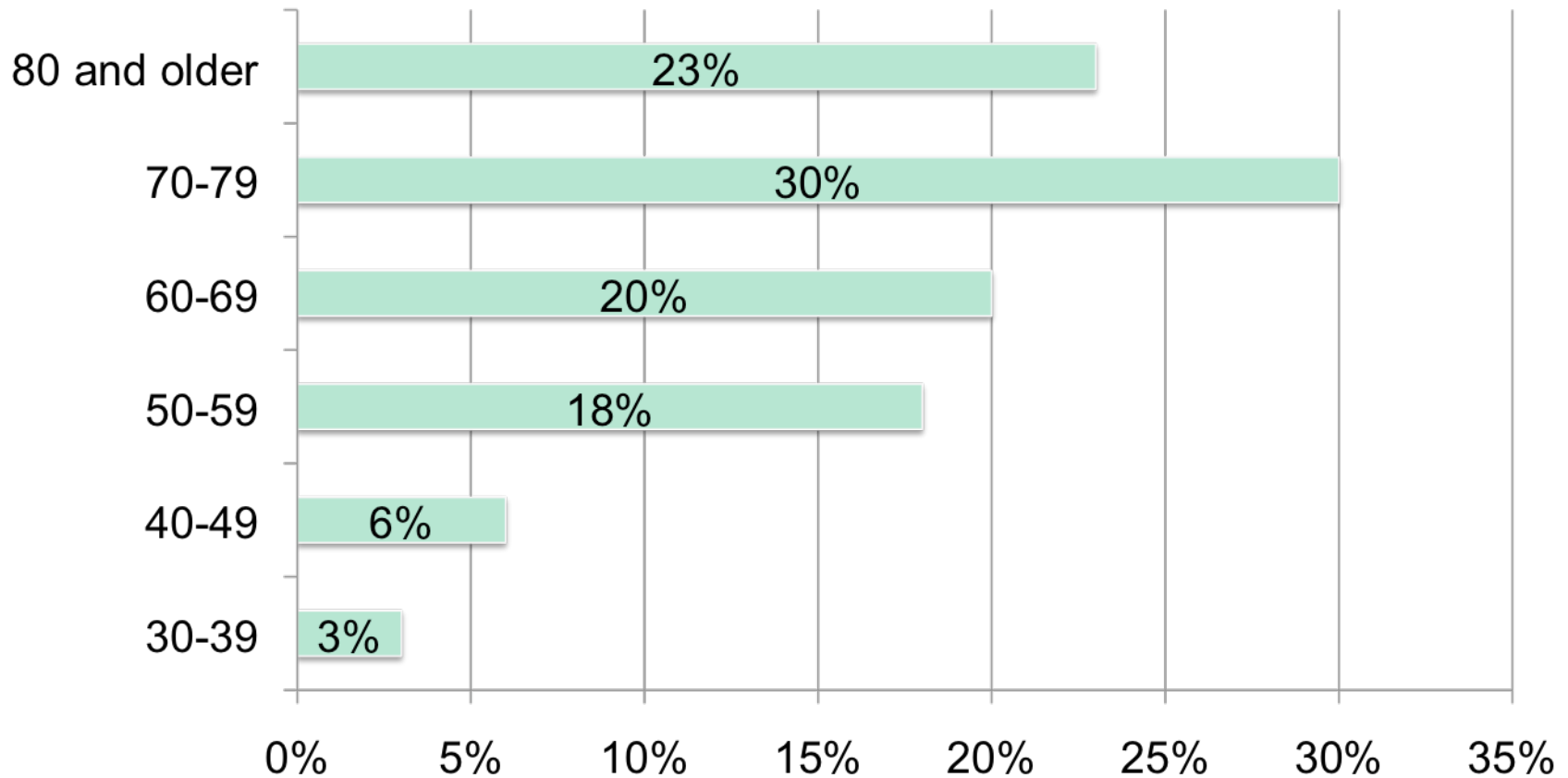
**A representative sample from each group
(150 completed surveys for each group – 300 total)**

Study Conducted by Campbell Rinker, Los Angeles, California
and Meyer Partners, Chicago, Illinois

Demographic Snapshot



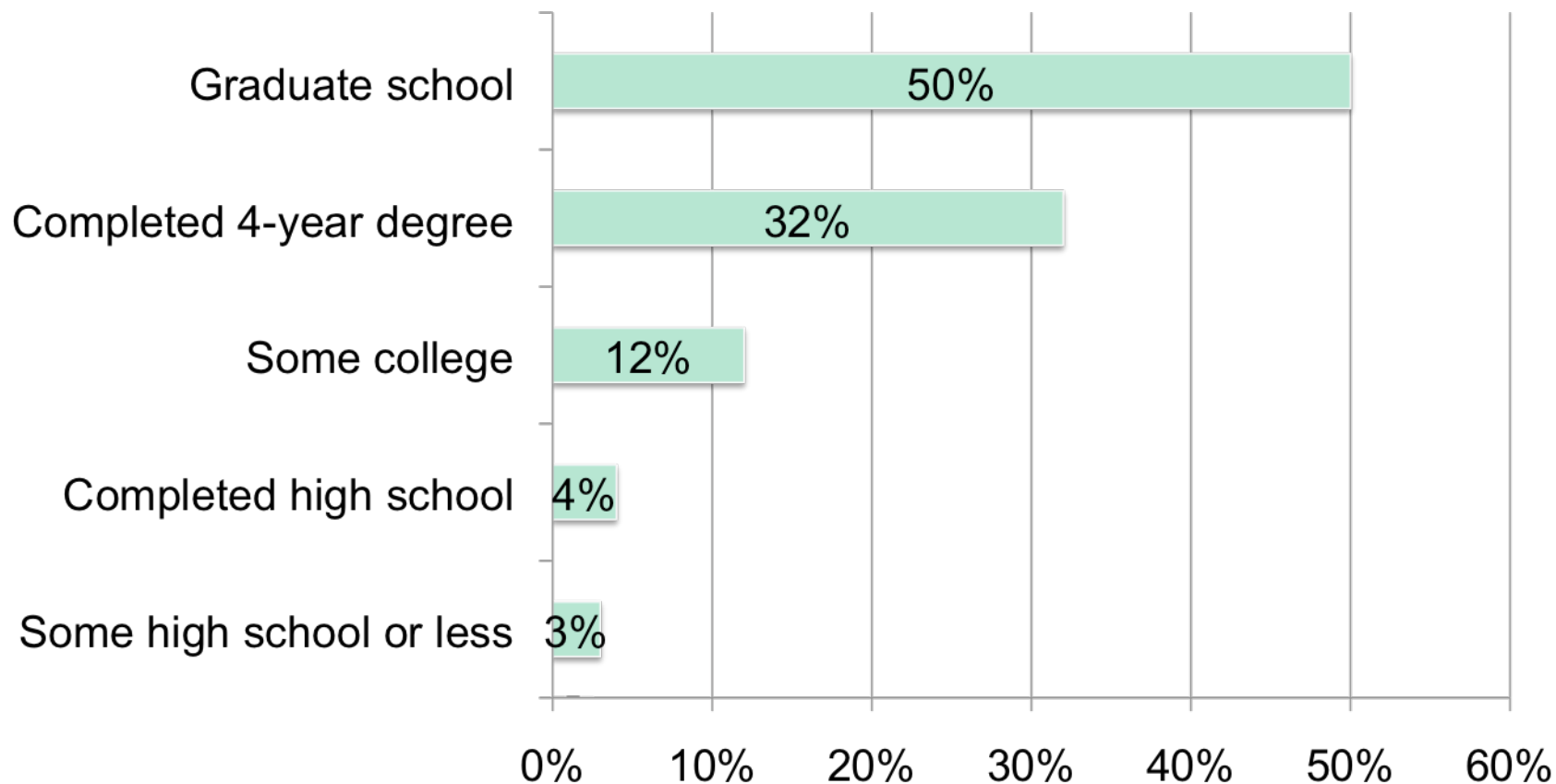
Age of Respondents:



N=300



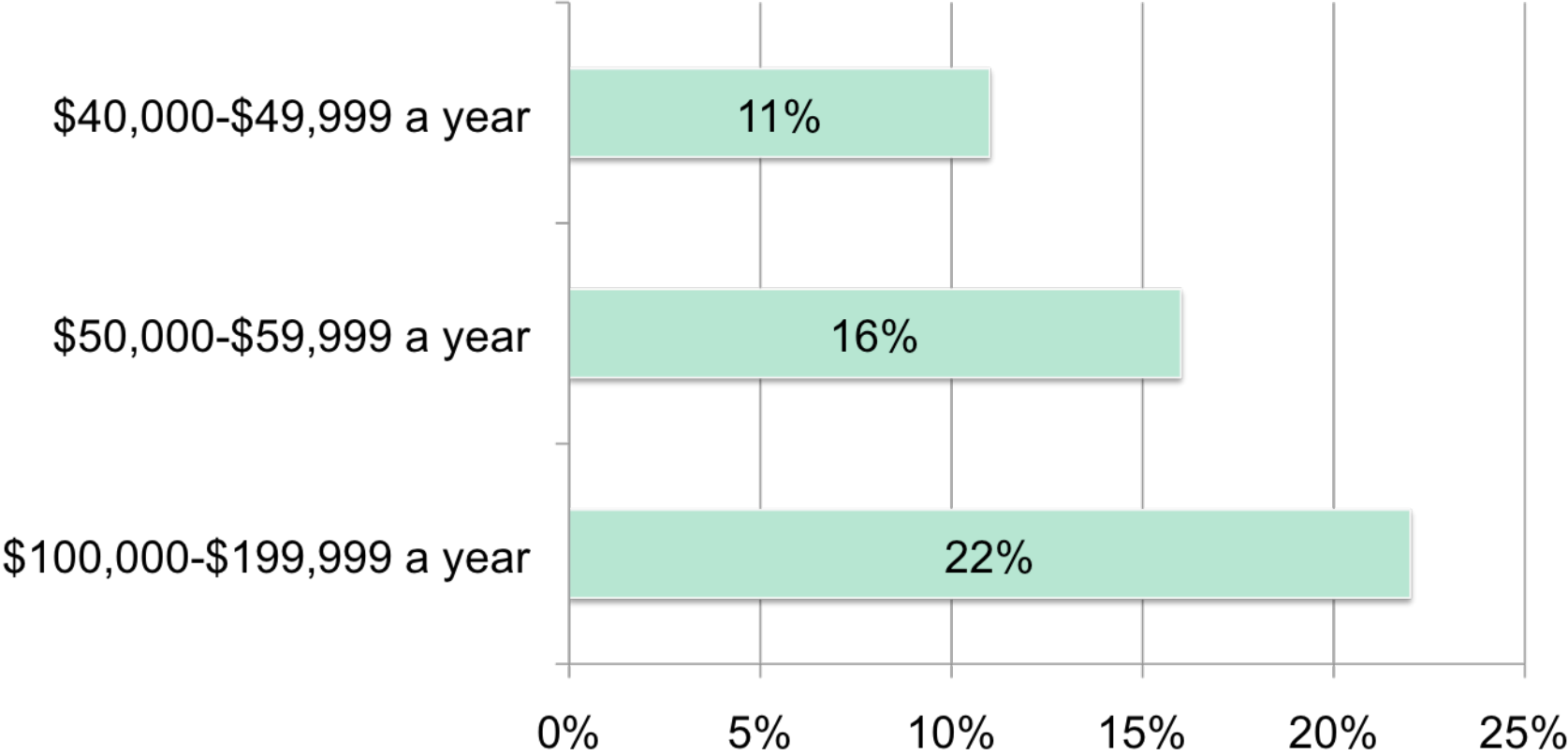
Education Level of Respondents:



N=300



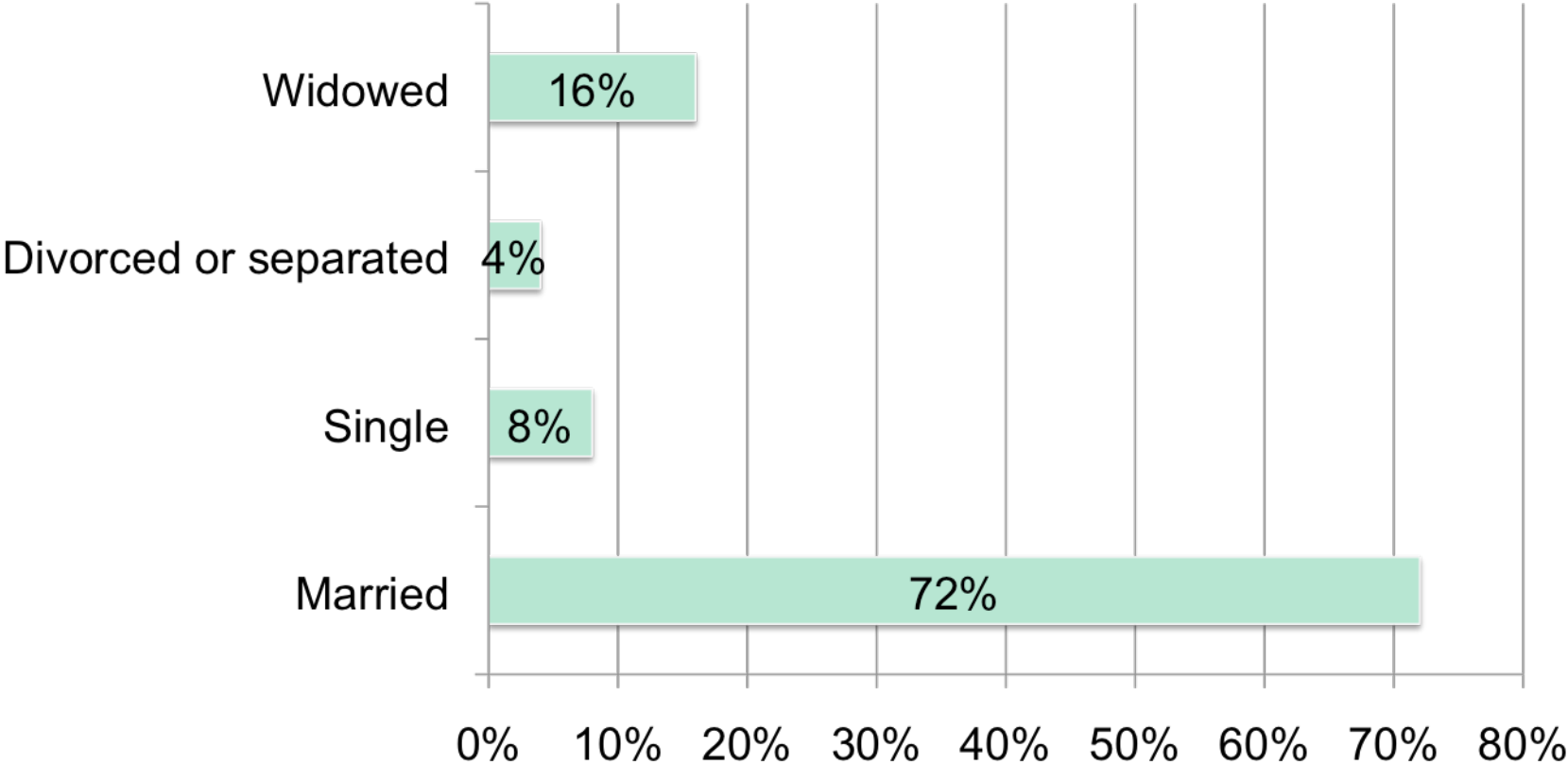
Respondent Top Income Categories:



N=300



Marital Status of Respondents:

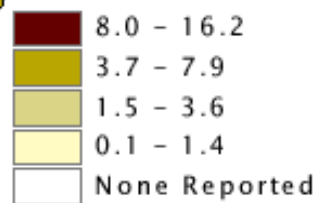


N=300



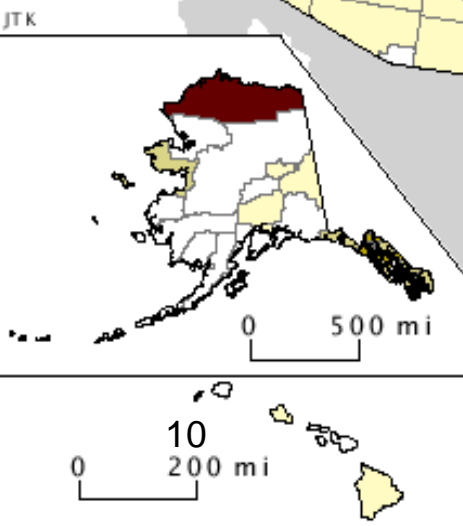
Presbyterians as a Percentage of all Residents, 2000

The Local Church is the Favorite Charity

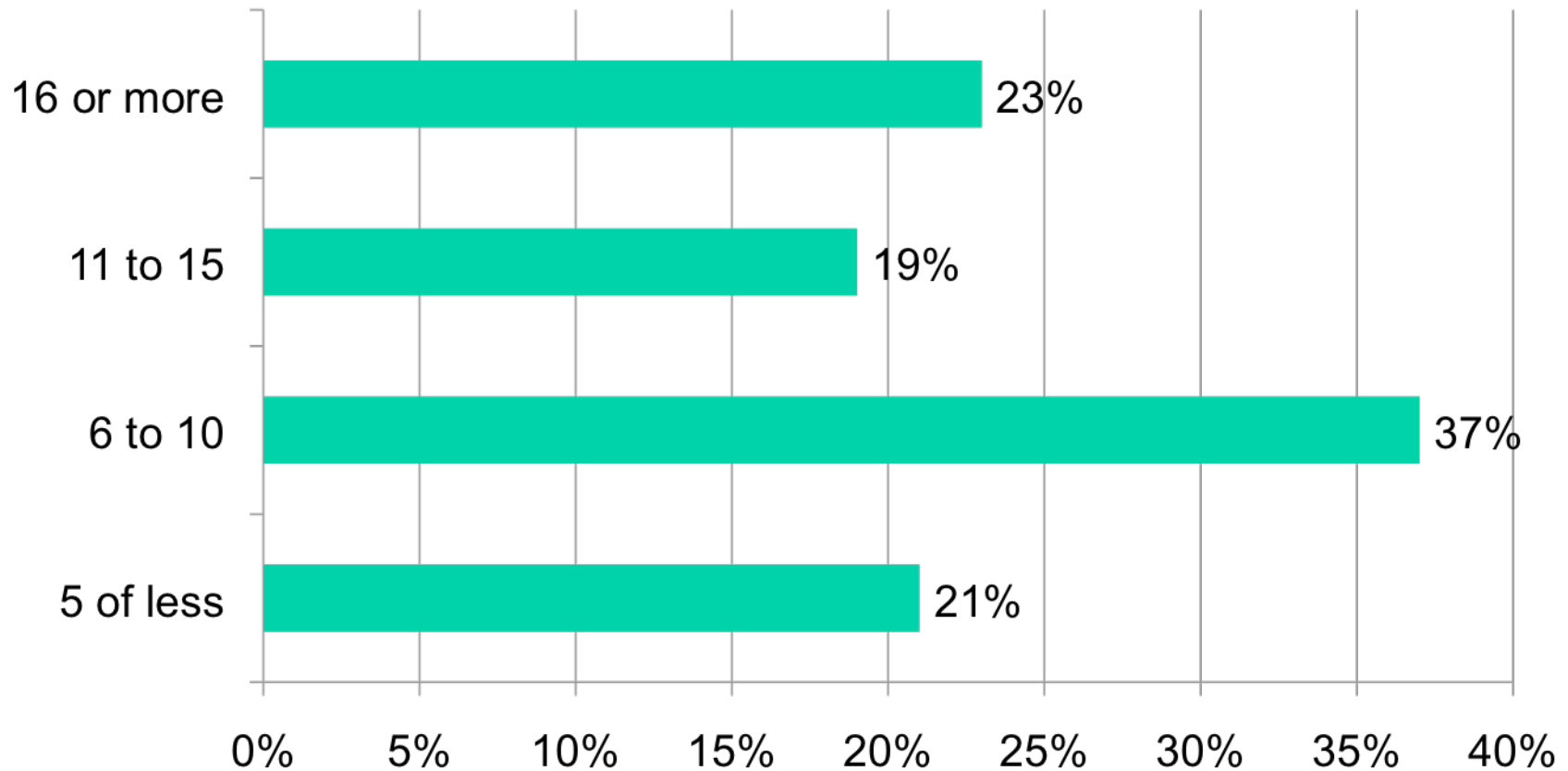


Source: Religious Congregations and Membership in the United States, 2000. © 2002 ASARB. Available: [CD-ROM]. Nashville, TN: Glenmary Research Center.

County percentages based on the total number of adherents reported by six leading Presbyterian church bodies, including the Presbyterian Church (U.S.A.), divided by the total population in 2000 reported by the U.S. Census Bureau.



79% Support 6+ Charities

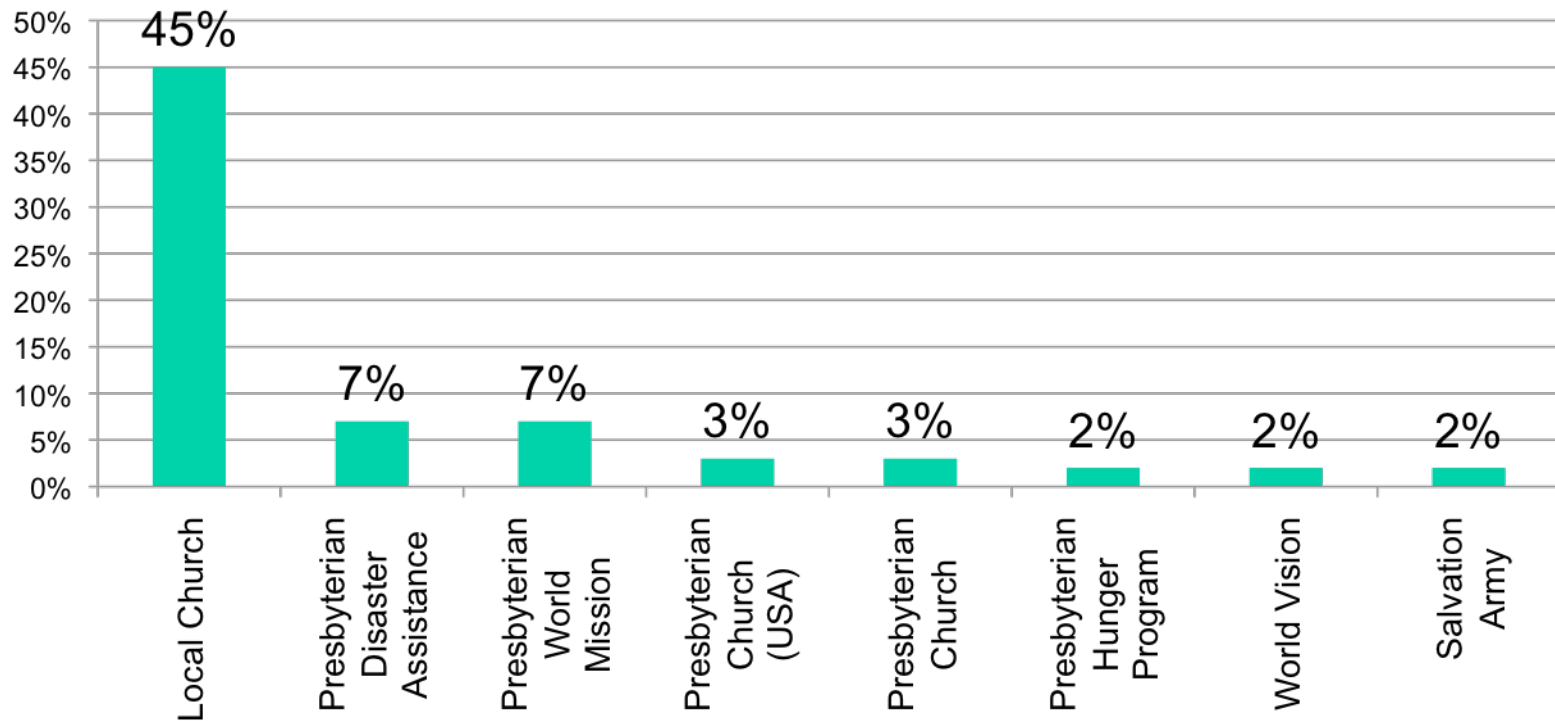


N=300



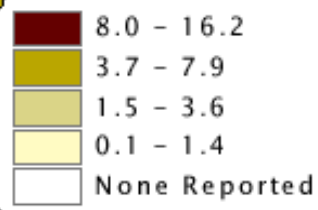
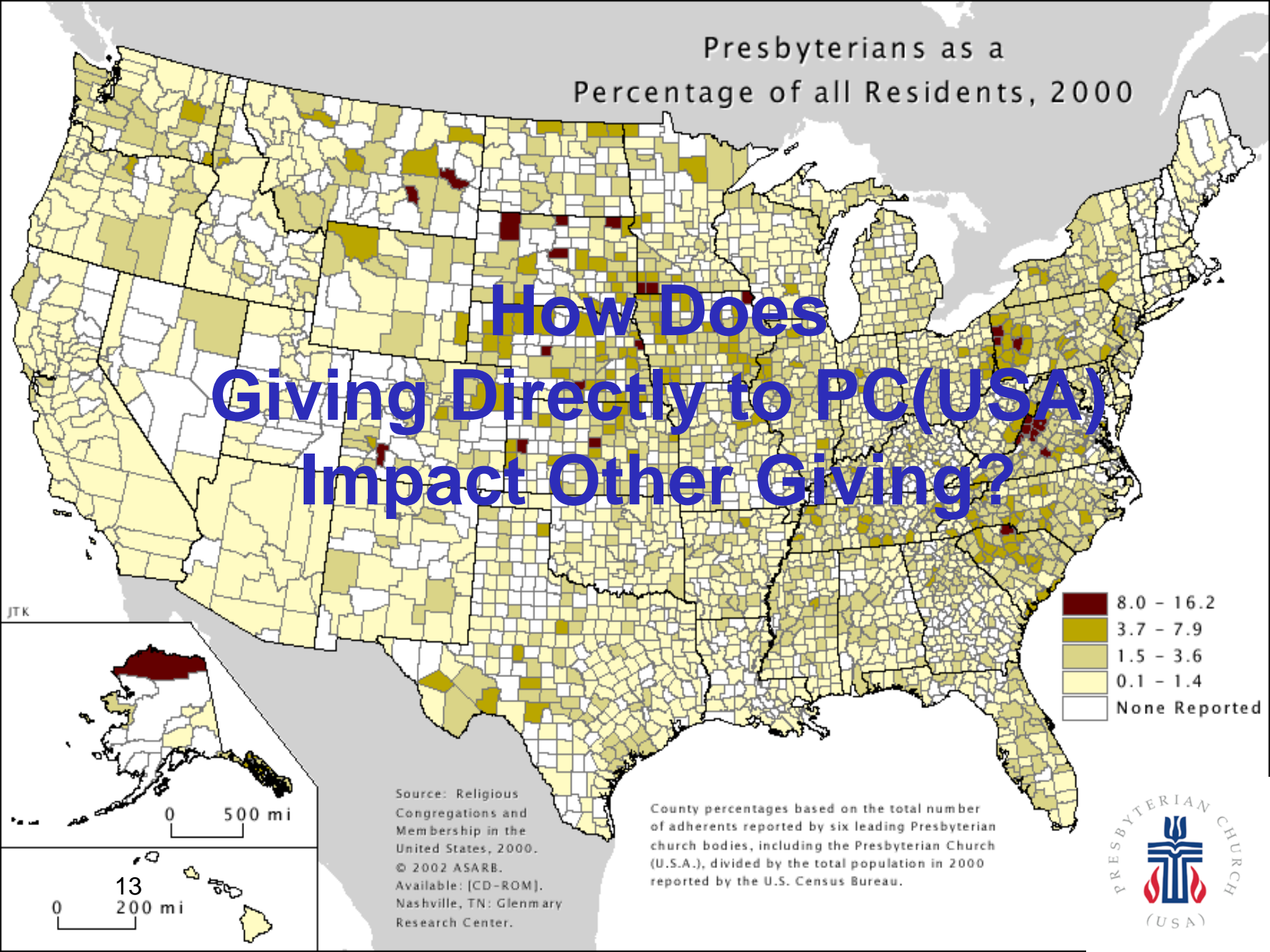
Local Church is Top Charity Choice

TOP TWO FAVORITE CHARTIES



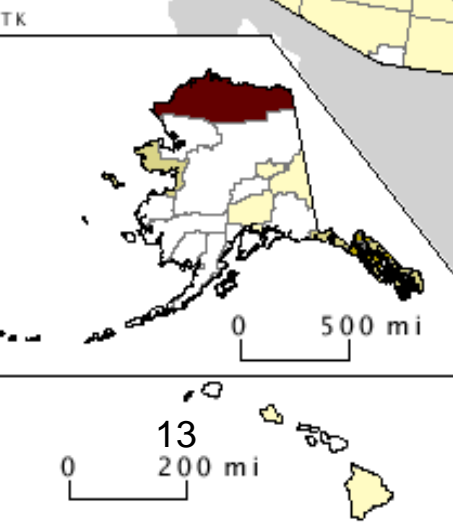
Presbyterians as a Percentage of all Residents, 2000

How Does Giving Directly to PC(USA) Impact Other Giving?



Source: Religious Congregations and Membership in the United States, 2000. © 2002 ASARB. Available: [CD-ROM]. Nashville, TN: Glenmary Research Center.

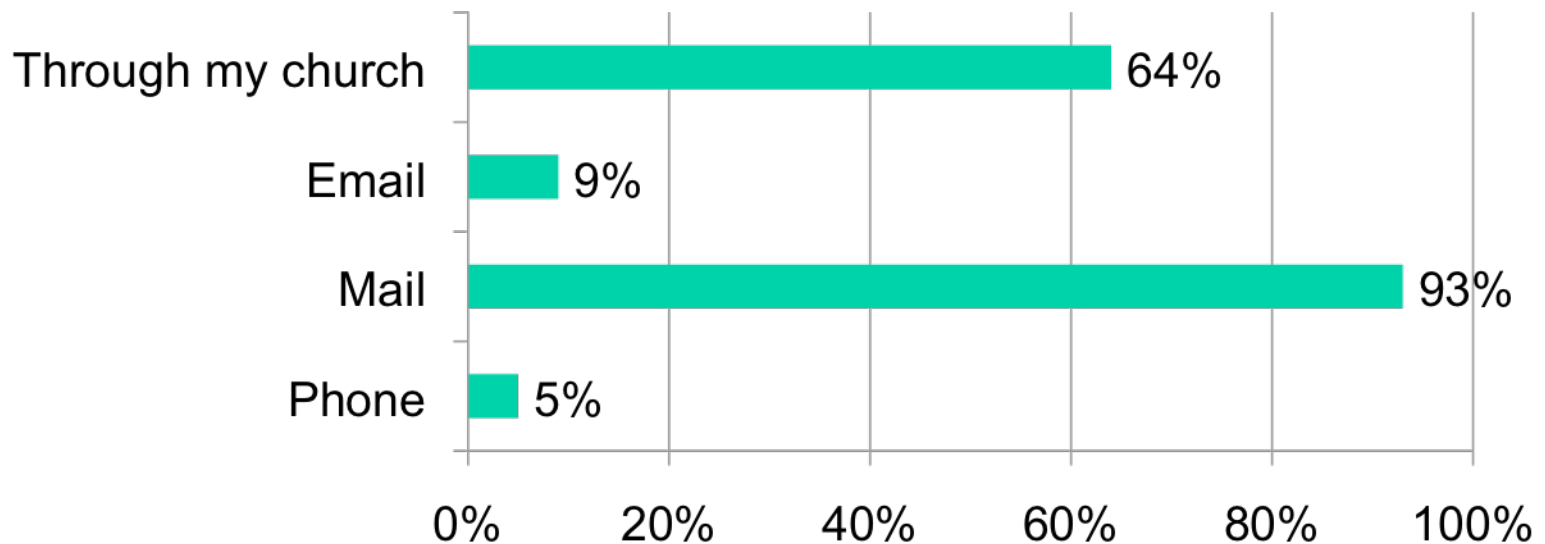
County percentages based on the total number of adherents reported by six leading Presbyterian church bodies, including the Presbyterian Church (U.S.A.), divided by the total population in 2000 reported by the U.S. Census Bureau.



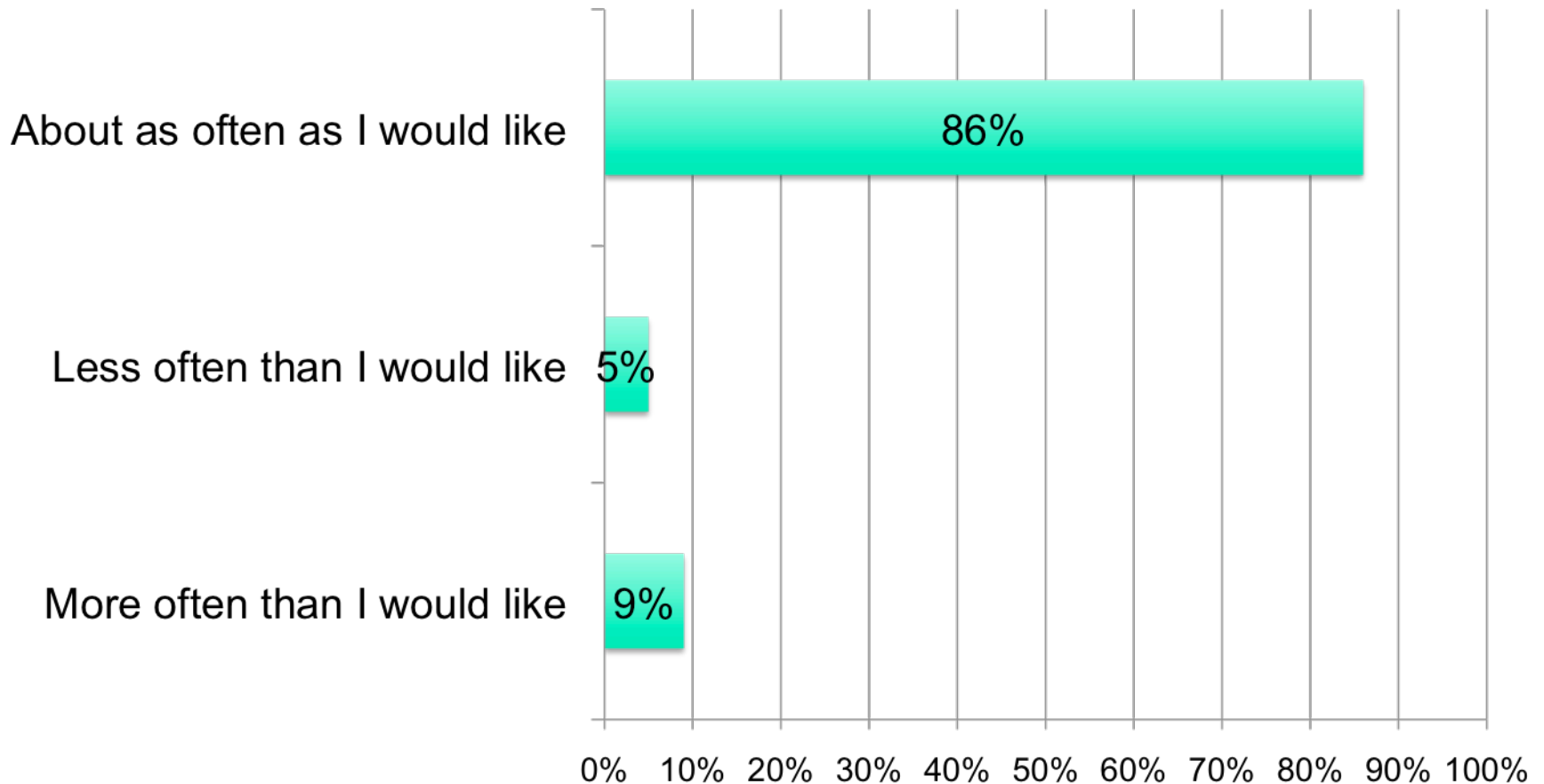
Only 58% Recall Receiving Requests for Financial Support Directly from PC(USA)

(100% of Those Surveyed Had Received at Least One Direct Mail Solicitation in the Past Year)

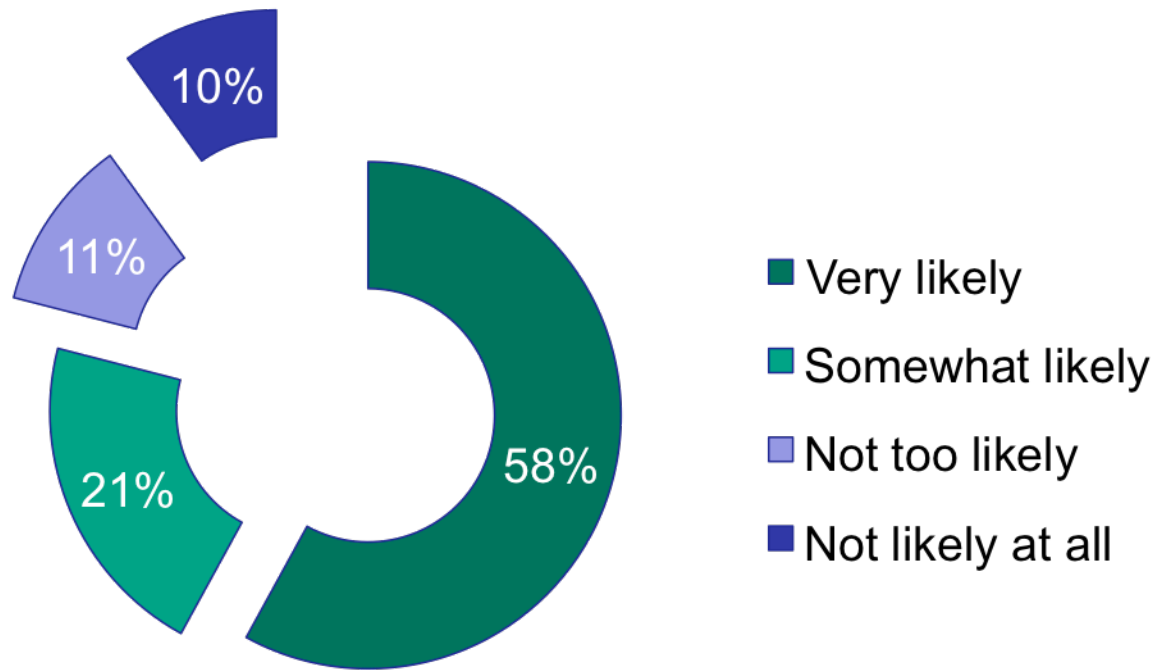
What type of requests have you received?



86% Satisfied with Frequency of Requests for Financial Support from PC(USA) Nationally



79% Are Likely to Give to PC(USA) Nationally in the Coming Year

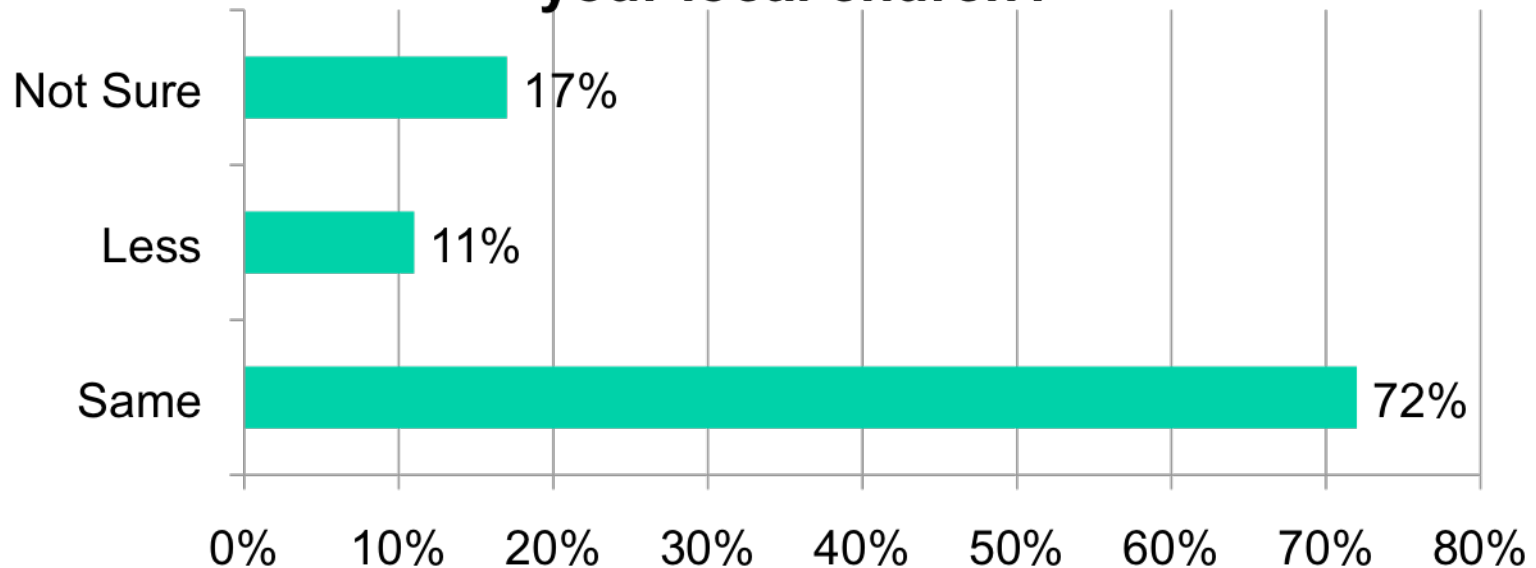


Q.15 How likely are you to make a financial gift to your denomination's national program and mission in the next year? N=300



Giving to PC(USA) Nationally Has Very Little Impact on Giving to the Local Church

Would you give the same amount or less to your local church?



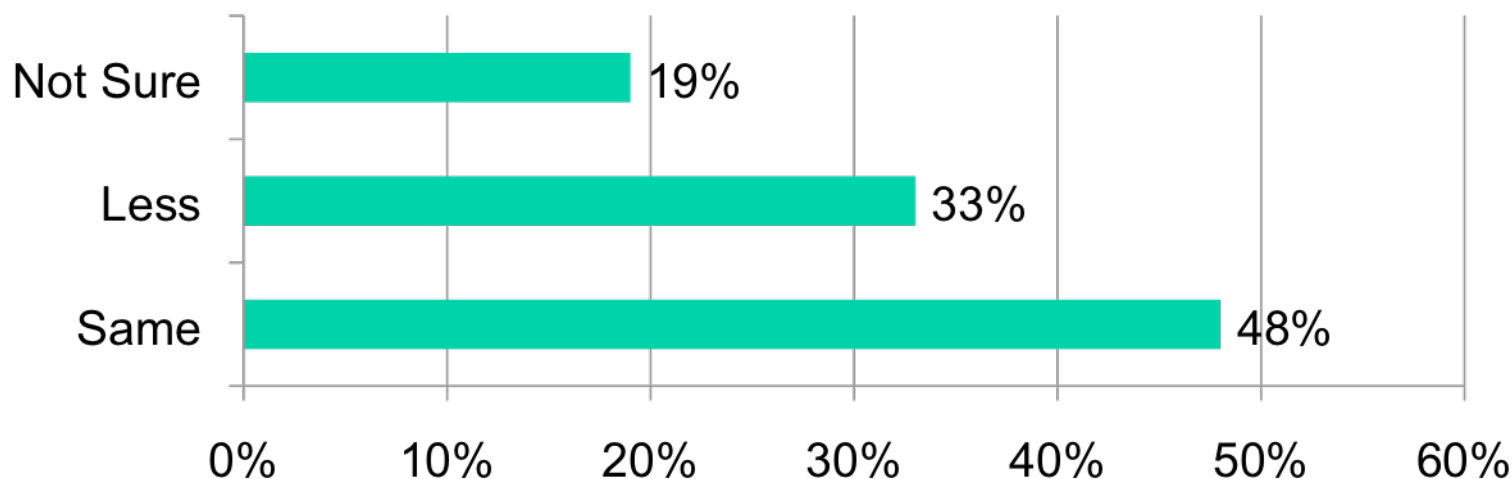
Q.16 Knowing that we all have limited financial resources, if you were to give a gift to your denomination's national office, how might that impact your giving to the following other organizations? Would you give the same amount or less to your local church? N=119



Giving to PC(USA) Nationally Has Some Impact on Other Charitable Choices

RELIGIOUS CHARITIES

Would you give the same amount or less to your favorite religious charity, other than your local church?

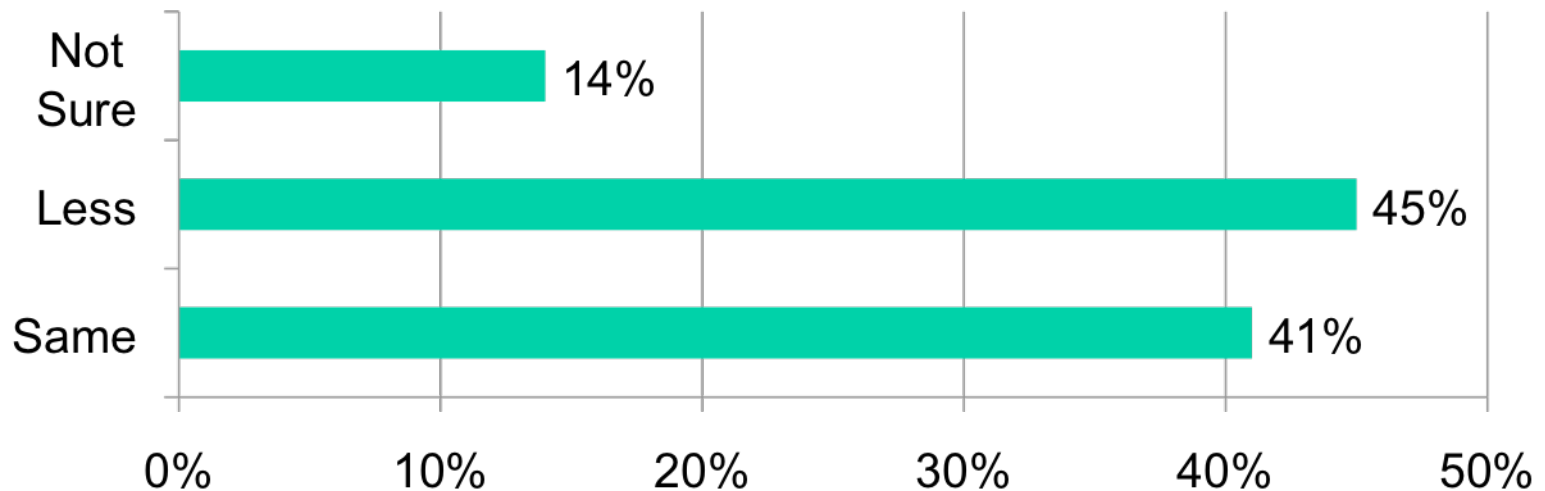


Q.16 Knowing that we all have limited financial resources, if you were to give a gift to your denomination's national office, how might that impact your giving to the following other organizations? Would you give the same amount or less to your favorite religious charity, other than your local church? N=119

Giving to PC(USA) Nationally Has Greater Impact on Non-Religious Charitable Choices

NON-RELIGIOUS CHARITIES

Would you give the same amount or less to your favorite non-religious charity?

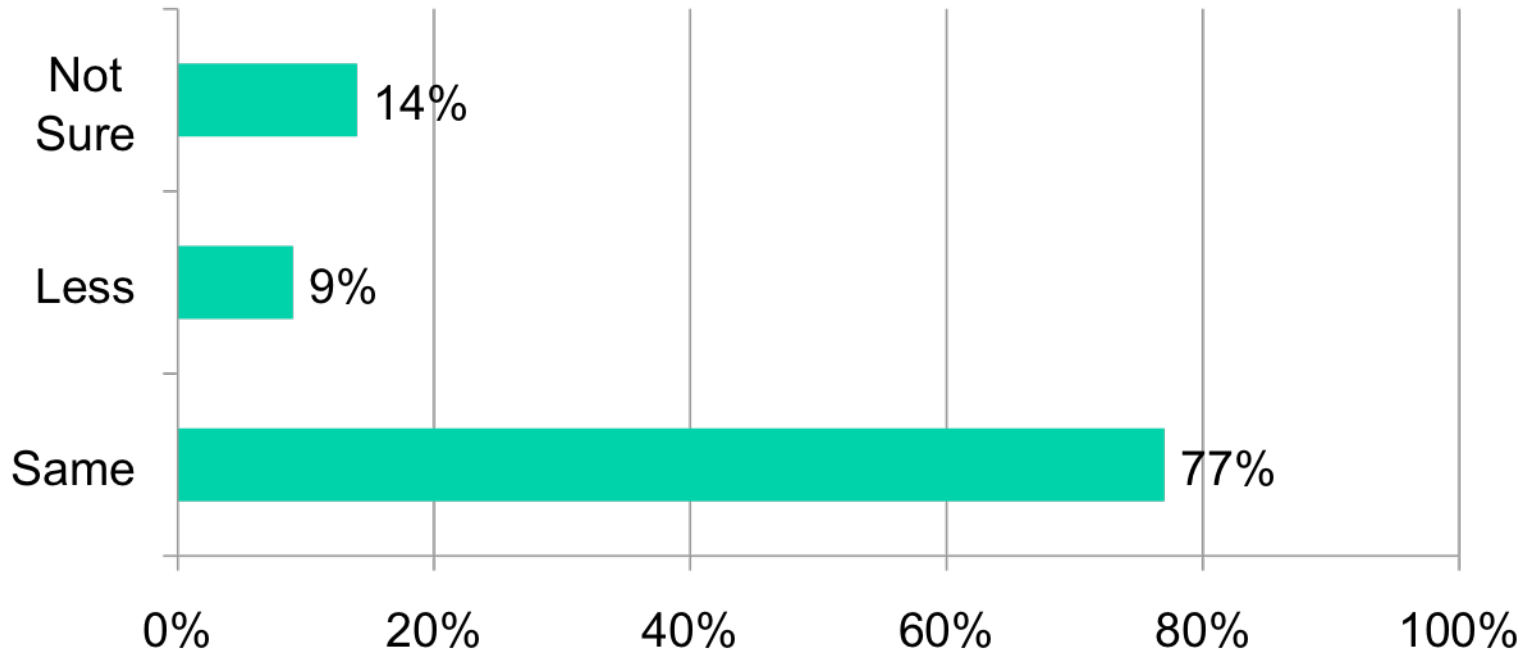


Q.16 Knowing that we all have limited financial resources, if you were to give a gift to your denomination's national office, how might that impact your giving to the following other organizations? Would you give the same amount or less to your favorite non-religious charity? N=119

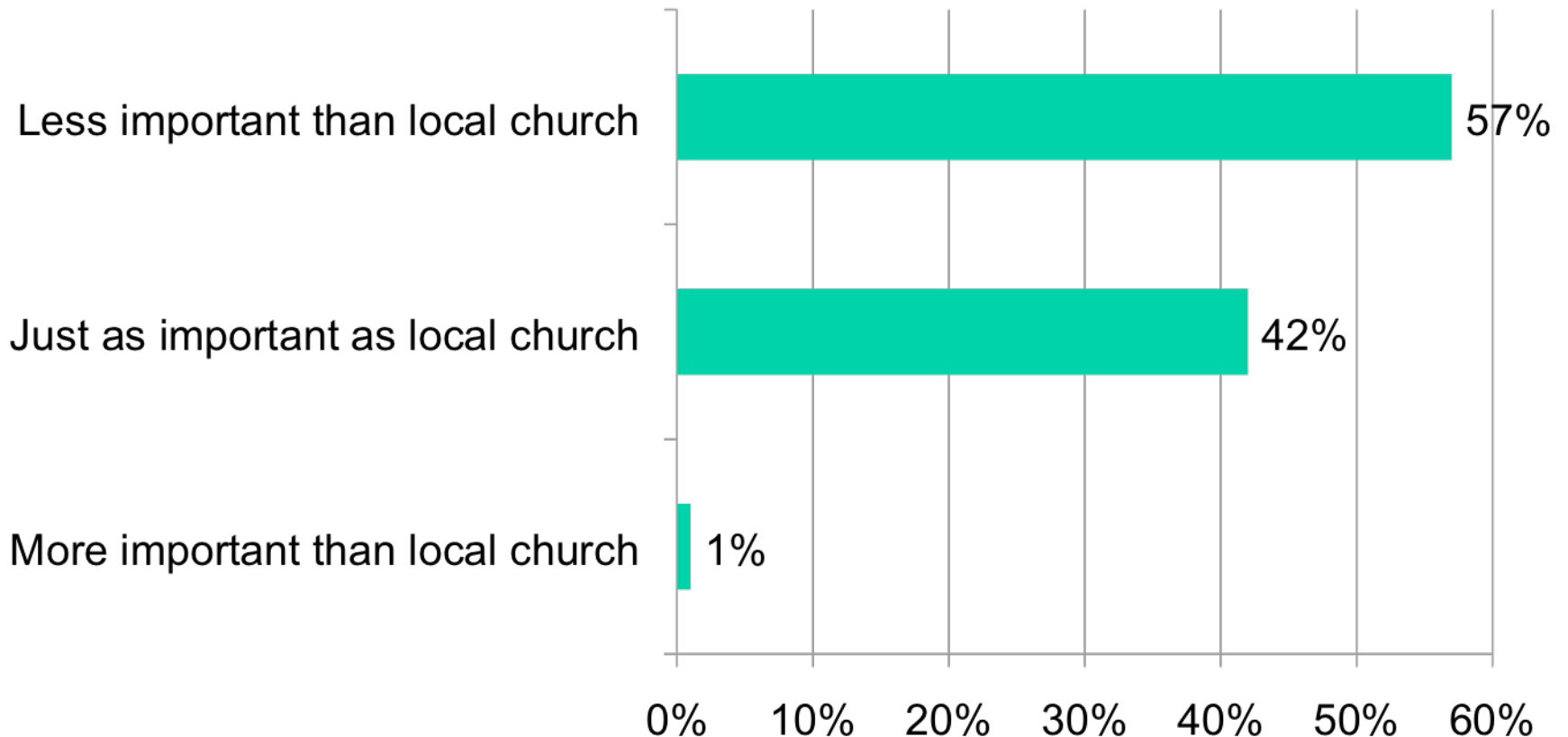


77% of Donors Said Giving to PC(USA) Nationally Had No Impact on Giving to the Local Church

Looking back, would you say that you gave the same amount or less to your local church in light of your gift to your denomination's national office?



Supporting PC(USA) Nationally is Not More Important than Supporting the Local Church

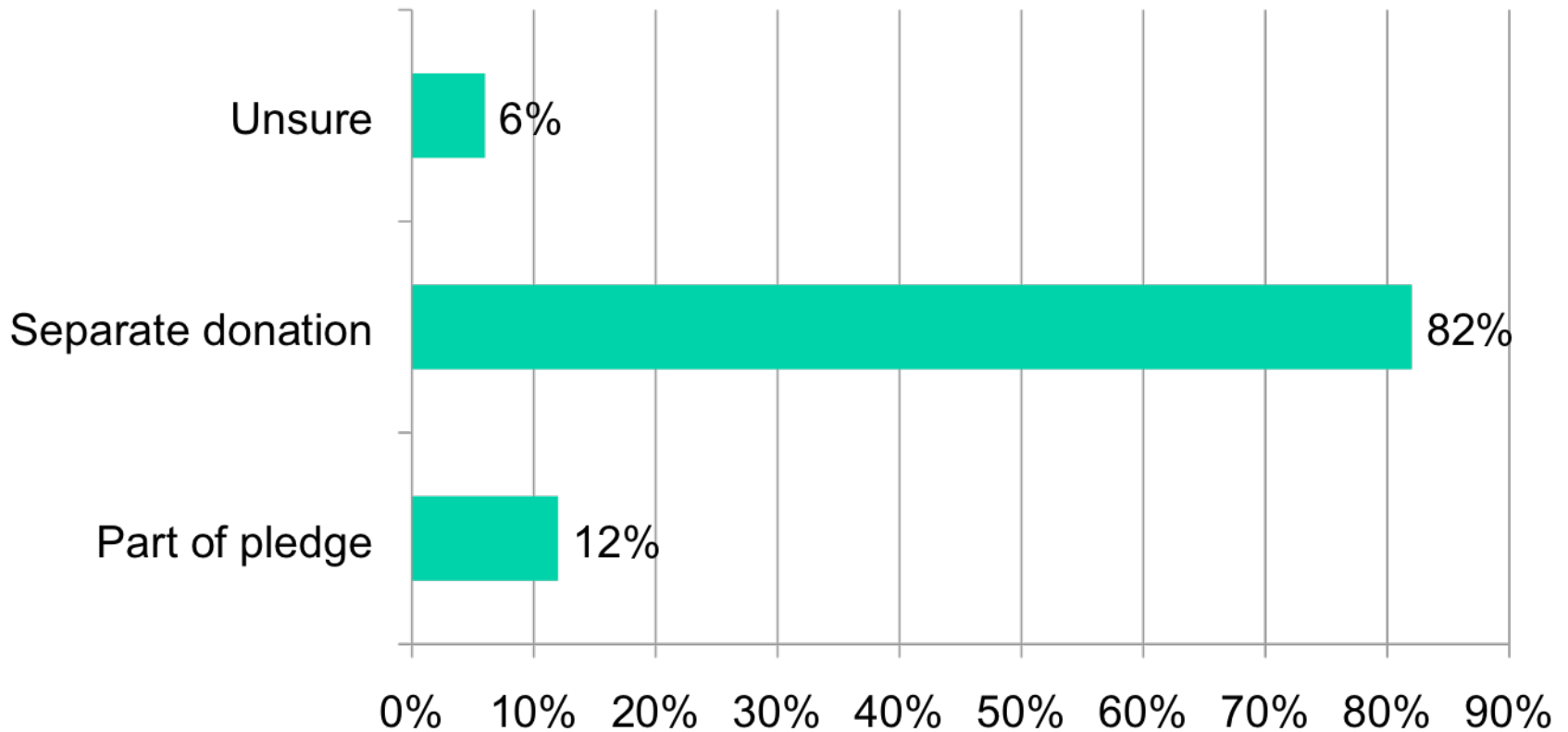


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Q.12 Which of the following best describes your personal views about the national office? 1-Supporting my denomination's national office is more important than supporting my local church. 2-Supporting the national office is just as important as supporting my local church. 3-Supporting the national office is less important than supporting my local church. N=300



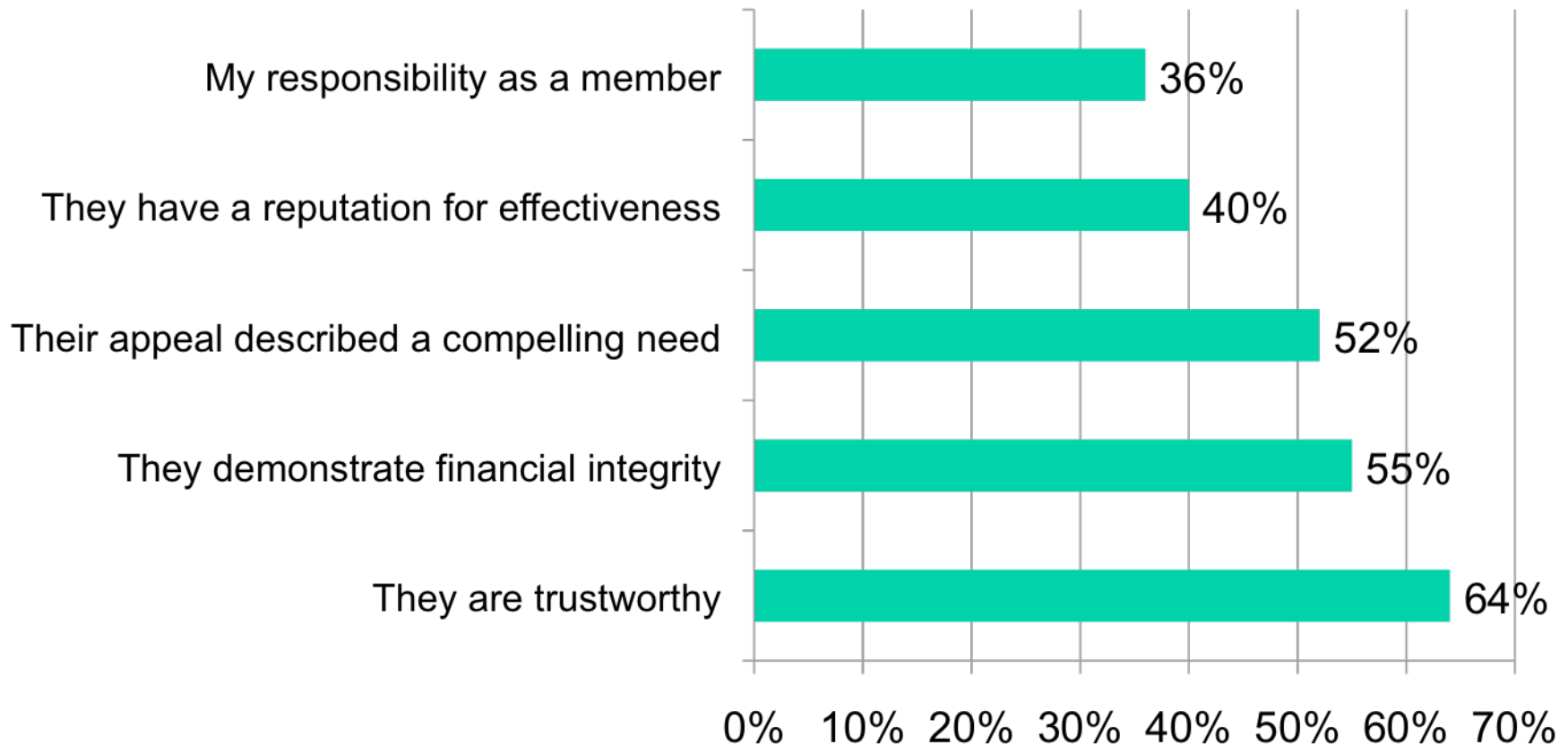
82% View Gifts to PC(USA) Nationally as Above and Beyond their Local Church Pledge



Q.11a If you were to make a donation directly to the mission and program of the national office of your church's denomination, would you count that as part of your pledge, or would you consider it a separate donation? 1-Part of pledge. 2-Separate donation. 3-Unsure. N=280

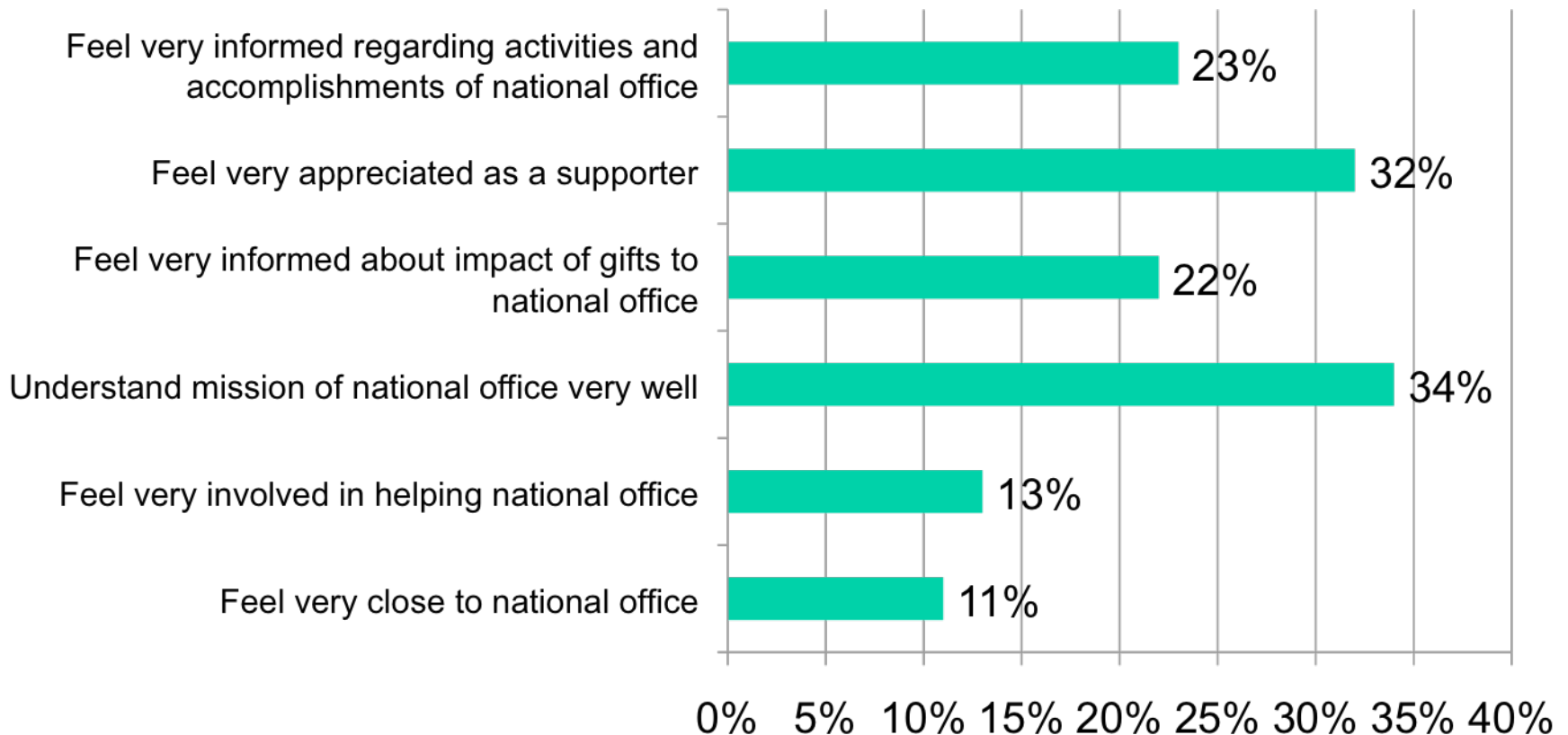


“Trustworthiness” and “Financial Integrity” Among “Very Motivating” Reasons for Supporting PC(USA) National Programs



Q.14 On a scale of 1 to 5, where 1 is “Not at All” and 5 is “Very”, please tell me how motivating the following were in your decision to support the national office. The first one is... [Randomized] 1-They demonstrate financial integrity. 2-They have a reputation for effectiveness. 3-Their appeal described a compelling need. 4-It is my responsibility to support them as a member. 4-They are trustworthy. N=151

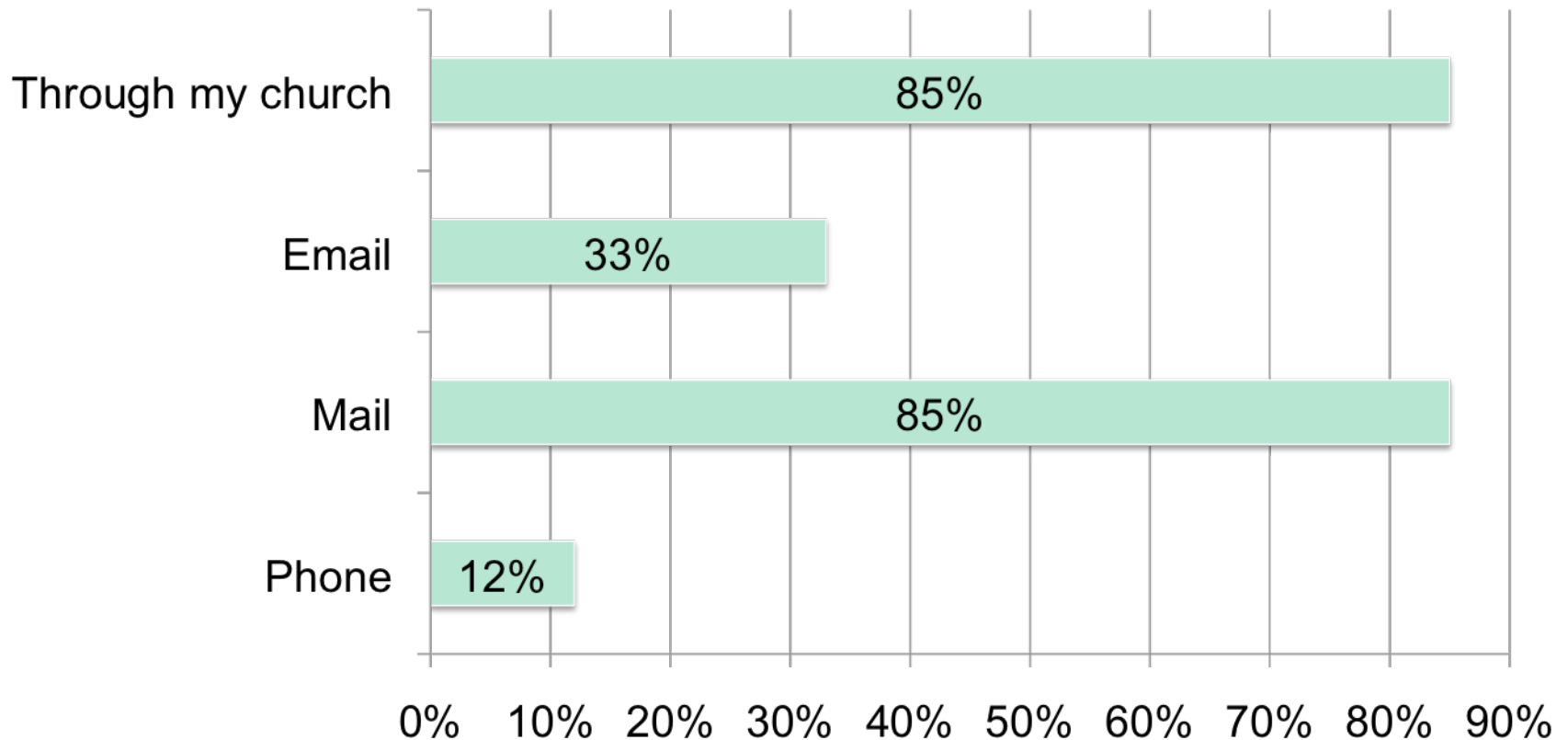
High Percentage of Database Households Feel “Very” Connected to PC(USA) National Ministries



Q.20 For these next questions about your denomination's national office, please use a scale of 1 to 5, where 1 is "Not At All" and 5 is "Very". [Randomized] 1-How close do you feel to the national office overall? 2-How involved do you feel in helping them? 3-How well do you feel you understand their mission? 4-How informed do you feel about the impact of your gifts? [If donor] 5-How appreciated do you feel as a supporter? [If donor] 6-How informed do you feel regarding their activities and accomplishments? N=300



“Through Church” and “Mail” Share Top National Contact Preferences



Q.21 How do you prefer the national office contact you in the future? After I read each option, please indicate yes or no. [Prompt. Select all that apply.] N=300

