



Church Giving and Worship Report: Key Findings from 2024

Joe Park, CFRE
CEO



Table of Contents

Introduction	1
Key Findings	2
Summary	3
Changes in Giving and Worship Attendance 2024 vs 2023	6
Changes in Giving by Annual Budget	7-9
Changes in Giving and Worship Attendance by Region	10-14
Changes in Worship by Ministry Budget	15-17
About the Author	18
About Horizons Stewardship	19



horizons
STEWARDSHIP

Introduction

Horizons Stewardship invited churches of all sizes and denominations to complete a short survey to provide a quick snapshot of changes in giving and worship attendance for January – December 2023 compared with the same period in 2024.

Three hundred forty-nine (349) churches completed the survey, the results of which form this report. Participants were asked to share their annual ministry giving and the region of the country in which they were located, allowing readers to compare their churches' results by size and geography.

This report shares data instead of interpreting it. The findings are presented without links to causal factors, which can be further explored through resources available in Horizons' free on-demand resource library, [Giving365.com](https://giving365.com).

Readers are encouraged to compare their 2024 church contributions and worship attendance with those of similar-sized churches in their region of the country.

If you're interested in developing a culture of generosity at your church, check out nextlevelgenerosity.com.

If you're ready to chat, feel free to reach out to me at jpark@horizons.net or click the contact button on our website, [Horizons.net](https://horizons.net).

Joe Park
CEO
Horizons Stewardship



Key Findings

Church Giving

- 56% reported growth in giving.
- 24% reported giving was about the same.
- 20% reported a decrease in giving.
- 79% with giving over \$5M increased and 8% decreased.
- 56% with giving \$1M to \$4.999M increased and 19% decreased.
- 75% with giving \$500,000 to \$999,999 increased and 21% decreased.
- 48% with giving \$100,000 to \$499,999 increased and 26% decreased.
- 39% with under \$100K saw increases, and 15% decreased.
- The West saw the highest percentage of churches with increased giving (60%).
- Southwest and Northeast churches were the least likely to see increases in giving (53%).

Church Worship Attendance (in-person & online)

- 56% reported growth in worship attendance.
- 27% reported worship attendance was about the same.
- 17% reported a decline in worship attendance.
- Midwest and Southwest churches had the highest % of churches with increases at 61%.
- Northeast churches had the lowest % of churches, with increases at 46%.
- Southwest had the most churches, over 20% decline at 23%.
- Southeast churches had the fewest churches, with over 10% decline at 13%.

Changes in Worship Attendance by Annual Ministry Budget

- 91% of churches giving over \$5M increased vs 9%, which decreased.
- 71% of churches giving \$1M to \$4.999M increased vs 10%, which decreased.
- 65% of churches giving \$500,000 to \$999,999 increased vs 12%, which decreased.
- 44% of churches giving \$100,000 to \$499,999 increased vs 21%, which decreased.
- 29% of churches giving under \$100,000 saw increases vs 12%, which decreased.



Summary

Trends in Church Giving in 2024 versus 2023

The percentage of churches experiencing **growth in giving (56%)** remained the same among churches of all sizes in 2023.

In 2024, churches of all sizes experiencing a **decline in giving (20%)** fell slightly compared with (21%) in 2023.

Annual Giving	2024 Increased	2023 Increased	2024 vs 2023
\$5m+	79%	75%	+4%
\$1 – 4.999m	56%	58%	-2%
\$500k – 999k	75%	66%	+9%
\$100k – 499k	48%	47%	+1%
Under \$100k	39%	54%	-15%

Annual Giving	2024 Decreased	2023 Decreased	2024 vs 2023
\$5m+	8%	19%	-11%
\$1 – 4.999m	19%	21%	-2%
\$500k – 999k	21%	19%	+2%
\$100k – 499k	26%	22%	+4%
Under \$100k	15%	18%	-3%



Trends in Worship Attendance 2024 vs 2023

The percentage of churches in 2024 experiencing **growth in attendance (56%)** decreased **slightly** among churches of all sizes over (62%) in 2023.

The percentage of churches in 2024 experiencing a **decline in attendance (17%)** **increased** among churches of all sizes compared with (15%) in 2023.

Annual Giving	2024 Increased	2023 Increased	2024 vs 2023
\$5m+	91%	82%	+9%
\$1 – 4.999m	71%	74%	-3%
\$500k – 999k	65%	68%	-3%
\$100k – 499k	44%	54%	-10%
Under \$100k	29%	32%	-3%

Annual Giving	2024 Decreased	2023 Decreased	2024 vs 2023
\$5m+	9%	6%	+3%
\$1 – 4.999m	10%	13%	-3%
\$500k – 999k	12%	11%	+1%
\$100k – 499k	21%	16%	+5%
Under \$100k	12%	29%	-17%

These findings highlight differences in attendance trends and giving trends among churches with varying budget sizes. While the long-term trend of declining smaller churches is a significant concern, especially among denominational churches, it is

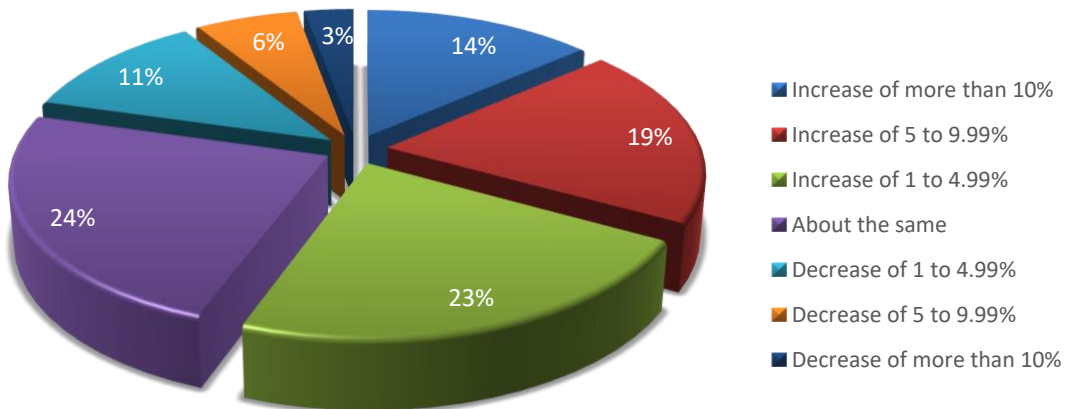


essential to remember that **churches of all sizes can and are thriving**. Horizons' anecdotal observation is that the larger the church, the more open it tends to be toward making the changes to see its ministry impact continue to be relevant in their ministry context.



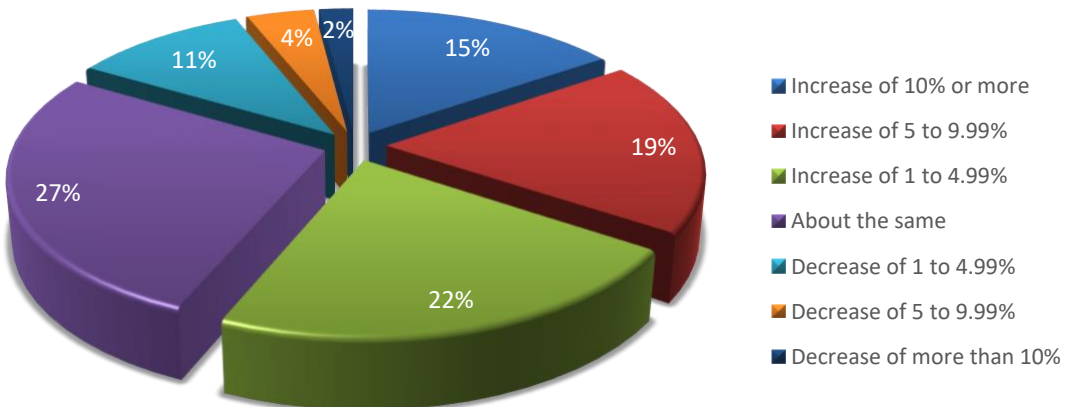
Changes in Giving and Worship Attendance (All Churches)

2024 Giving vs 2023 Giving



*Results from 348 Churches

2024 Worship Attendance (on-campus, online & on-demand) vs 2023

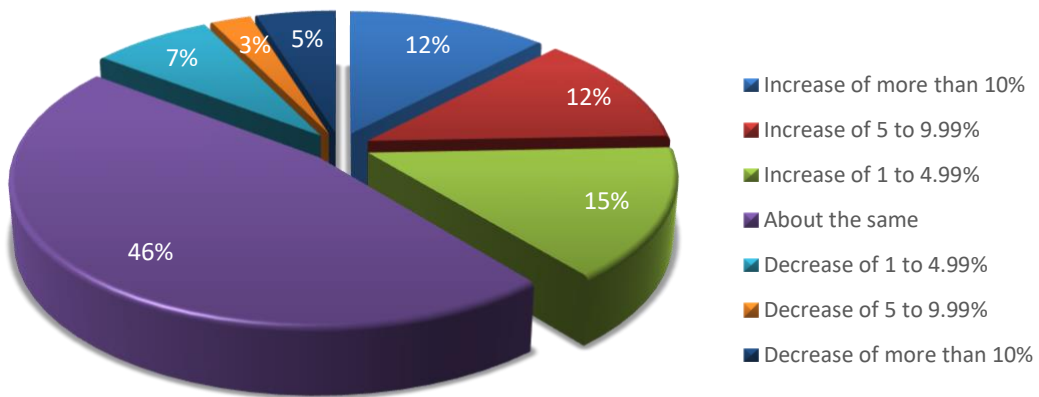


*Results from 348 Churches



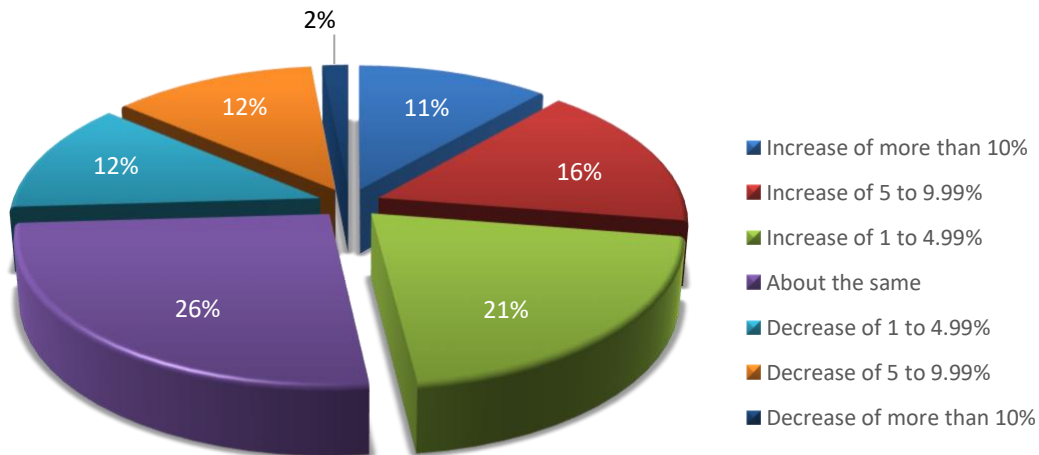
Changes in 2024 Giving vs 2023 Giving by Annual Budget

Under \$100,000



*Results from 41 Churches

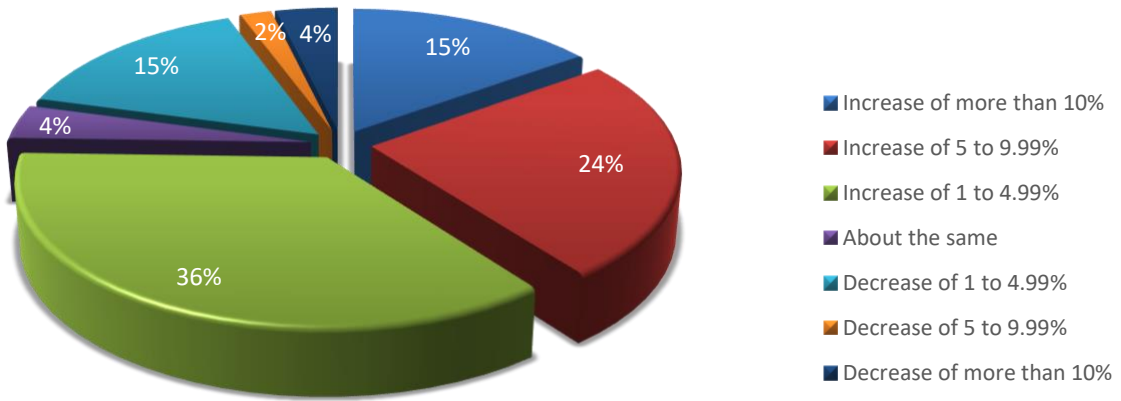
\$100,000-\$499,999



*Results from 131 Churches

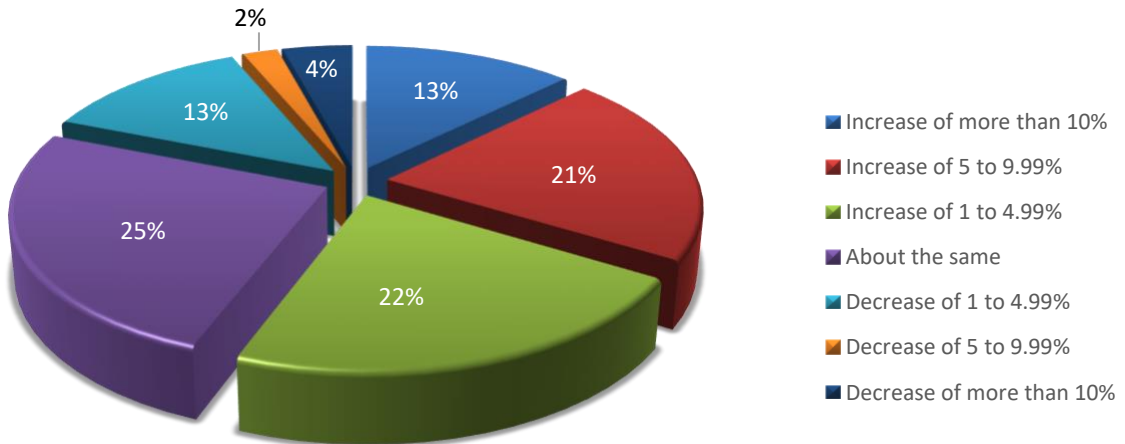


\$500,000-\$999,999



*Results from 53 Churches

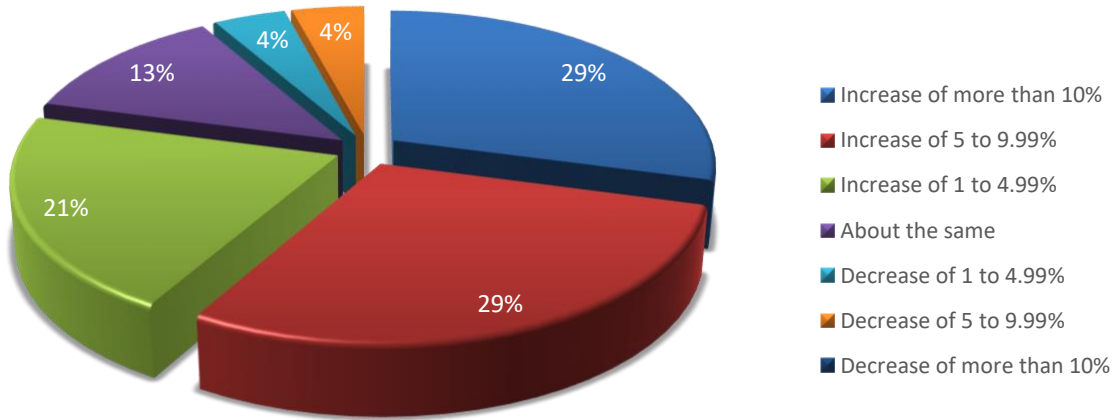
\$1,000,000-\$4,999,999



*Results from 96 Churches



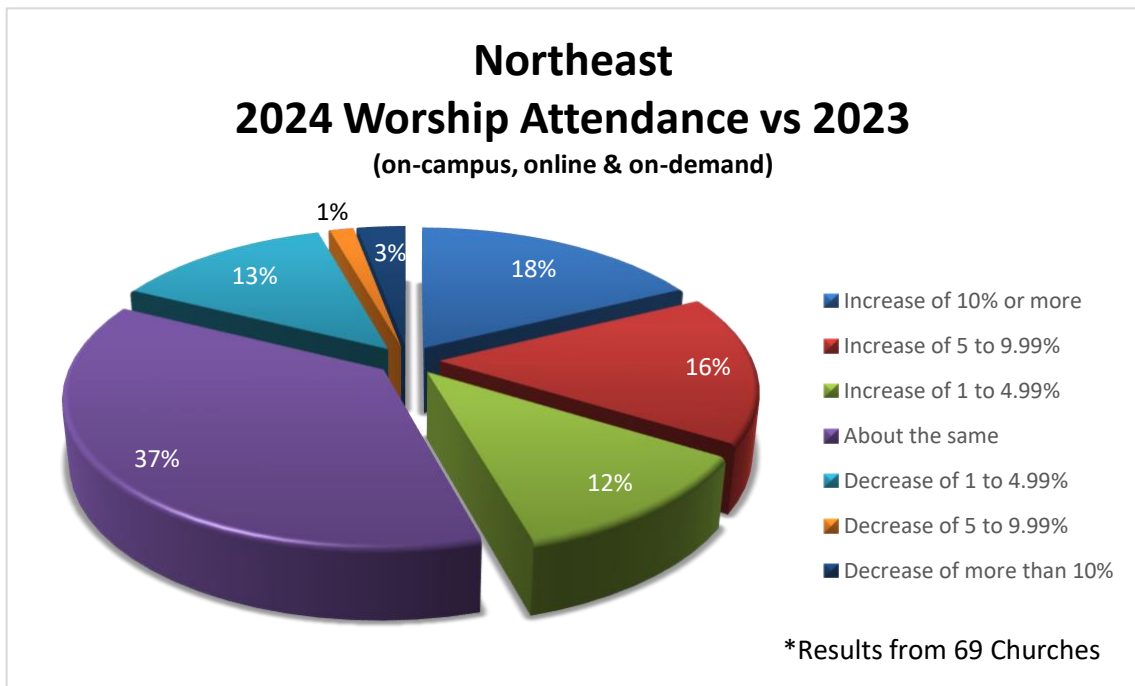
Over \$5,000,000



*Results from 24 Churches

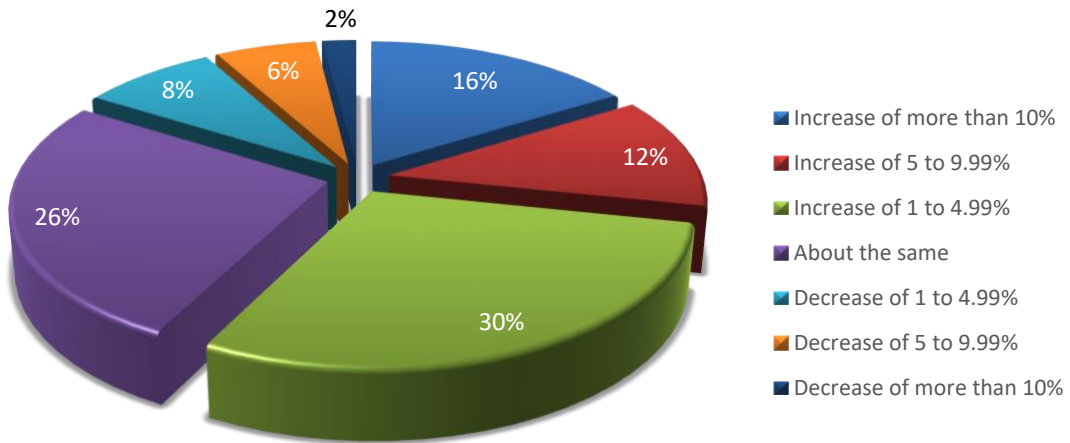


Changes in Giving and Worship Attendance by Region



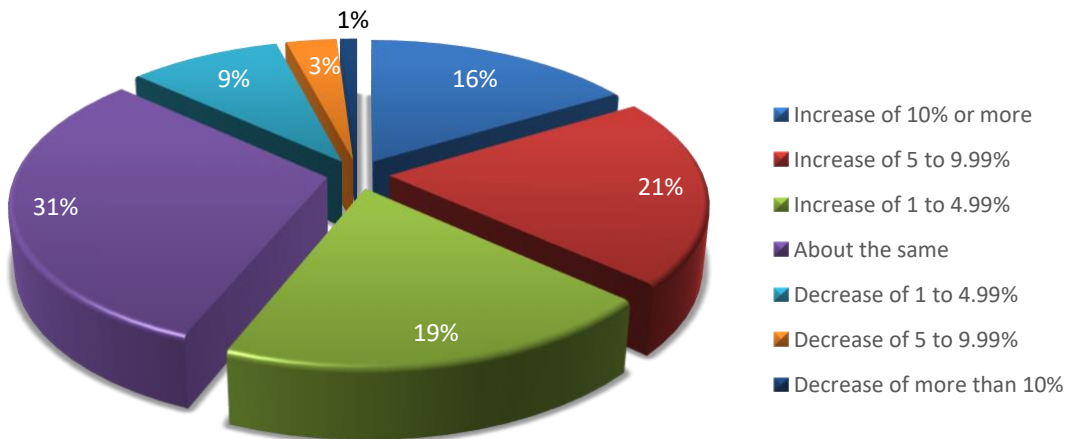


Southeast 2024 Giving vs 2023 Giving



*Results from 101 Churches

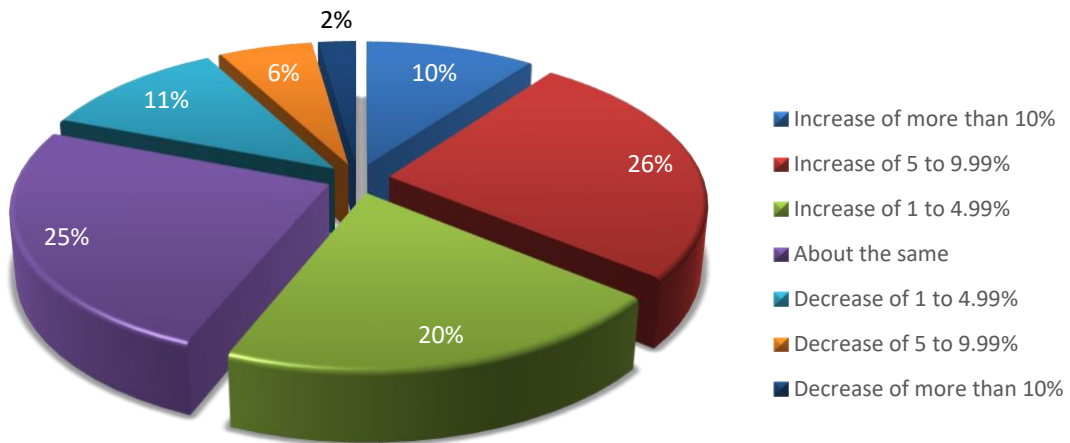
Southeast 2024 Worship Attendance vs 2023 (on-campus, online & on-demand)



*Results from 101 Churches

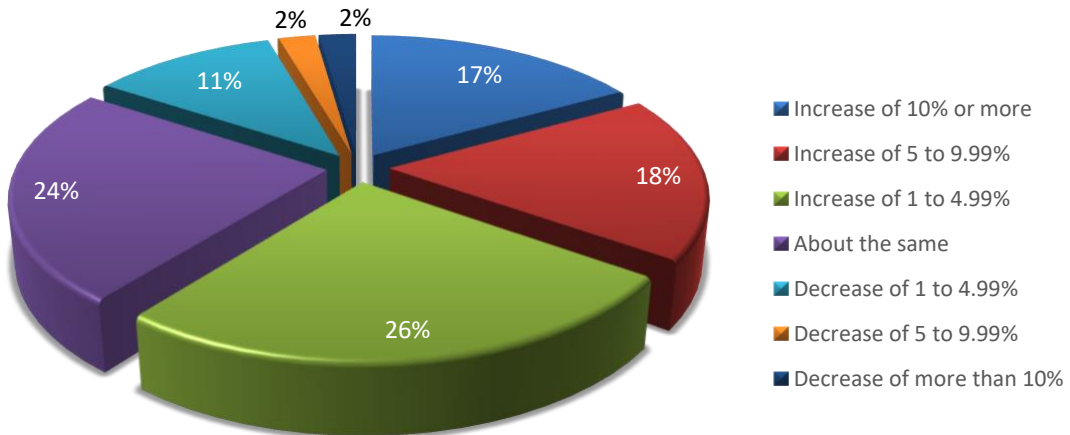


Midwest 2024 Giving vs 2023 Giving



*Results from 89 Churches

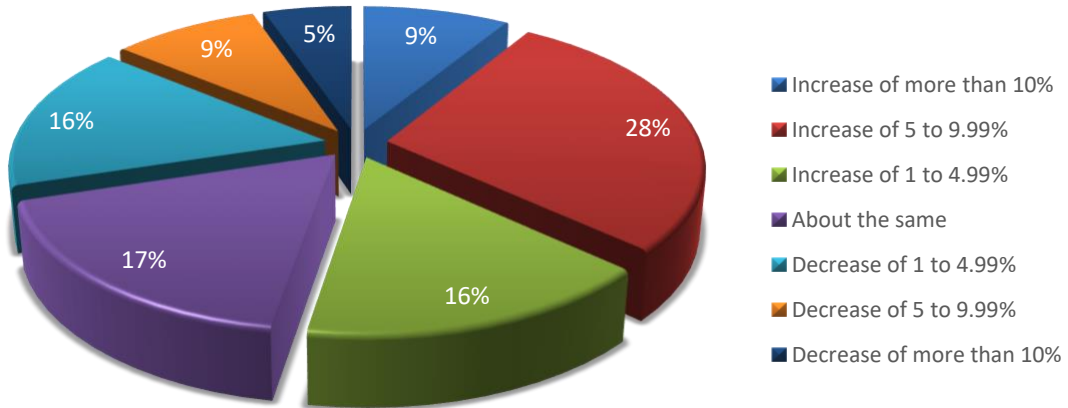
Midwest 2024 Worship Attendance vs 2023 (on-campus, online & on-demand)



*Results from 89 Churches

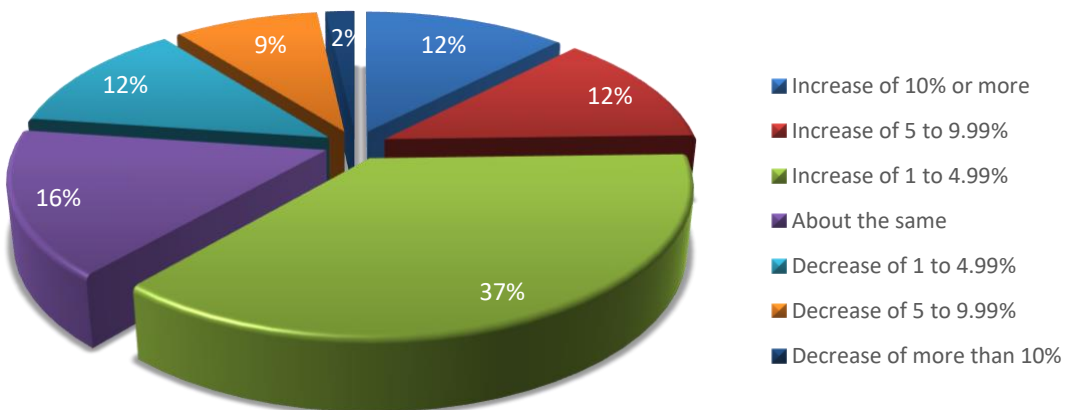


Southwest 2024 Giving vs 2023 Giving



*Results from 57 Churches

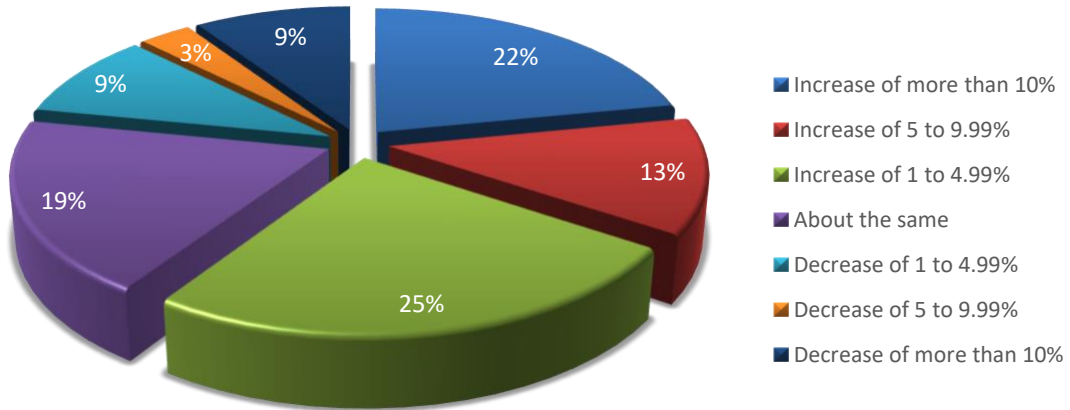
Southwest 2024 Worship Attendance vs 2023 (on-campus, online & on-demand)



*Results from 57 Churches

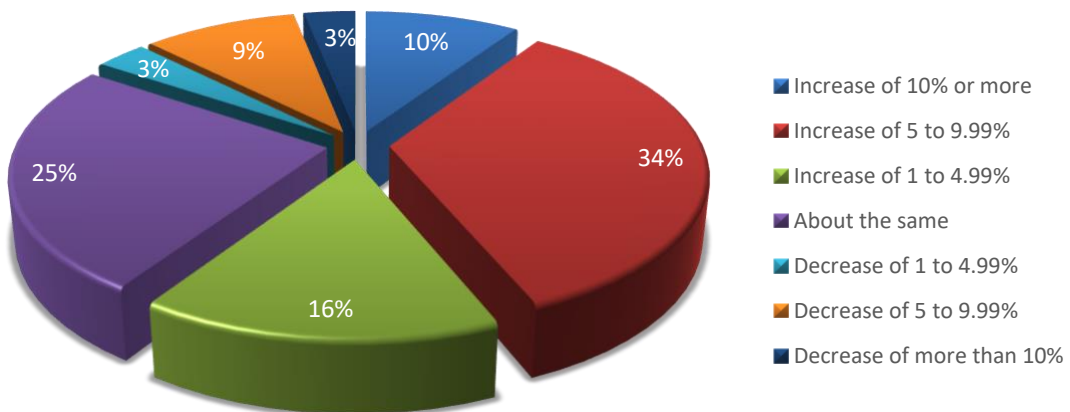


West 2024 Giving vs 2023 Giving



*Results from 33 Churches

West 2024 Worship Attendance vs 2023 (on-campus, online & on-demand)

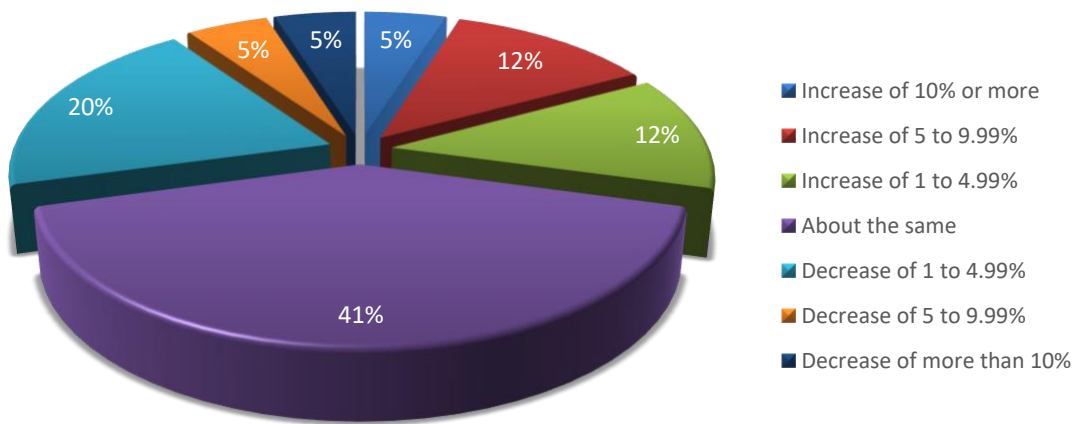


*Results from 33 Churches



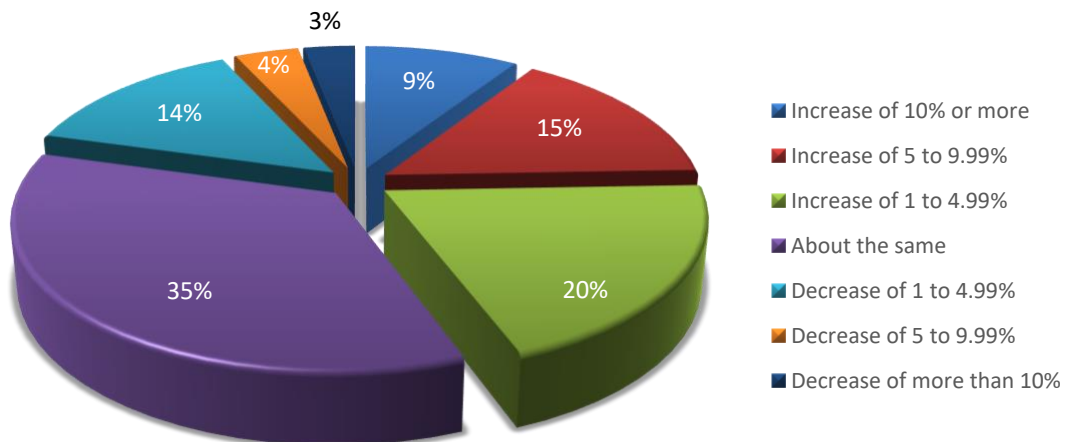
Changes in Worship Attendance by Ministry Budget

Under \$100,000 2024 Worship Attendance vs 2023 (on-campus, online & on-demand)



*Results from 41 Churches

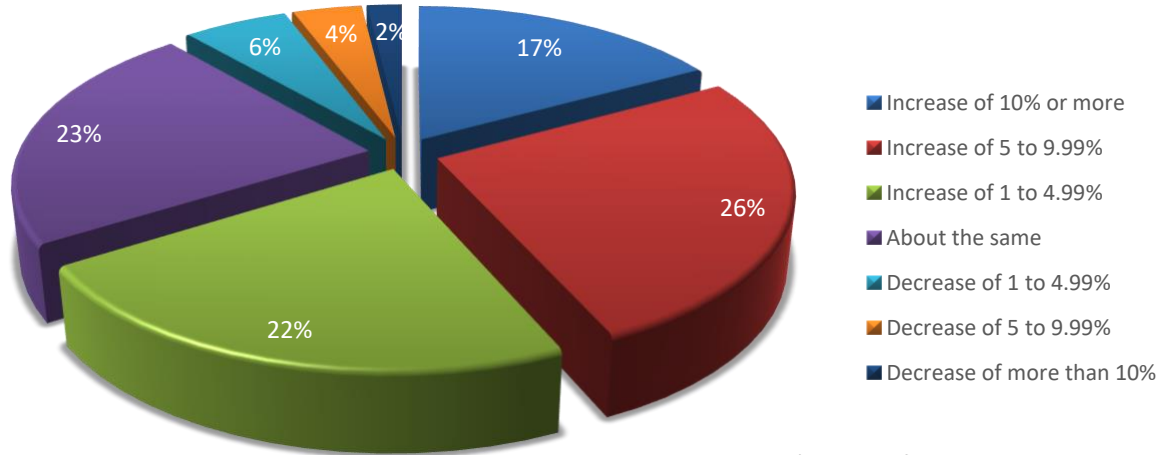
\$100,000-\$499,999 2024 Worship Attendance vs 2023 (on-campus, online & on-demand)



*Results from 131 Churches

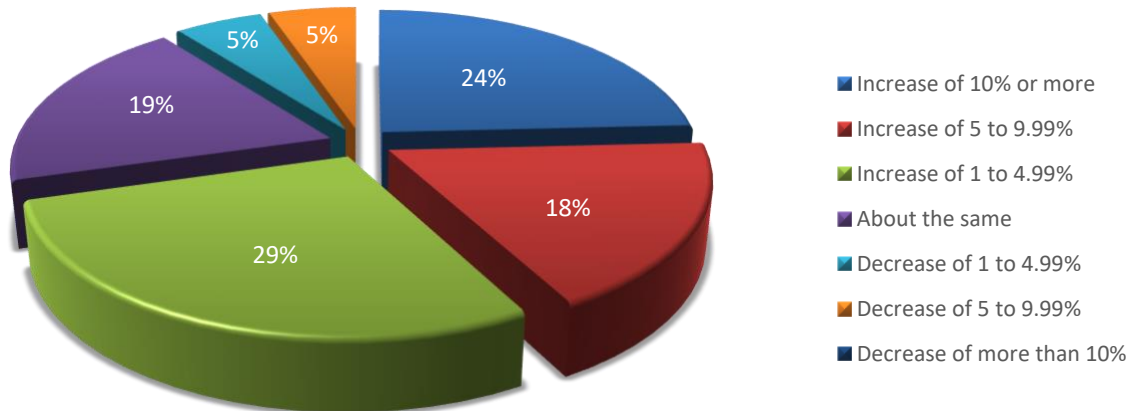


\$500,000-\$999,999 2024 Worship Attendance vs 2023 (on-campus, online & on-demand)



*Results from 53 Churches

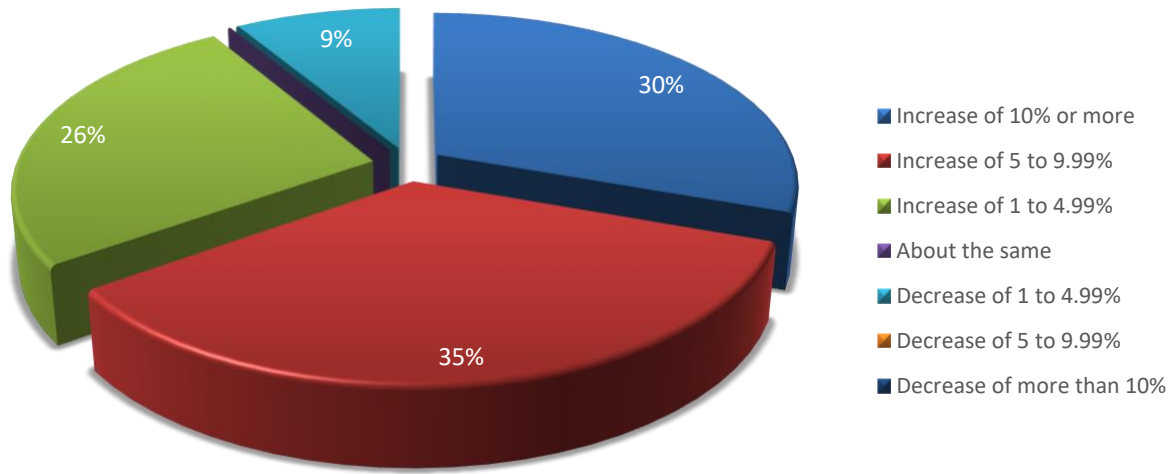
\$1,000,000-\$4,999,999 2024 Worship Attendance vs 2023 (on-campus, online & on-demand)



*Results from 96 Churches



Over \$5,000,000 2024 Worship Attendance vs 2023 (on-campus, online & on-demand)



*Results from 24 Churches



horizons
STEWARDSHIP

About the Author



Joe Park, CEO

Joe leads a team of 30 dedicated Ministry Strategists and support staff at Horizons Stewardship, whose mission is to help churches and faith-based nonprofits grow disciples and fund their ministries. The Horizons team has assisted churches in raising over 10 billion dollars in capital funding and much more in annual and planned giving. Joe has consulted and taught extensively on implementing best practices in generosity, strategic planning, and change management.

Before joining Horizons in 2002, he served as the CEO of Community Financial Group, which had banking, insurance, and investment operations in seven different cities. He was named one of Arkansas's Outstanding Business Leaders by Arkansas Business Magazine, received the Sam Walton Business Leader Award, and was selected by the Secretary of the Air Force as a Civilian Leader representative to the Air War College. The Community Financial Group earned the prestigious Arkansas Governor's Award for Most Outstanding Mid-Sized Company for Community Service.

Joe earned a degree in Finance and Banking from the University of Arkansas, as well as a master's degree in Business Administration from Boston University.



About Horizons Stewardship

Horizons Stewardship helps church and faith-based nonprofit leaders grow disciples and fund ministry through a collaborative framework that is tailored to the unique culture of the church, aligned with the leadership's vision, and implemented through coaching, planning, technology, and analytics to ensure the church lives into its full ministry potential and impact.

After more than two decades working with thousands of churches to raise billions of dollars for ministry projects, Horizons has refined a deeply integrated, spiritually focused approach that consistently results in more ministry funding and more effective disciple-making strategies.

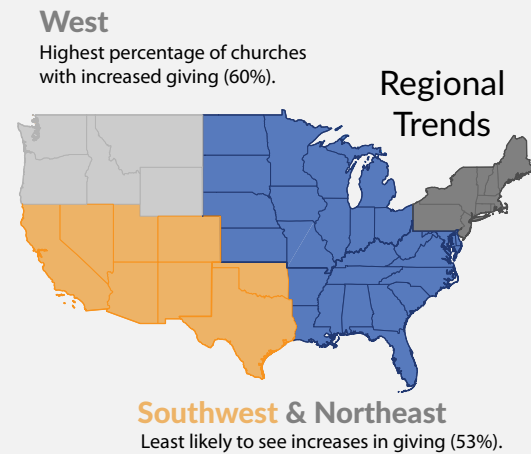
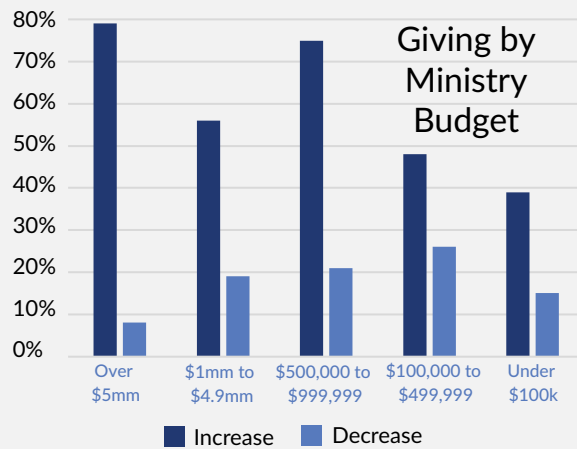
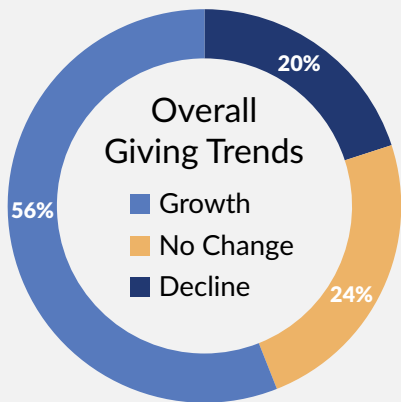
Horizons' ministry team of International Coaching Federation (ICF) trained coaches are ready to help you discover a proven, effective process that will empower you to move forward with clarity and confidence. Churches who partner with Horizons, on average, experience **double-digit increases in giving within the first twelve months.**

Visit Horizons.net today to see if Horizons might be able to help you turn your ministry plan into a transformational discipleship experience.

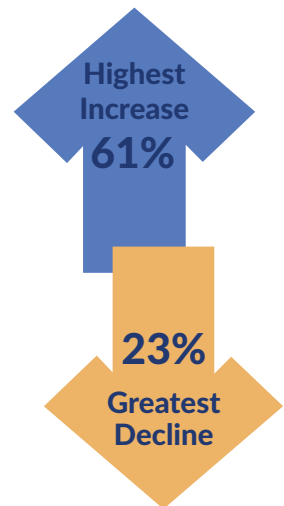
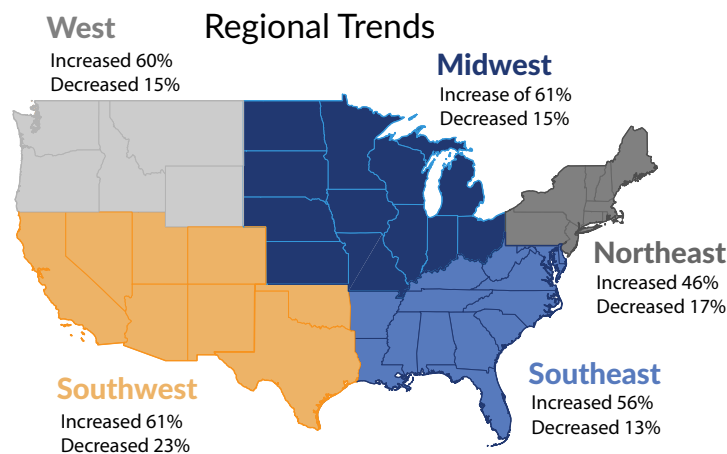
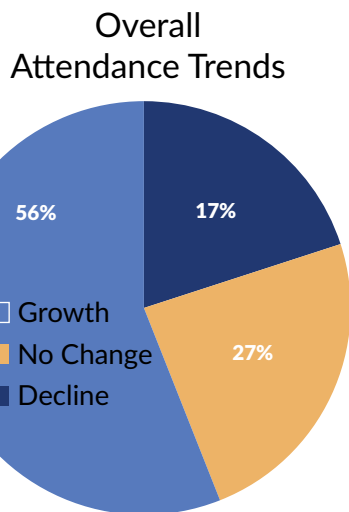
Church Giving & Worship Attendance Trends

Insights on Growth, Decline, and Regional Variations in 2024

Church Giving Trends



Worship Attendance Trends (In-Person & Online)

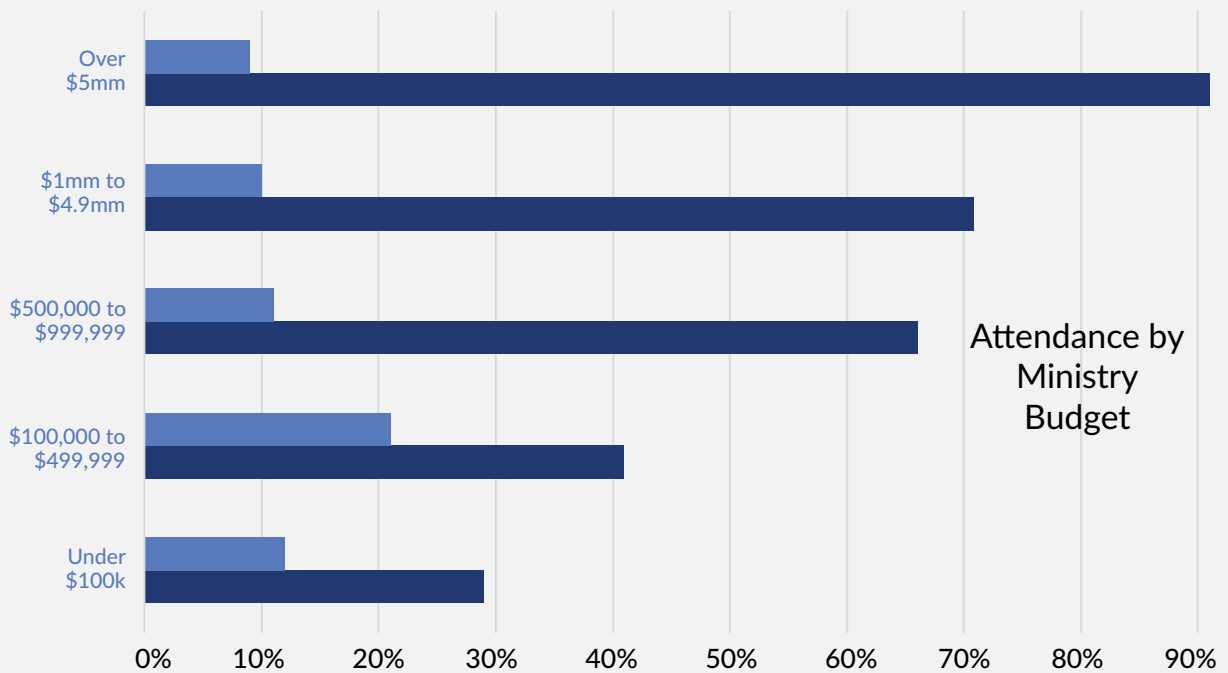


Church Giving & Worship Attendance Trends

Insights on Growth, Decline, and Regional Variations in 2024

Attendance Changes by Ministry Budget

■ Decrease
■ Increase



Key Insights

92%

Largest Increase in Church Worship

29%

Smallest Decrease in Church Worship

79%

Largest Increase in Church Giving



Scan to download the full report.