



Giving and Worship Report: Key Findings from 2023

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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 2022.

Three hundred and sixteen (316) 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 to allow readers to compare their church's results by size and geography.

This report aims to share data rather than to interpret it. The findings are presented without connection to causal factors, which can be explored through resources located in Horizons' free on-demand resource library, [Giving365.com](https://giving365.com).

Readers are invited to compare their 2023 giving and worship attendance with churches of their size and region of the country.

If you want to learn more about creating a culture of generosity at your church, visit nextlevelgenerosity.com.

If you are ready for a conversation, please contact 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.
- 23% reported giving was about the same.
- 21% reported a decrease in giving.
- 75% with giving over \$5M increased and 19% decreased.
- 58% with giving \$1M to \$4.999M increased and 21% decreased.
- 66% with giving \$500,000 to \$999,999 increased and 19% decreased.
- 47% with giving \$100,000 to \$499,999 increased and 22% decreased.
- 54% with under \$100K saw increases, and 18% decreased.
- The West saw the highest percentage of churches with increased giving (65%).
- Northeast churches were the least likely to see increases in giving (44%).

Church Worship Attendance (in-person & online)

- 62% reported growth in worship attendance.
- 23% reported worship attendance was about the same.
- 15% reported a decline in worship attendance.
- Southwest churches had the highest % of churches with increases at 79%.
- Northwest churches had the lowest % of churches with increases at 45%.
- Southwest churches had the largest % of over 10% decline at 4%.
- West churches had the lowest % of over 10% decline at 0%.

Changes in Worship Attendance by Annual Ministry Budget

- 82% with giving over \$5M increased and 6% decreased.
- 74% with giving \$1M to \$4.999M increased and 13% decreased.
- 68% with giving \$500,000 to \$999,999 increased and 11% decreased.
- 54% with giving \$100,000 to \$499,999 increased and 16% decreased.
- 32% with under \$100K saw increases, and 29% decreased.



Summary

Positive Trends in Church Giving in 2023 versus 2022

The percentage of churches in 2023 experiencing **growth in giving (56%)** increased significantly among churches of all sizes over (44%) in 2022.

The percentage of churches in 2023 experiencing a **decline in giving (21%)** fell among churches of all sizes compared with (30%) in 2022.

Annual Giving	2023 Increased	2022 Increased	2023 vs 2022
\$5m+	75%	57%	+17%
\$1 – 4.999m	58%	47%	+11%
\$500k – 999k	66%	49%	+17%
\$100k – 499k	47%	42%	+ 5%
Under \$100k	54%	37%	+17%

Annual Giving	2023 Decreased	2022 Decreased	2023 vs 2022
\$5m+	19%	21%	- 2%
\$1 – 4.999m	21%	28%	- 7%
\$500k – 999k	19%	28%	- 9%
\$100k – 499k	22%	30%	- 8%
Under \$100k	18%	35%	-17%



Positive Trends in Worship Attendance 2023 vs 2022

The percentage of churches in 2023 experiencing **growth in attendance (62%)** increased significantly among churches of all sizes over (31%) in 2022.

The percentage of churches in 2023 experiencing a **decline in attendance (15%)** fell among churches of all sizes compared with (47%) in 2022.

Annual Giving	2023 Increased	2022 Increased	2023 vs 2022
\$5m+	82%	64%	+18%
\$1 – 4.999m	74%	37%	+37%
\$500k – 999k	68%	30%	+38%
\$100k – 499k	54%	28%	+26%
Under \$100k	32%	27%	+ 5%

Annual Giving	2023 Decreased	2022 Decreased	2023 vs 2022
\$5m+	6%	21%	- 15%
\$1 – 4.999m	13%	44%	-31%
\$500k – 999k	11%	56%	-45%
\$100k – 499k	16%	49%	-33%
Under \$100k	29%	39%	-10%

Buried in the good news of increases in the percentage of churches growing giving and worship attendance is a pattern of ***large-budget churches continuing to experience more sustained growth than smaller-budget churches***. For instance, 82% of churches with

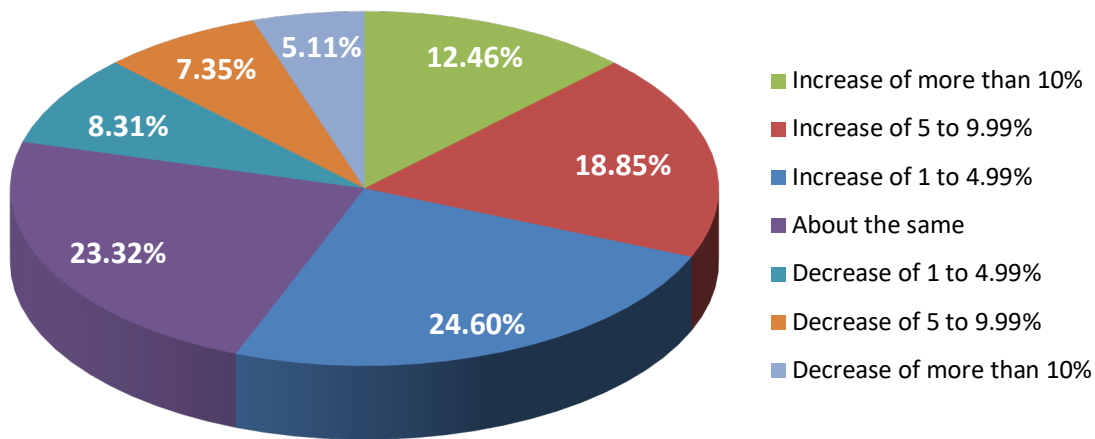


budgets over \$5,000,000 experienced increased attendance, compared to congregations with budgets under \$100,000, where only 32% reported growth.

The data portrays a landscape of prosperity for many churches, but it also underscores significant challenges facing others. Church leadership must establish tailored strategies to address these challenges, fostering financial stewardship and community engagement.

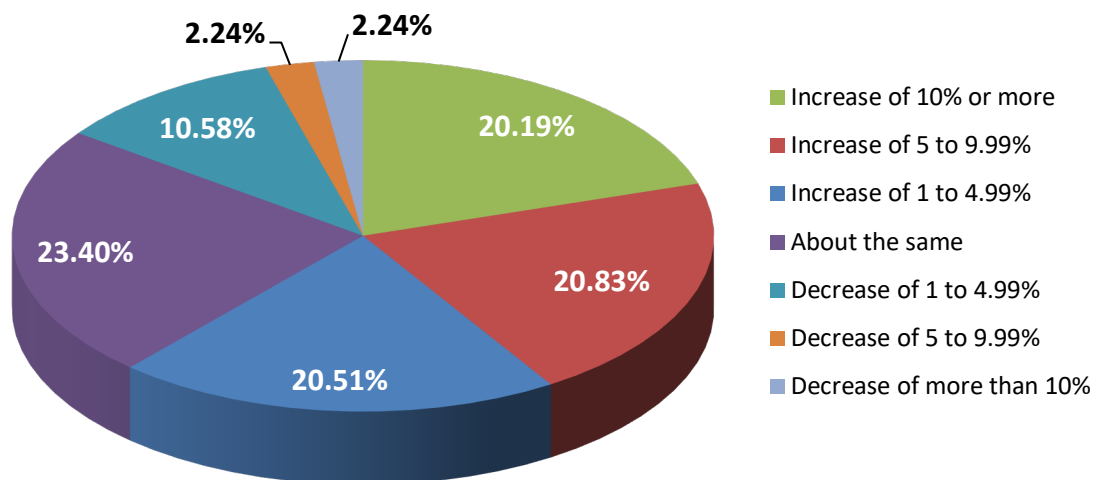
Changes in Giving and Worship Attendance (All Churches)

2023 Giving vs 2022 Giving



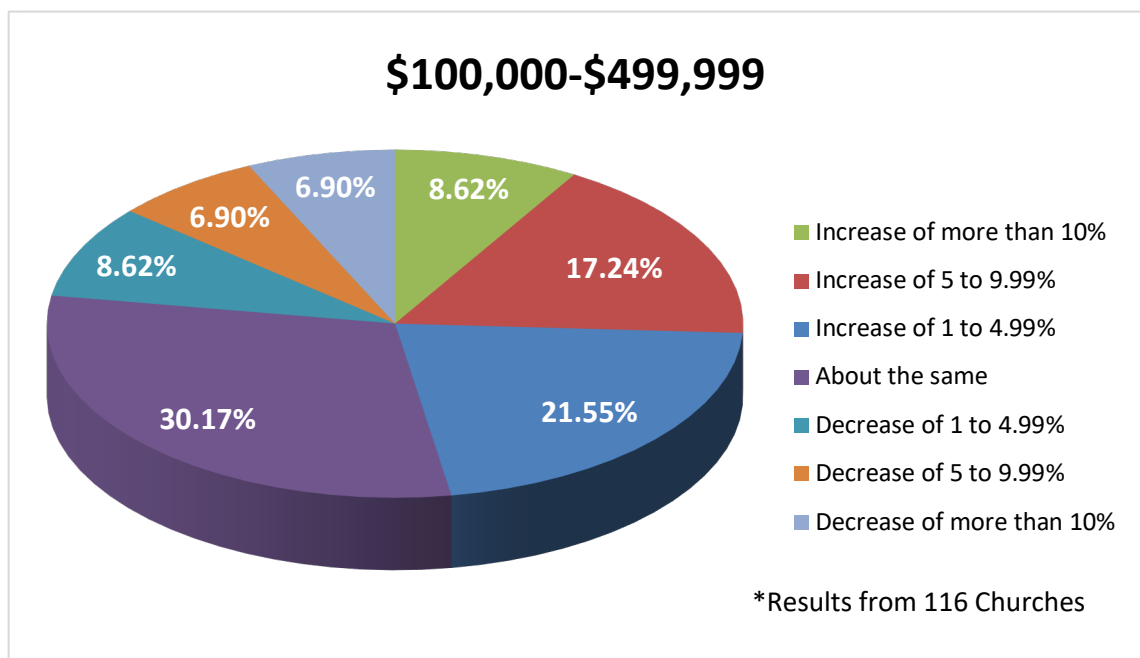
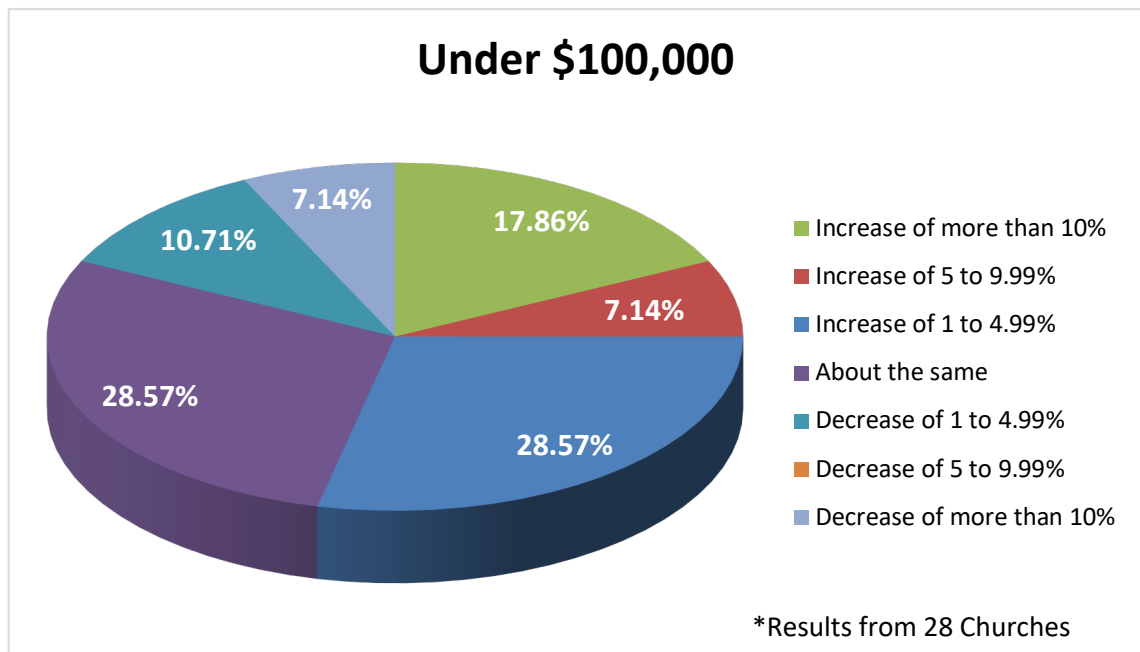
*Results from 312 Churches

2023 Worship Attendance vs 2022 (on-campus, online & on-demand)



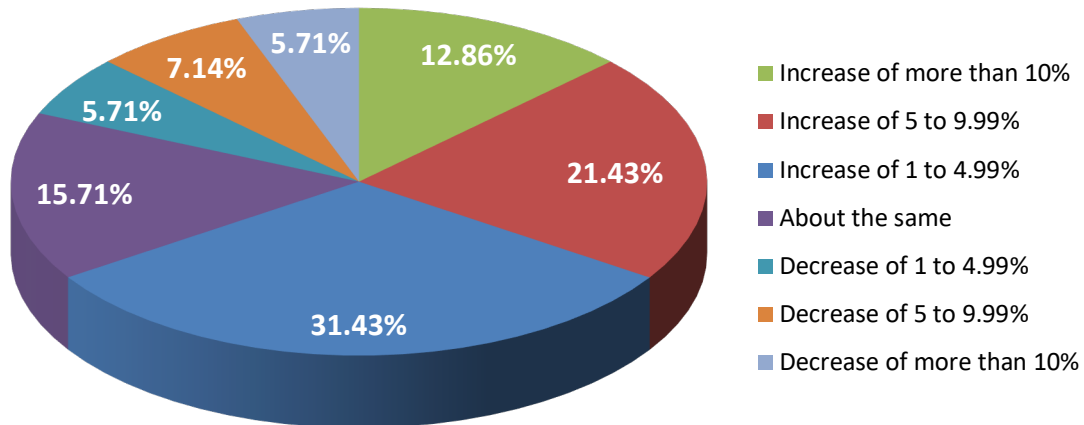
*Results from 313 Churches

Changes in 2023 Giving vs 2022 Giving by Annual Budget



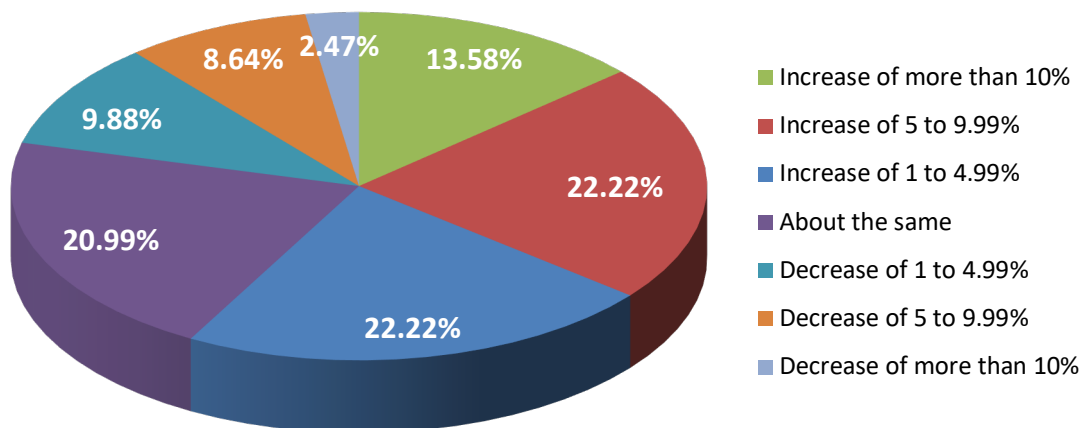


\$500,000-\$999,999



*Results from 70 Churches

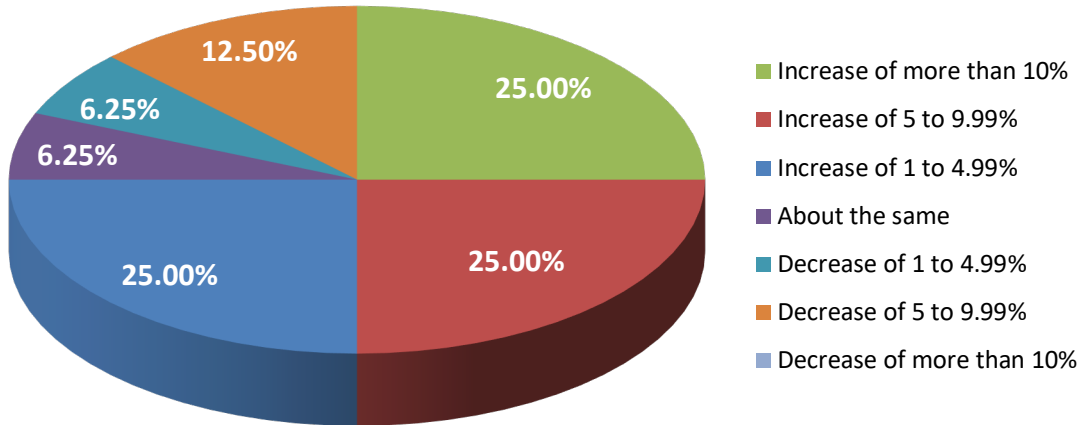
\$1,000,000-\$4,999,999



*Results from 81 Churches

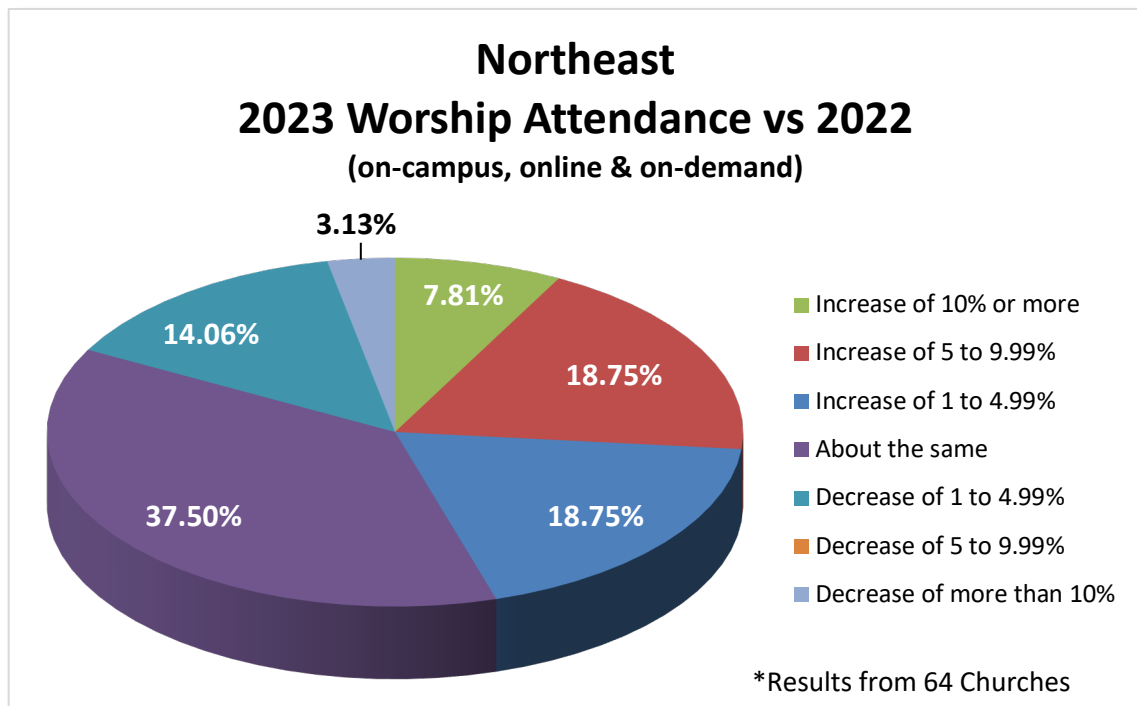
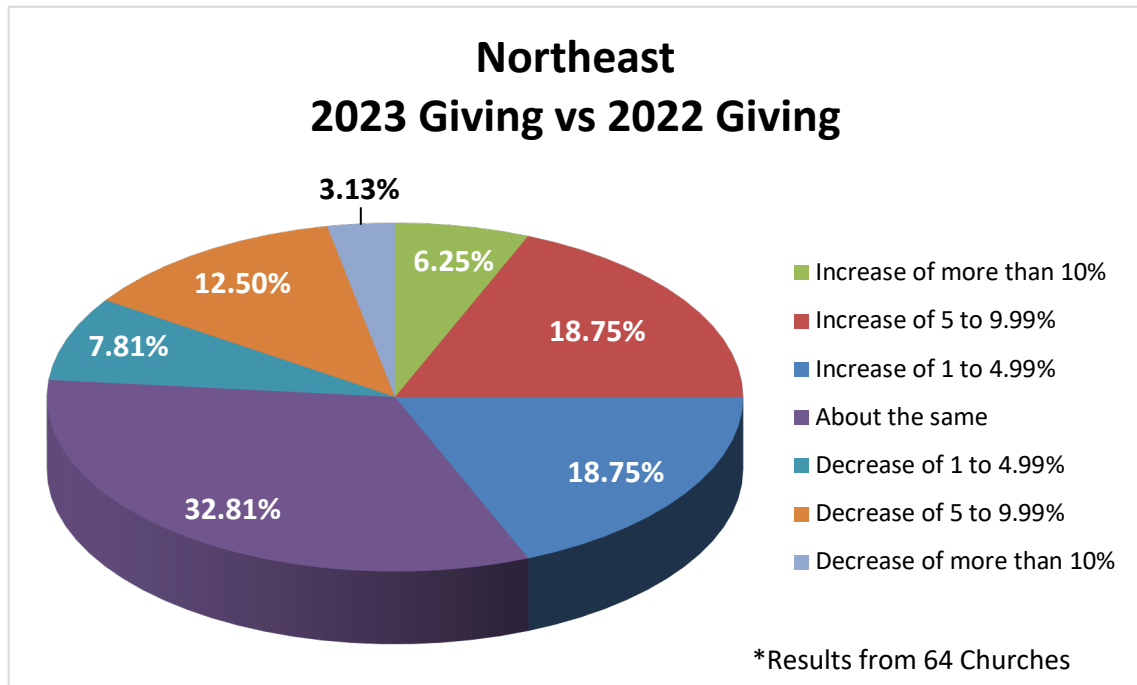


Over \$5,000,000



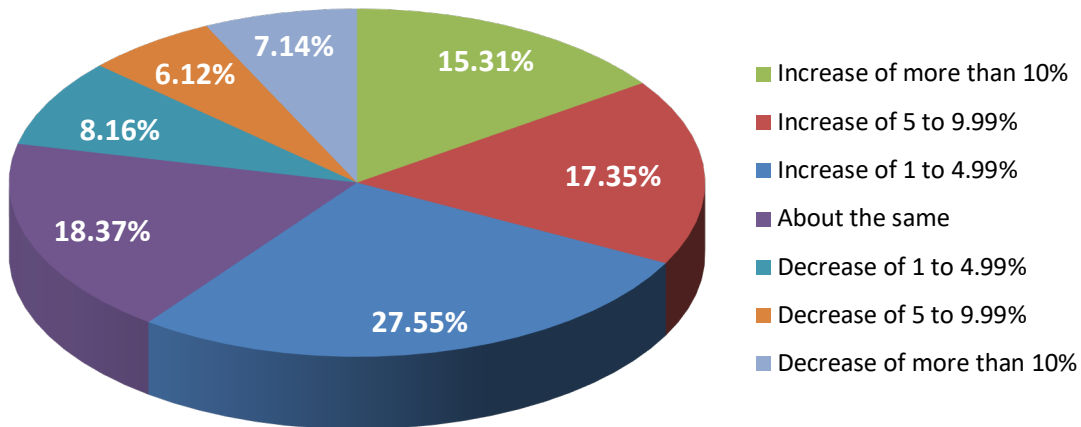
*Results from 16 Churches

Changes in Giving and Worship Attendance by Region



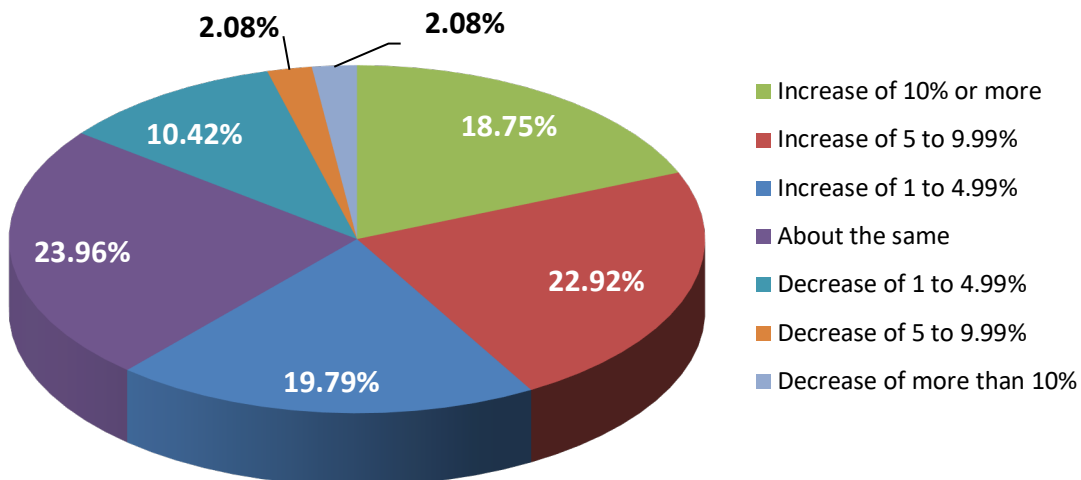


Southeast 2023 Giving vs 2022 Giving



*Results from 98 Churches

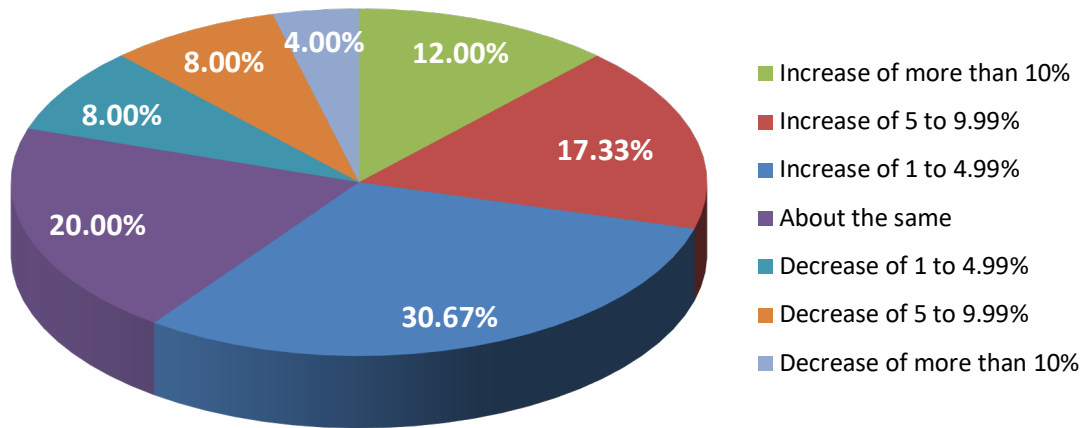
Southeast 2023 Worship Attendance vs 2022 (on-campus, online & on-demand)



*Results from 96 Churches

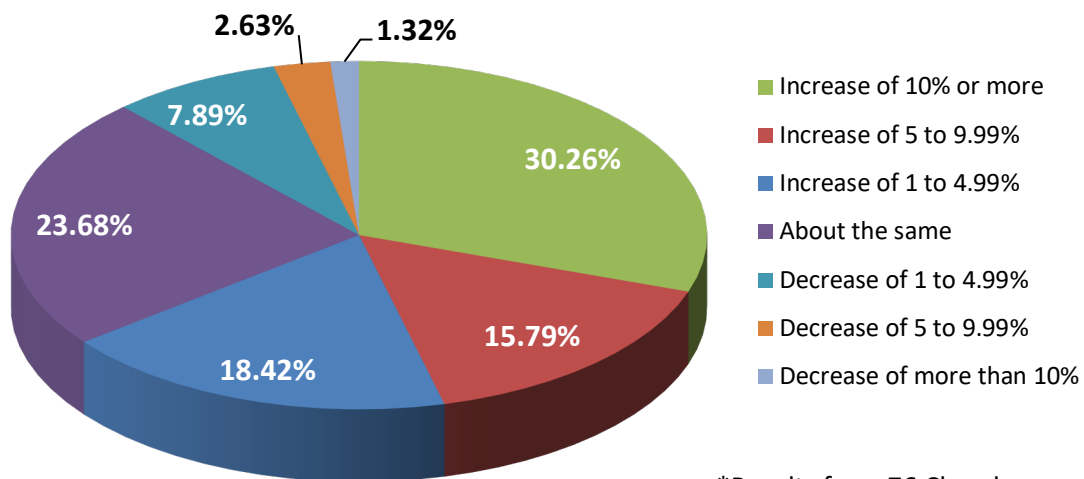


Midwest 2023 Giving vs 2022 Giving



*Results from 75 Churches

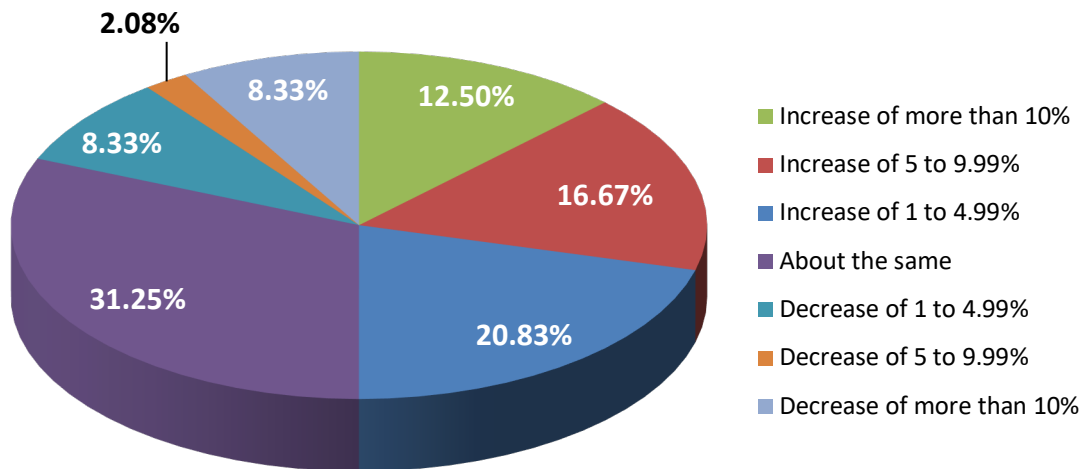
Midwest 2023 Worship Attendance vs 2022 (on-campus, online & on-demand)



*Results from 76 Churches

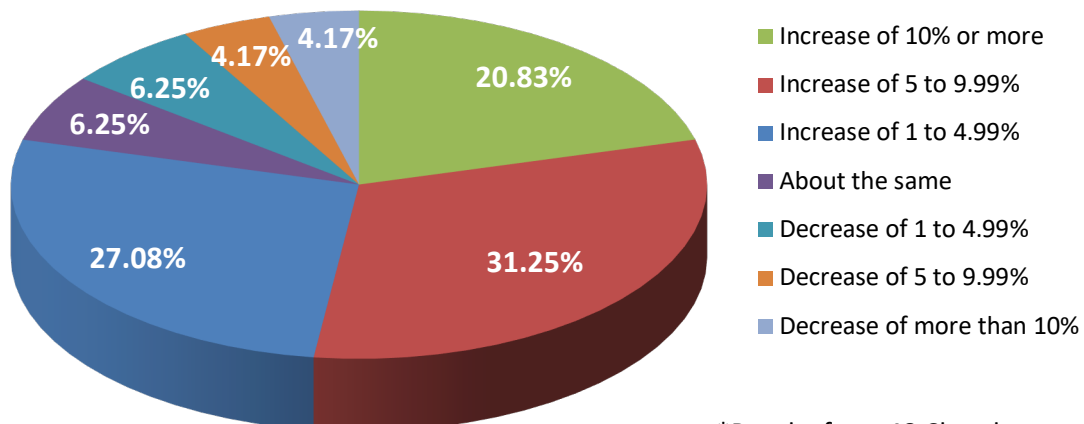


Southwest 2023 Giving vs 2022 Giving



*Results from 48 Churches

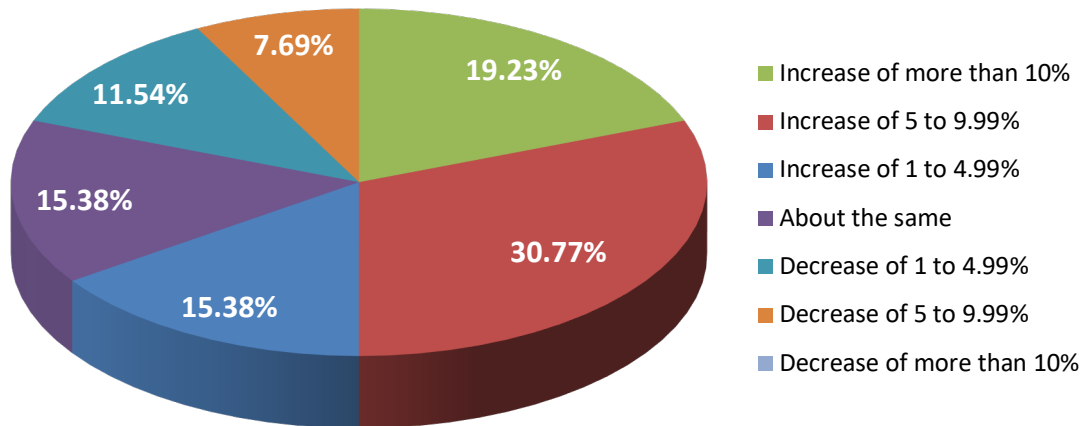
Southwest 2023 Worship Attendance vs 2022 (on-campus, online & on-demand)



*Results from 48 Churches

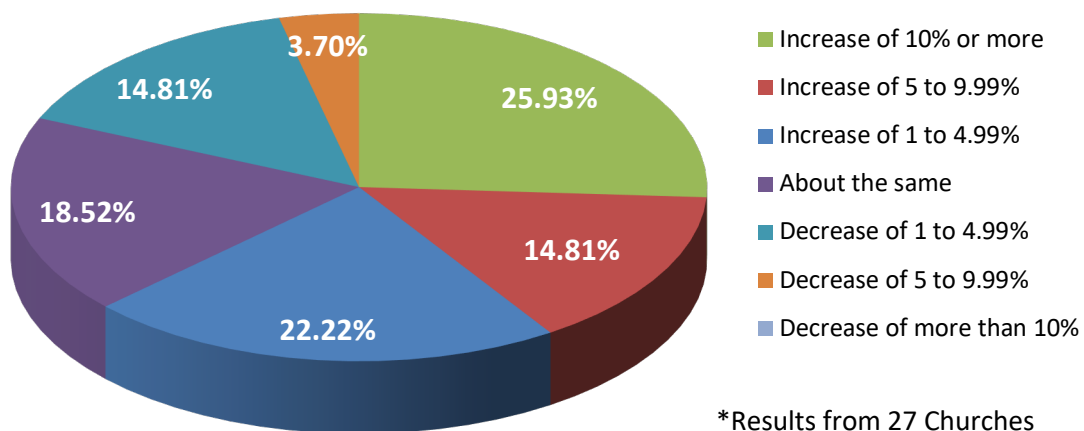


West 2023 Giving vs 2022 Giving



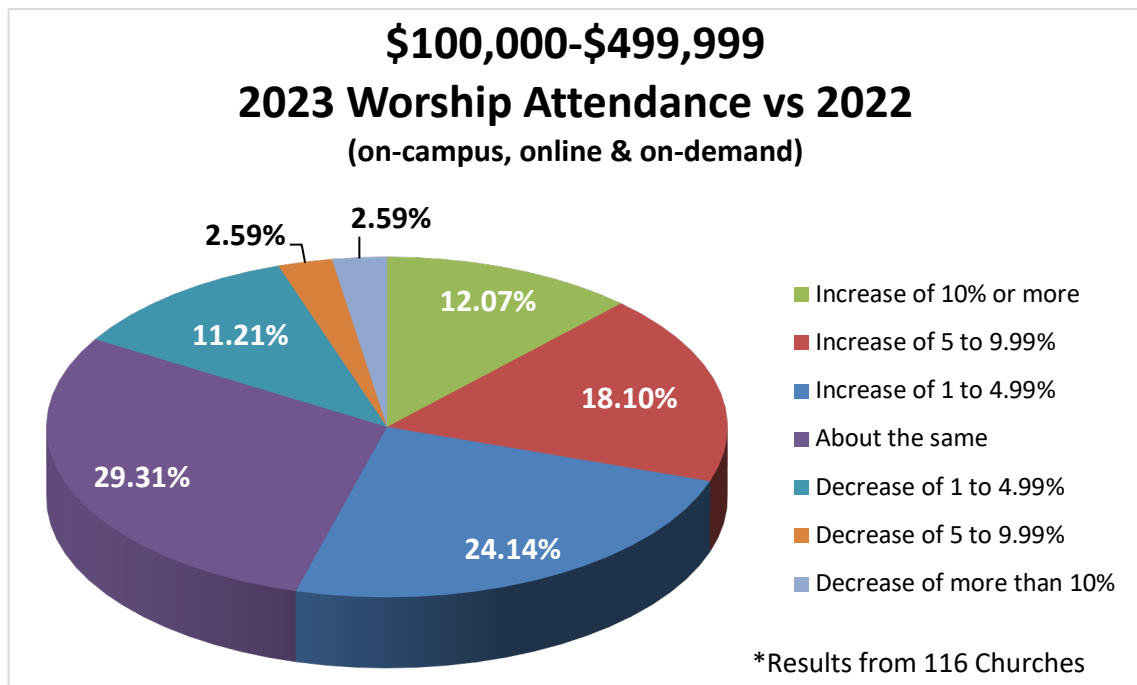
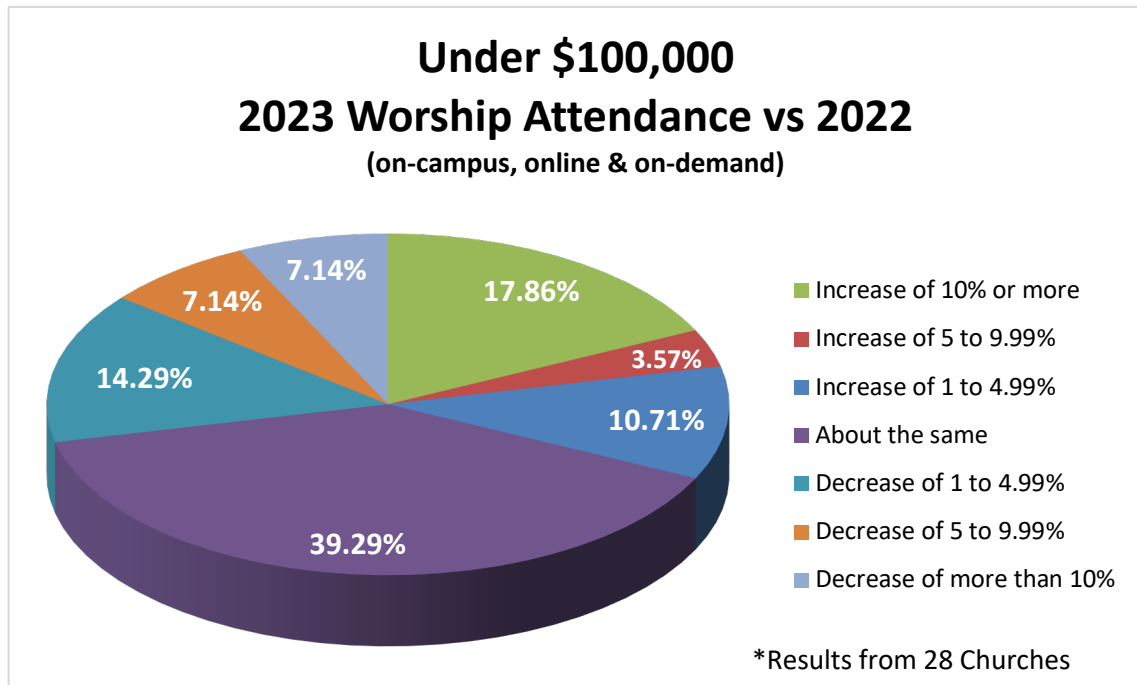
*Results from 26 Churches

West 2023 Worship Attendance vs 2022 (on-campus, online & on-demand)



*Results from 27 Churches

Changes in Worship Attendance by Ministry Budget

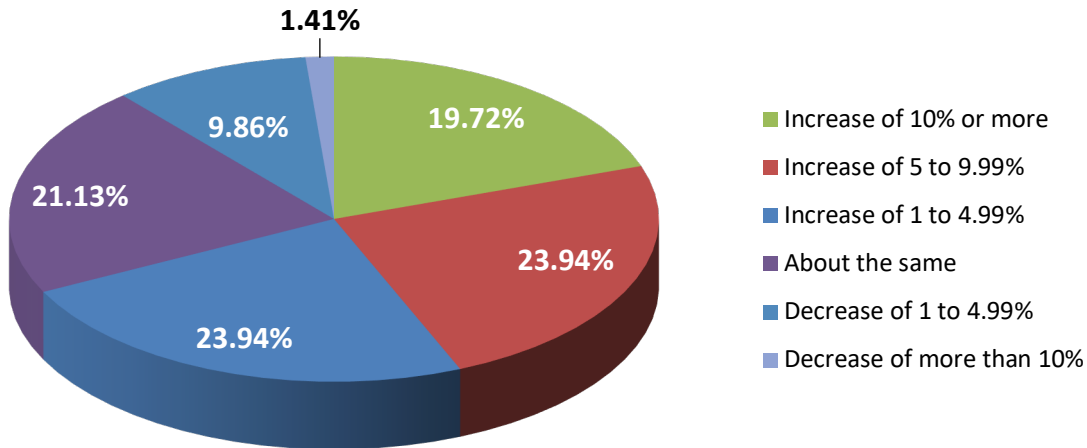




\$500,000-\$999,999

2023 Worship Attendance vs 2022

(on-campus, online & on-demand)

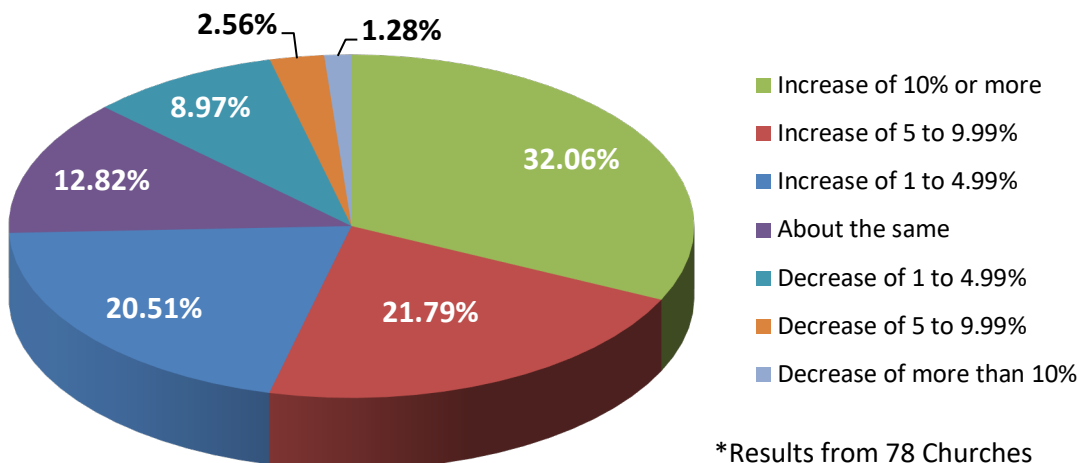


*Results from 71 Churches

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

2023 Worship Attendance vs 2022

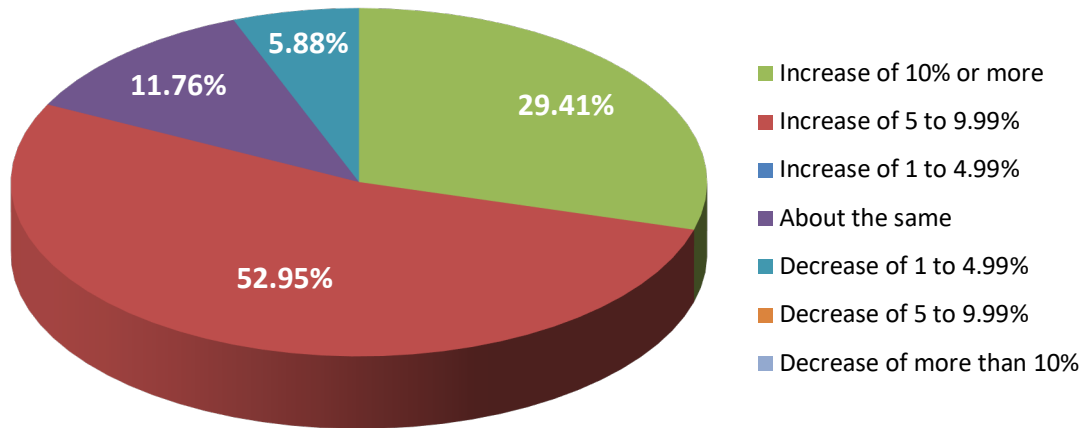
(on-campus, online & on-demand)



*Results from 78 Churches



Over \$5,000,000
2023 Worship Attendance vs 2022
(on-campus, online & on-demand)



*Results from 17 Churches



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About the Author



Joe Park, CEO

Joe leads a team of 38 dedicated Ministry Strategists and support staff at Horizons Stewardship, whose mission is to help churches and faith-based nonprofits grow disciples and fund ministry. The Horizons team has assisted churches in raising over 10 billion dollars in capital funding and uncountable amounts of annual and planned giving. Joe has consulted and taught extensively on implementing best practices in generosity, strategic planning, and change management.

Prior to joining Horizons in 2002, he served as CEO of Community Financial Group with banking, insurance, and investment presences in seven different cities. He was named one of Arkansas' Outstanding Business leaders by Arkansas Business Magazine, was a recipient of 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 received 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 and a master's degree in Business Administration from Boston University.



About Horizons Stewardship

Horizons Stewardship helps church and faith-based non-profit 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.