



THE 2023 GIVING AND WORSHIP REPORT

2023 vs. 2022
MID-YEAR

Joe Park



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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 – July 2023 compared with the same period in 2022.

Three hundred and forty-eight (348) 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, not to interpret it. The findings are presented without connection to causal factors, as discussed in other [Giving365.com](https://giving365.com) resources.

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

- 38% reported growth in giving.
- 34% reported giving was about the same.
- 28% reported a decrease in giving.
- Southeast churches were the most likely to see increases in giving (44%).
- West churches were the least likely to see increases in giving (26%).

Changes in Giving by Annual Ministry Budget

- 50% with giving over \$5mm increased and 22% decreased.
- 49% with giving \$1mm to \$4.9mm increased and 31% decreased.
- 30% with giving \$500,000 to \$999,999 increased and 31% decreased.
- 36% with giving \$100,000 to \$499,999 increased and 28% decreased.
- 33% with under \$100k saw increases, and 20% decreased.

Church Worship Attendance (in-person & online)

- 38% reported growth in worship attendance.
- 23% reported worship attendance was about the same.
- 39% reported a decline in worship attendance.
- Midwest churches had the highest % of churches, with increases at 44%.
- West churches had the lowest % of churches, with increases at 32%.
- West churches had the largest % of over 10% declines at 37%.
- Midwest churches had the lowest % of over 10% declines at 12%.

Changes in Worship Attendance by Annual Ministry Budget

- 72% with giving over \$5mm increased and 17% decreased.
- 48% with giving \$1mm to \$4.9mm increased and 32% decreased.
- 23% with giving \$500,000 to \$999,999 increased and 56% decreased.
- 32% with giving \$100,000 to \$499,999 increased and 45% decreased.
- 36% with under \$100k saw increases, and 29% decreased.



SUMMARY

1. **Giving and Worship Attendance Changes:** There is a clear pattern that we have been seeing emerge for the last several years. Very large churches are experiencing strong growth in worship attendance, while those in the middle (\$100,000 to \$999,999) in annual giving are struggling with far more churches declining in worship attendance and giving than growing.
2. **Online and On-demand Worship:** The high percentage (94.17%) of churches adopting in-person and on-line worship models underscores a profound transformation in congregational engagement. Churches that have successfully adapted their worship services to meet changing needs, whether through innovative online offerings or by enhancing the on-campus experience, are more likely to have seen growth or maintained attendance. Offering In-person, online and on-demand worship models are the norm, requiring churches to invest in technology and digital ministry strategies.
3. **Geographic Distribution:** The largest participation was churches in the Southeast (30.06%) and Midwest (28.61%). Regional factors such as population density, cultural diversity, and economic conditions can significantly influence ministry priorities and challenges. Churches in different areas may need unique strategies to address their specific context.

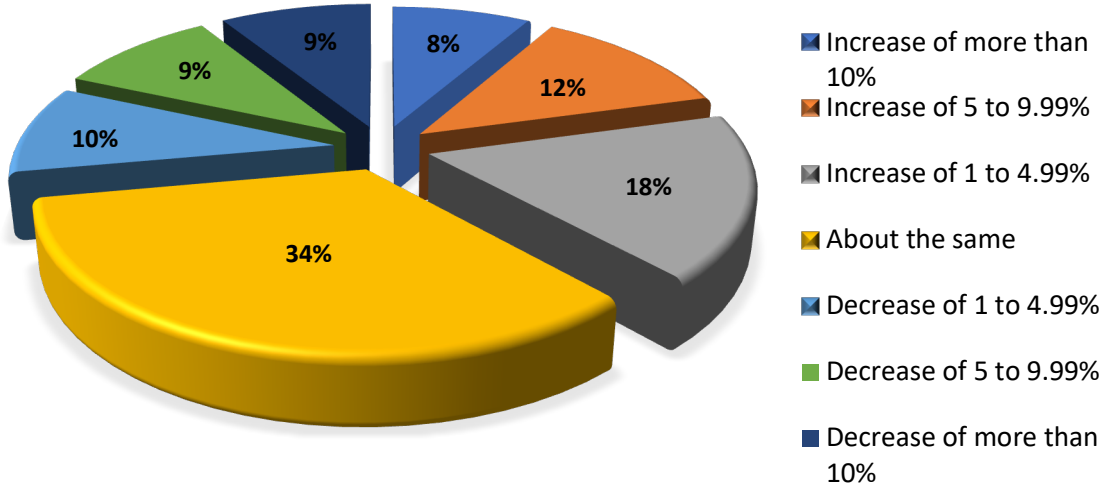
The following charts provide valuable insights and context for churches navigating the challenges and opportunities of changing ministry budgets, YTD giving, and worship attendance patterns in 2023.

Churches with annual giving of \$500,000 to \$999,999 were most likely to experience declines in giving and worship attendance.

Churches with annual giving between \$100,000 to \$499,000 are also experiencing the same troubling trends.

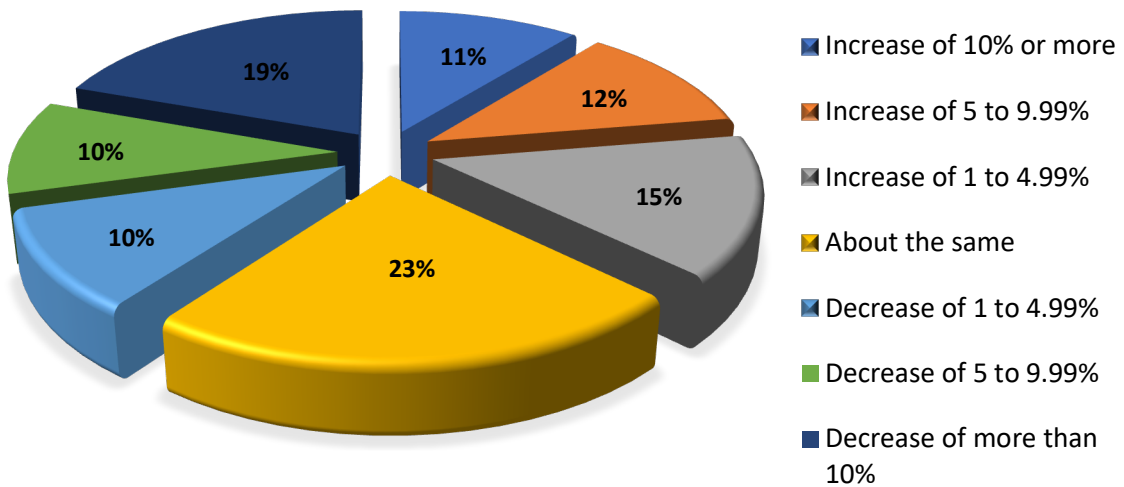


2023 YTD Giving vs. 2022 YTD Giving



*Results from 348 Churches

Worship Attendance vs. Pre-Pandemic

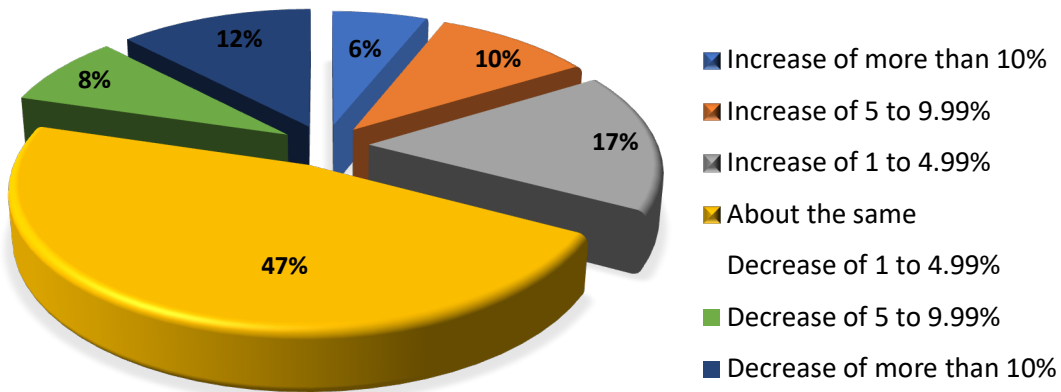


*Results from 344 Churches



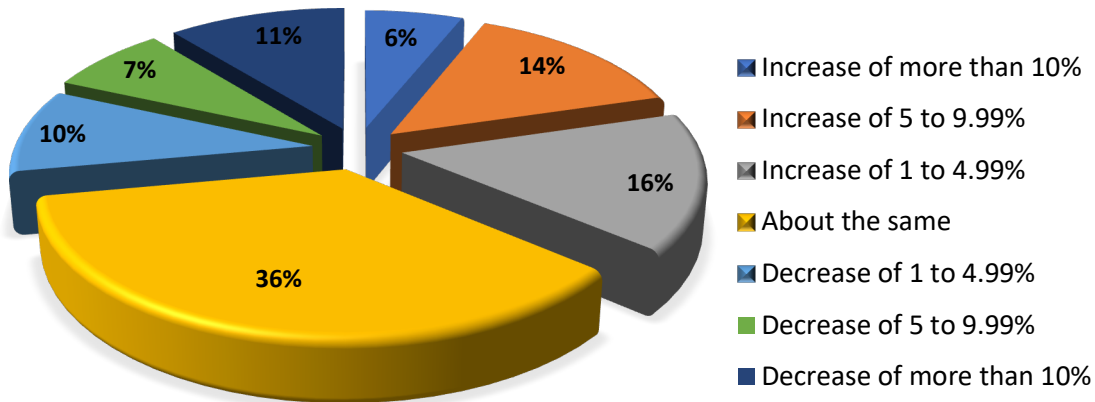
Changes in 2023 YTD Giving vs. 2022 YTD Giving by Annual Budget

Annual Giving Under \$99,999



*Results from 49 Churches

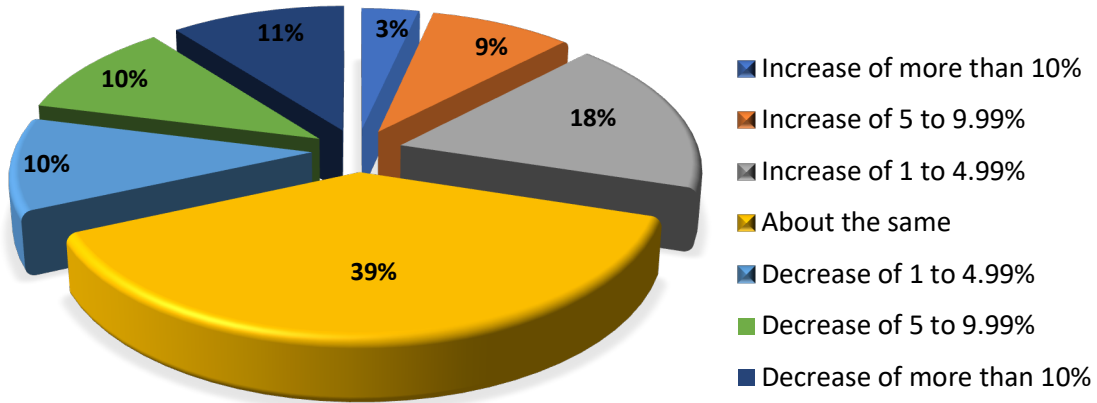
Annual Giving \$100,000-\$499,999



*Results from 147 Churches

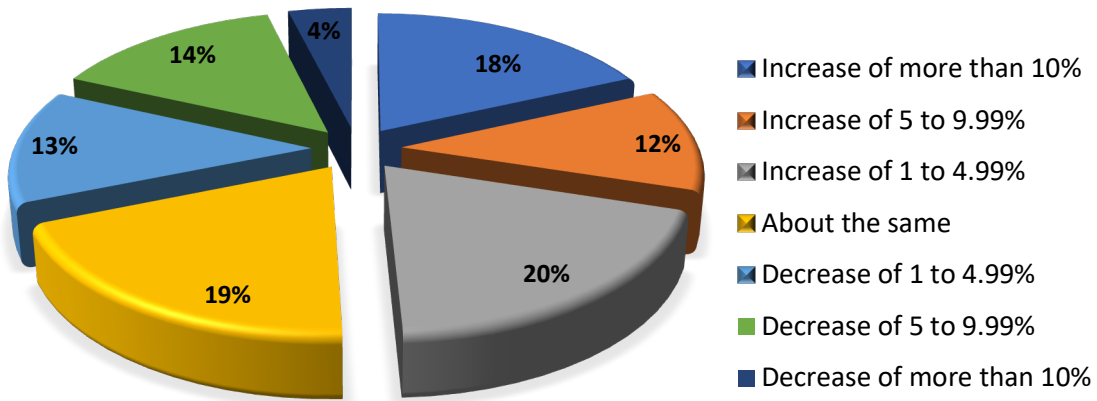


Annual Giving \$500,000-\$999,999



*Results from 57 Churches

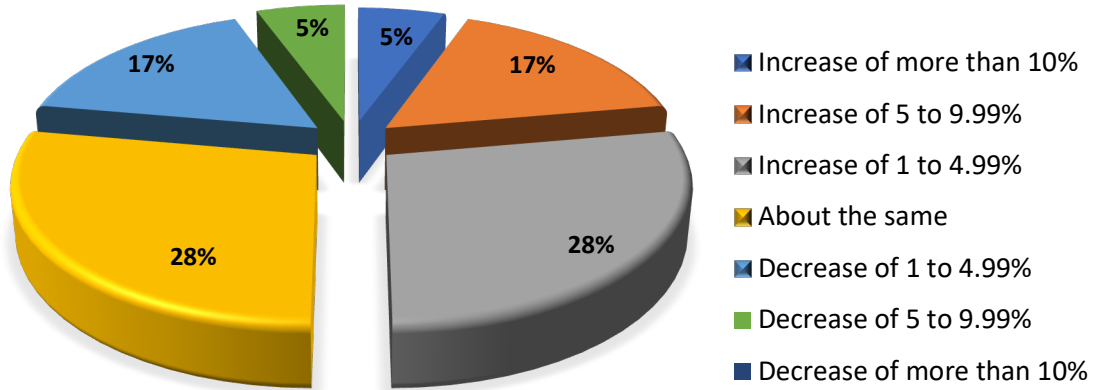
Annual Giving \$1,000,000-\$4,999,999



*Results from 77 Churches



Annual Giving Over \$5,000,000



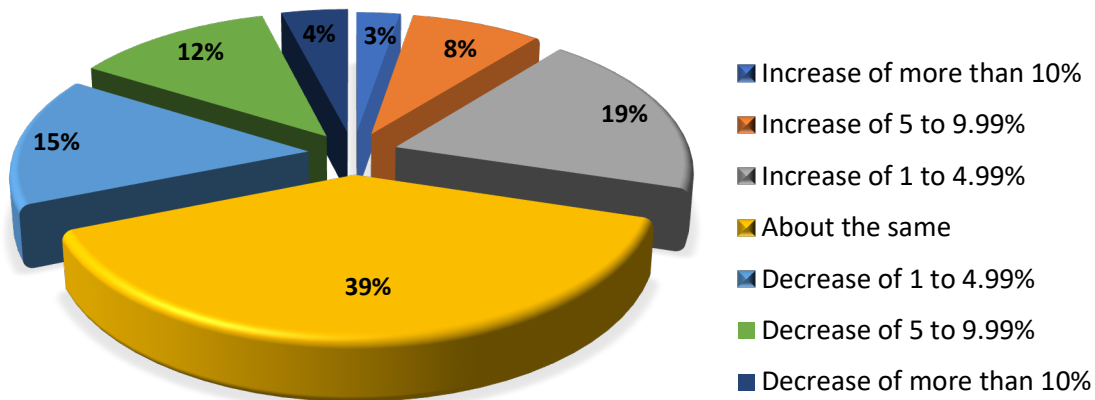
*Results from 18 Churches



Changes in Giving and Worship Attendance by Region

Northeast

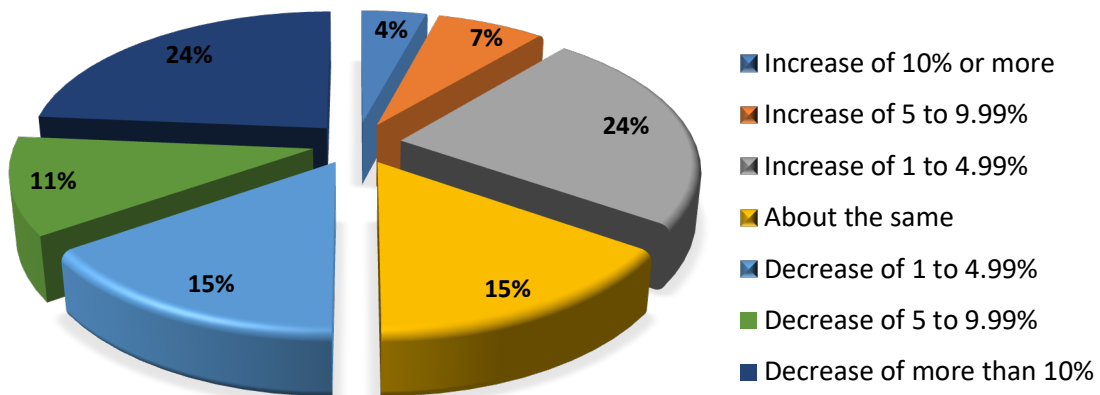
2023 YTD Giving vs. 2022 YTD Giving



*Results from 74 Churches

Northeast

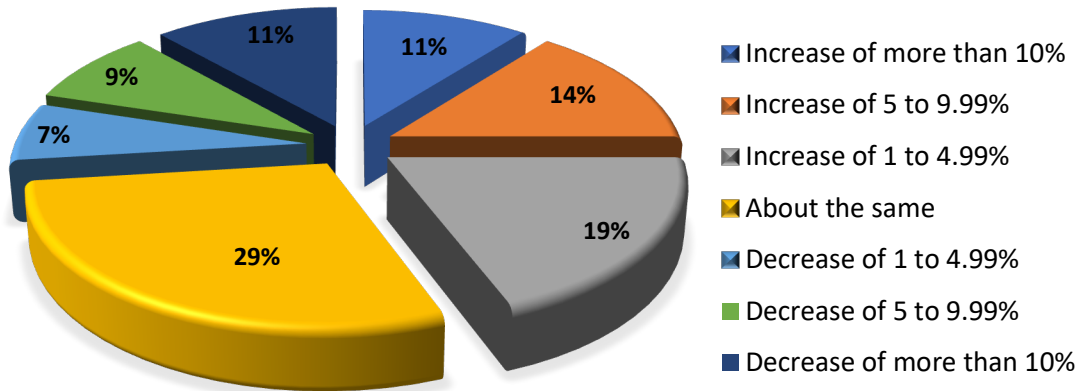
Worship Attendance vs. Pre-Pandemic



*Results from 72 Churches

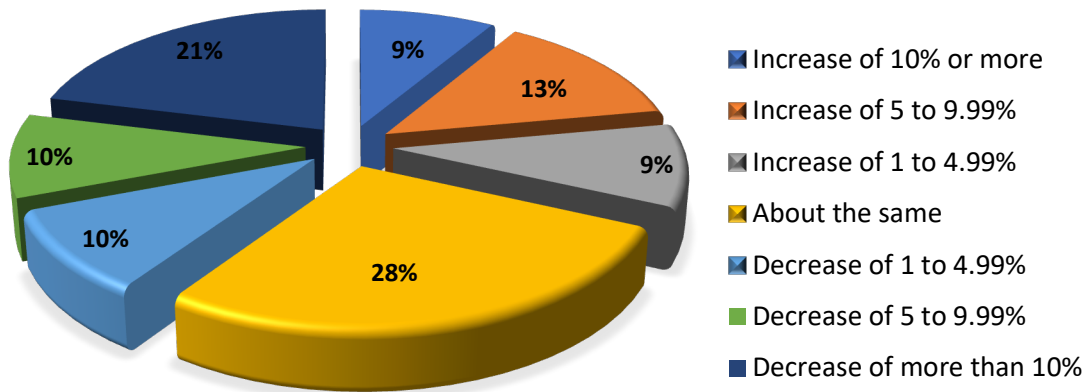


Southeast 2023 YTD Giving vs. 2022 YTD Giving



*Results from 104 Churches

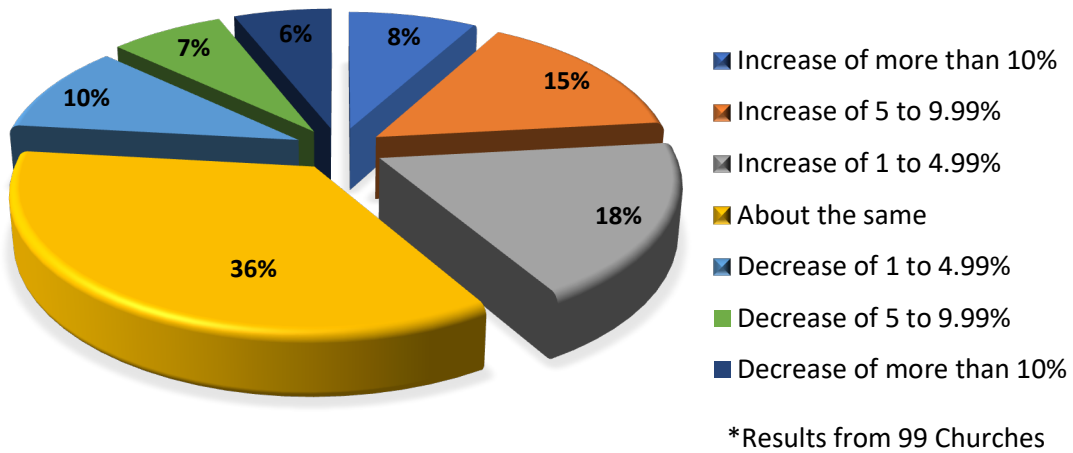
Southeast Worship Attendance vs. Pre-Pandemic



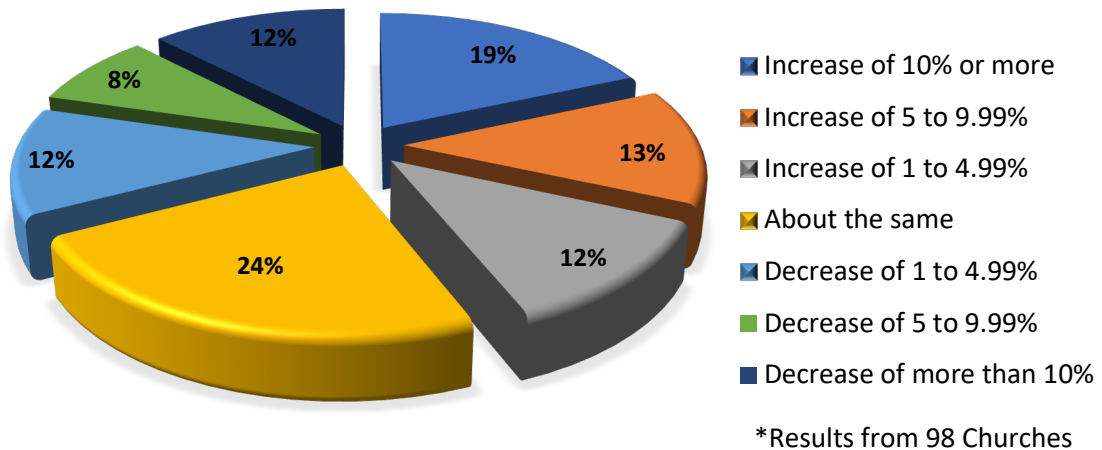
*Results from 104 Churches



Midwest 2023 YTD Giving vs. 2022 YTD Giving

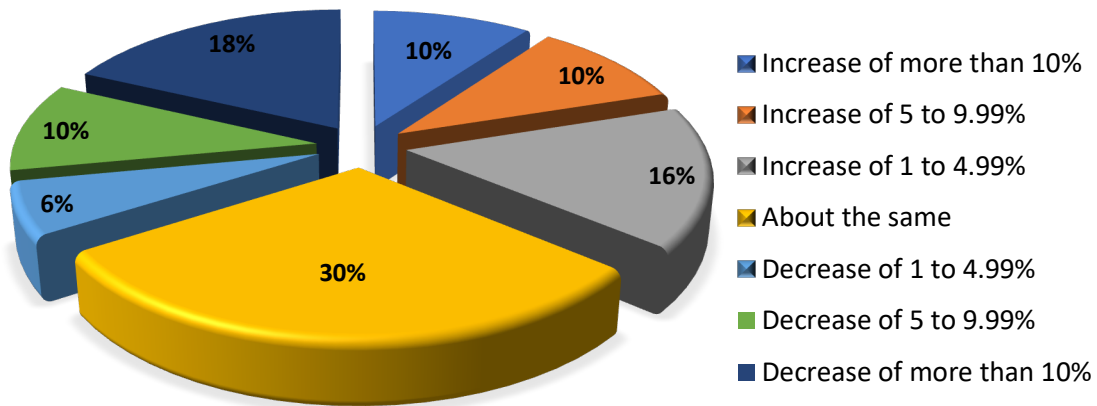


Midwest Worship Attendance vs. Pre-Pandemic



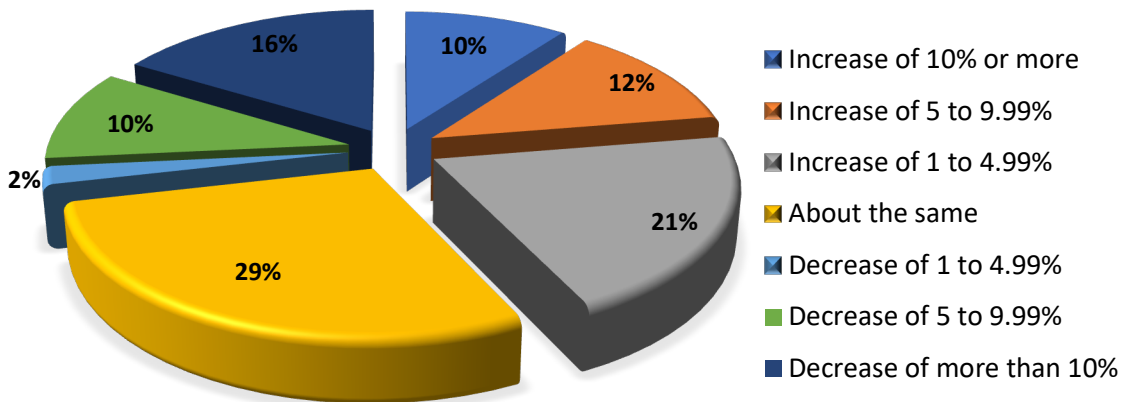


Southwest 2023 YTD Giving vs. 2022 YTD Giving



*Results from 50 Churches

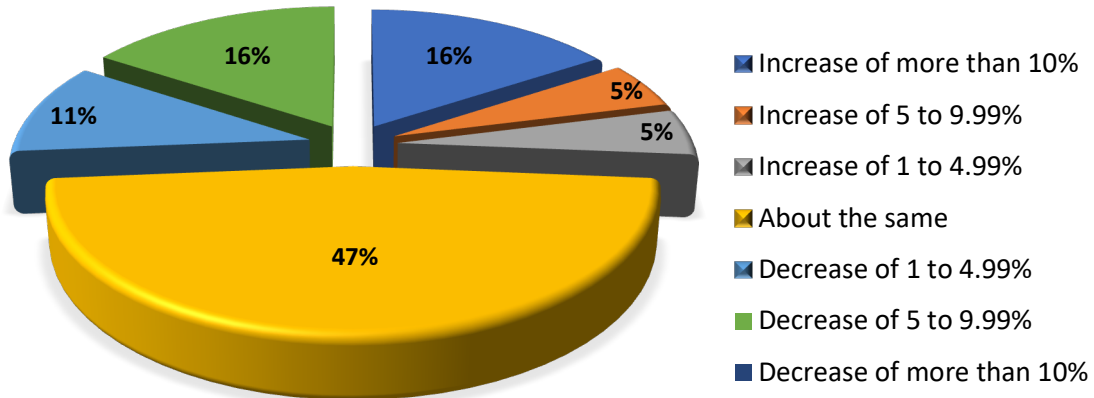
Southwest Worship Attendance vs. Pre-Pandemic



*Results from 49 Churches

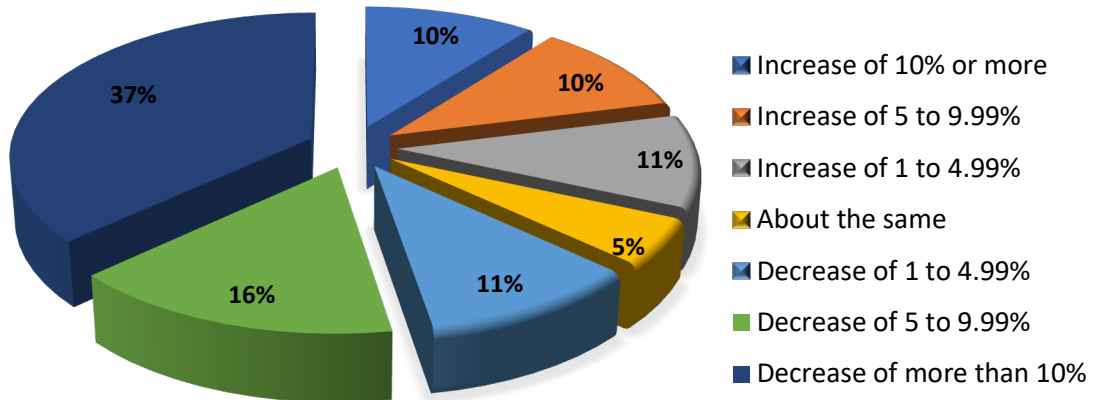


West 2023 YTD Giving vs. 2022 YTD Giving



*Results from 19 Churches

West Worship Attendance vs. Pre-Pandemic

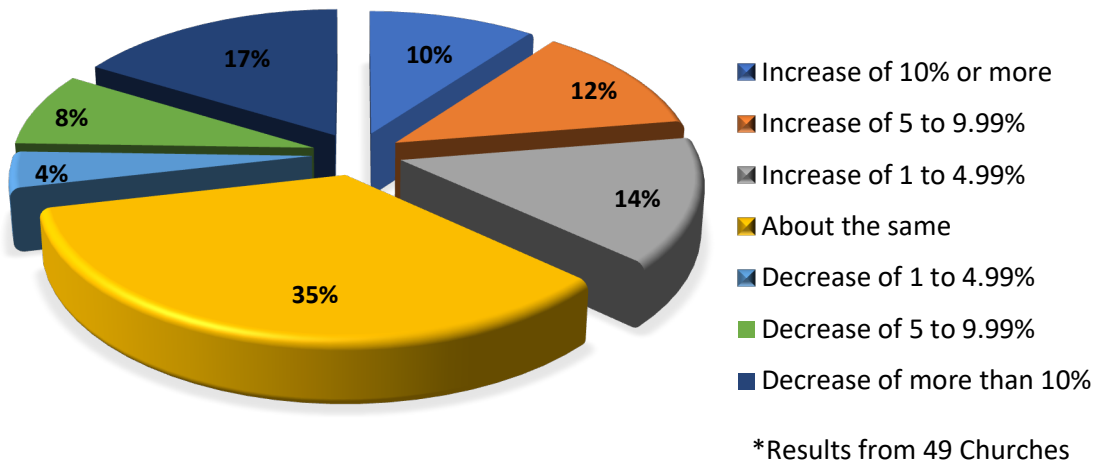


*Results from 19 Churches

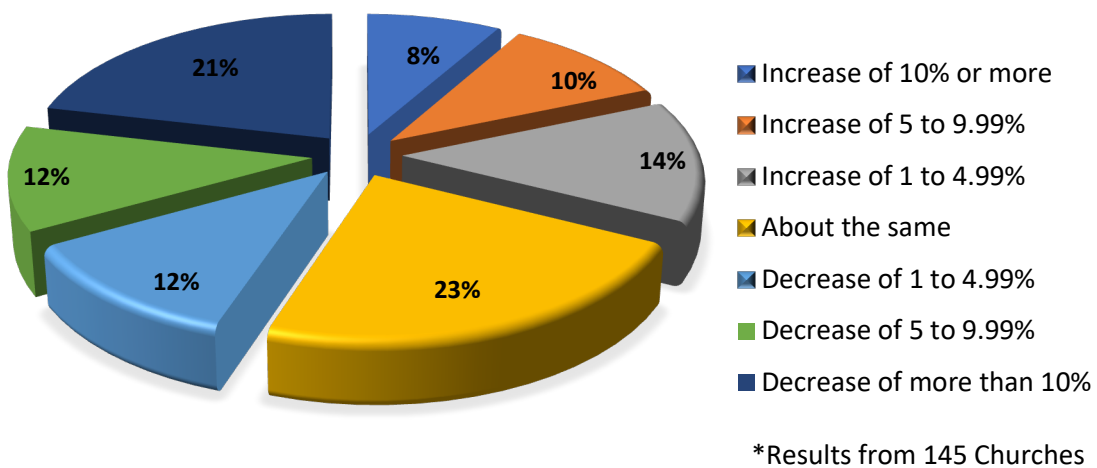


Changes in 2023 YTD Worship Attendance vs. 2022 YTD Worship Attendance by Annual Budget

Annual Giving Under \$99,999

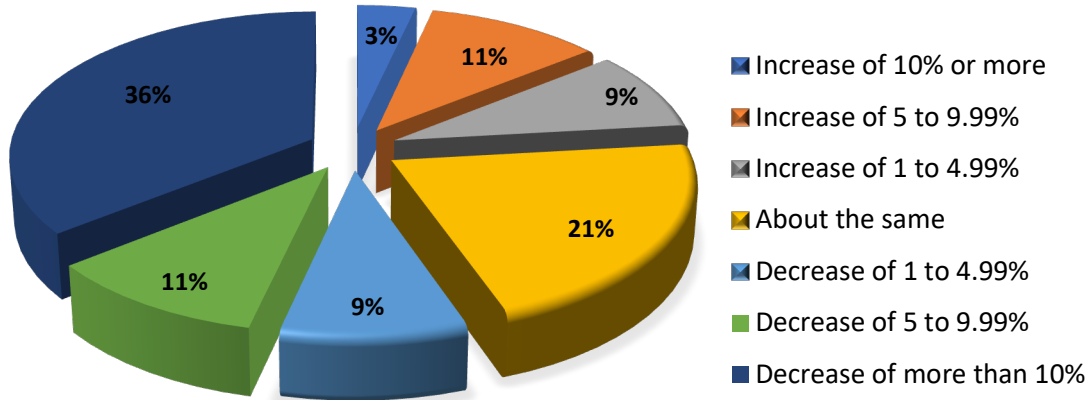


Annual Giving \$100,000-\$499,999



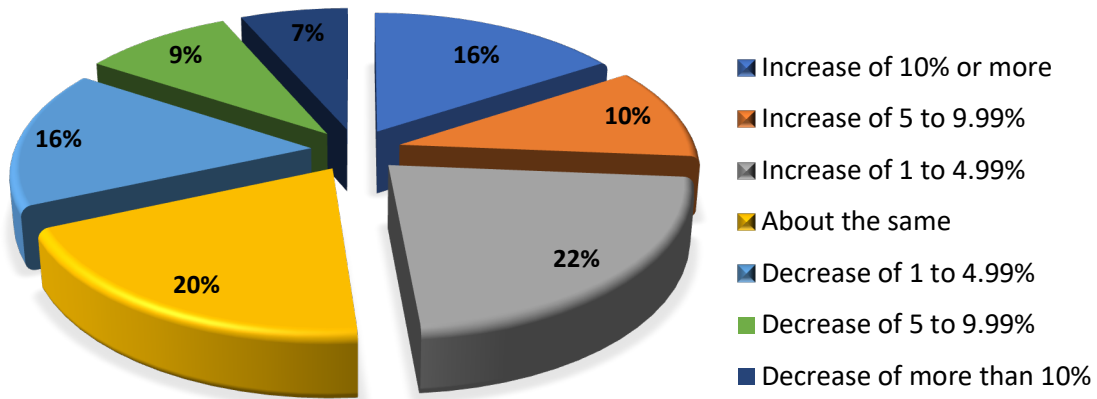


Annual Giving \$500,000-\$999,999



*Results from 56 Churches

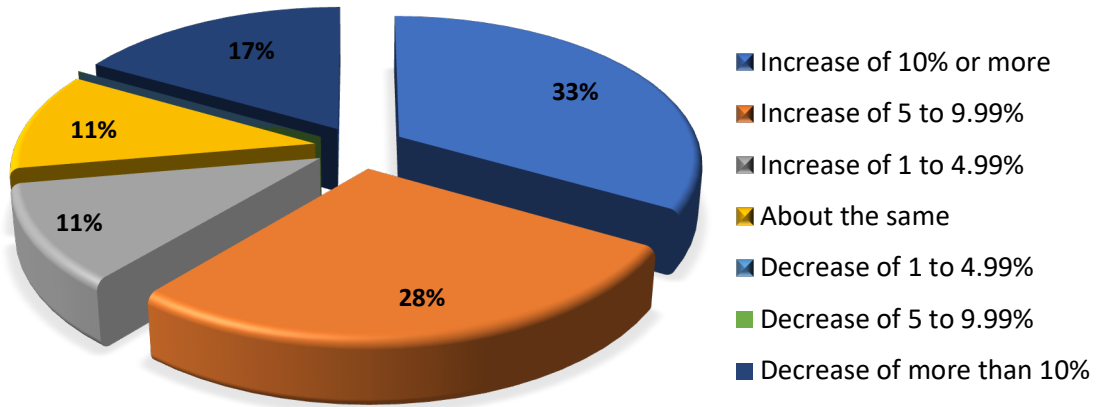
Annual Giving \$1,000,000-\$4,999,999



*Results from 76 Churches



Annual Giving Over \$5,000,000



*Results from 18 Churches



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 over 10 billion dollars in annual, capital 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.



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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 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 three 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.

Horizon's 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.



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Minimize Risk,
Maximize Impact,
and Unleash
Ministry Potential



The Generosity Playbook

Your success is our purpose. We're committed to giving you the tools, knowledge, and support to reach your ministry goals to make an even bigger impact in your community.



Horizons.net/ifs

Funding ministry in today's reality requires an integrated funding strategy that ensures you minimize risk while maximizing impact.

Our specialty is creating an **integrated, measurable strategy that fits your ministry's needs. On average, Horizons' clients experience a double-digit increase in giving commitments within the first year.**

The Generosity Playbook

- **Integrated Funding Strategy:** A roadmap for ministry funding, identifying opportunities for expansion and improvement
- **Data-Driven Assessments:** Actionable insights for more informed decisions
- **Guided Planning:** Align leadership and eliminate risk for any expansion initiative
- **Campaign Strategy & Implementation:** A trusted guide to lead you through every step