

# U.S. Catholic Online Giving

October 2013

Mark M. Gray, Ph.D.,  
Fr. Thomas P. Gaunt, Ph.D., S.J.  
Carolyn Saunders, M.S.  
Center for Applied Research in  
the Apostolate

---



## **Committee on National Collections**

3211 FOURTH STREET, NE • WASHINGTON DC 20017-1194

202-541-3146 • FAX 202-541-3460 • [WWW.USCCB.ORG/NATIONALCOLLECTIONS](http://WWW.USCCB.ORG/NATIONALCOLLECTIONS)

### **National Collections Committee**

#### Chairman

Archbishop Dennis M. Schnurr

#### Members

Cardinal Daniel N. DiNardo

Cardinal Theodore McCarrick

Bishop Peter F. Christensen

Bishop Blaise J. Cupich

Bishop Eusebio L. Elizondo, M.Sp.S.

Bishop Kevin J. Farrell

Bishop Jaime Soto

Bishop Joseph J. Tyson

## **Table of Contents**

Executive Summary-----	2
Background and Methodology-----	7
U.S. Catholic Online Giving-----	8
Parish Registration-----	8
Mass Attendance-----	9
Digital Technology Use-----	10
Making Payments-----	12
Making Donations Online and Offline-----	17
Special Collections-----	50
Open-Ended Giving Questions-----	69
Church Giving Priorities-----	74
Respondent Demographics and Background-----	82
Appendix: Literature Review-----	87

## **Executive Summary**

The Catholic Online Giving survey, conducted from September 11 to 30, 2013, is based on a sample of 1,365 self-identified Catholics between the ages of 16 and 64 (i.e., the working-age population). Ninety-two percent took the survey in English and 8 percent in Spanish. The results have a margin of error of  $\pm 2.65$  percentage points. The research was conducted for the Office of National Collections (ONC) of the United States Conference of Catholic Bishops (USCCB) by the Center for Applied Research in the Apostolate (CARA) at Georgetown University. Major findings include:

### ***Giving to the Catholic Church and Catholic organizations***

- Overall 32 percent of working-age Catholics have given online to some cause at some point in the past, representing a population of 18.2 million individuals.
- Seventeen percent of working-age Catholics giving online do so through automated payments. This is most common among online givers who attend Mass weekly (36 percent).
- The median charitable donation to all types of causes given online is \$25. This is not significantly different from what respondents indicated giving in charitable donations offline.
- Respondents who had recently donated to any cause online were asked about aspects of this type of giving that were important to their decision to use this method. The number one reason was convenience followed by being able to respond quickly to an urgent need, and ease of tracking gifts online.
- Among respondents who have not recently donated online, not feeling comfortable providing financial information online, preferring to give in person, and a concern that a donation would not get to the right charity or be used for the right purpose were most often noted as being important to their decision to give by other methods.
- Among working-age Catholics who have made a charitable donation in the last year (online or offline), religious organizations are the most common recipient. Forty-six percent give to these at least once a year. This is most common among weekly Mass attenders who give (80 percent). Other causes respondents indicated giving to at least one gift per year are related to health care or health research (29 percent), veterans or first responders groups (23 percent), children's groups (22 percent), and domestic food aid or disaster relief (21 percent).
- Respondents were asked about their likelihood of responding to various types of requests for financial gifts. Seventy-three percent say they would be "somewhat" or "very" likely to respond to a family member asking for money. Fifty-eight percent say they would do the same for a friend requesting money. A request from one's pastor (53 percent) or bishop (36 percent) also rank relatively high in terms of likelihood of response compared

to requests from other charitable organizations. Weekly Mass attenders are most likely to respond to a request from their pastor or bishop.

- Respondents were asked about their top three Catholic giving priorities. Overwhelmingly, 82 percent placed the needs of their parish in their top three priorities. Seventy-one percent cite helping the poor and needy in their local community as one of their top three priorities. Forty-six percent place the needs of local Catholic schools in their local area in the top three. Thirty-four percent say giving to the needs of their diocese is in their top three Catholic giving priorities.
- Forty-five percent of working-age Catholics are in a household that regularly gives to the weekly offertory collection in their parish. Ninety-two percent of those who attend Mass weekly are in households regularly giving to their parish. Giving is slightly less likely among those attending Mass less than weekly, but at least once a month (78 percent) and those registered with a parish (68 percent). Giving is least common among those not registered with a parish (15 percent) or who attend Mass only a few times a year or less often (20 percent).
- About a third of working-age Catholics give \$100 or less to their parish per year (34 percent). Another third give \$101 to \$500 (33 percent) per year, and another third give \$501 or more (33 percent). Those ages 16 to 34 are most likely to say they give \$100 or less (42 percent). Older respondents, those ages 35 to 64 are most likely to give \$501 or more per year (38 percent). Nearly half of weekly Mass attenders (48 percent) give \$501 or more per year.
- Overall, 4 percent indicate that they have given to a Catholic organization online at some point. This is most common among those who attend Mass at least once a month (8 percent). Ten percent of working-age Catholics say that they would *most prefer* to give to a Catholic organization online over other methods. Forty-eight percent would prefer giving in person and 33 percent a donation through the mail.
- Seventeen percent of respondents regularly give to their diocesan annual appeal. This is most common among weekly Mass attenders (43 percent). Those ages 16 to 34 (31 percent), unregistered with a parish (33 percent), and those preferring Spanish (35 percent) are least likely to be aware that their dioceses has an annual appeal.
- Respondents were asked if they were aware of 13 special collections in the Catholic Church. Each collection was provided a description. Those who were aware were asked if they had given in the last year. Regardless of previous awareness, all respondents were asked about their willingness to give to these special collections in the next year. Working age Catholics were most aware of the collection for Catholic Relief Services (54 percent) and were most likely to have given to the Retirement Fund for Religious collection last year (13 percent). Respondents indicated they were most likely to give to the collection for Catholic Relief services next year (26 percent “somewhat” or “very” likely).

- Overall, 24 percent of working-age Catholics say they reside in a household that gave to at least one of the Church’s second collections within the last year.
- Fifty-four percent of working-age Catholics, regardless of previous awareness of any of the 13 second collections or their frequency of Mass attendance, indicated that they would be at least “a little” likely to give to at least one second collection next year. Of this group, one in four indicated that they would prefer to give to these online. This is slightly more common among those ages 16 to 34 with interest in giving (29 percent). Because respondents under 35 are least likely to be aware of second collections and less likely to be attending Mass weekly, an option to give online would very likely provide significant additional fundraising if young adult Catholics were made aware of this opportunity.
- Respondents who would prefer to give online to a second collection within the next year most often indicated in responses to an open-ended question probing why they preferred this method, noted ease, speed, and convenience (71 percent). Fourteen percent indicated the ability to monitor their finances as being important.
- Respondents who would not prefer to give online to a second collection within the next year most often indicated in responses to an open-ended question probing why they did not prefer this method, noted distrust of the internet (47 percent) and a preference to give in person (33 percent).

### ***General Technology Use and Online Financial and Payment Preferences***

- As a baseline reference, 73 percent of working-age Catholics have made an online purchase in the last year and 58 percent have managed an online financial account. By comparison, 21 percent say they have made an online donation in the last 12 months, representing a population of about 12 million individuals. Thus, most Catholics, at least seven in ten, indicate they have done something financial online. Recent online giving is most common among those in households earning \$100,000 or more per year (36 percent).
- On average, working-age Catholics say they spend 3 hours and 37 minutes online per day (i.e., about 15 percent of a 24 hour day). Respondents between the ages of 16 and 34 spend even more time online at an average of 4 hours and 4 minutes per day.
- A majority use desktop computers (57 percent), laptop computers (69 percent), or cell phones (83 percent) at least once a week. Respondents under 35 are less likely than older Catholics to use a desktop computer (48 percent compared to 62 percent) but are more likely to use a laptop (78 percent compared to 64 percent) and a cell phone (87 percent compared to 81 percent).
- Thirty-two percent of working-age Catholics who regularly use a cell phone report occasionally paying for something with this device. Forty-five percent of Catholics who

regularly use a cell phone and who are under the age of 35 have made a cell phone payment.

- Thirty-four percent of respondents regularly use a tablet computer. Use of these devices is highest among those who attend Mass less than weekly but at least once a month (40 percent). Tablet users are among the most likely sub-groups to prefer online giving options.
- Generically, 83 percent of working-age Catholics say they are “somewhat” or “very” comfortable paying a bill in person. By comparison, 76 percent express the same level of comfort in mailing in a payment and 69 percent in making a payment online. Seventy-three percent of those under the age of 35 are at least “somewhat” comfortable in making an online payment.

### *Demographics*

- Forty-four percent of working-age Catholics are between the ages of 35 and 54. The median age is 42 and the mean age is 41. Eighteen percent are between 16 and 24. One in five are between 55 and 64. Slightly fewer, 18 percent are between 25 and 34. Respondents ages 34 or younger were born in 1979 and likely have no memories of a time when personal computers were not common in homes and the workplace. Respondents who are 34 now were 16 when Netscape, Windows 95, and the internet became widely used among the American public. Younger respondents in their teens and early 20s, likely have no memory of a time when the internet was not available.
- A majority of working age Catholics (55 percent) have attended college. Twenty eight percent have earned a bachelor’s degree or more. Twenty-nine percent have graduated high school and has not attended any college. Sixteen percent have not graduated from high school. Note the sample includes respondents ages 16 to 18 who are still in high school.
- Fifty-seven percent of respondents are non-Hispanic white and 36 percent are Hispanic. Among respondents under 35, 47 percent are non-Hispanic white and 45 percent are Hispanic. Fourteen percent of respondents took the survey in Spanish (15 percent of those under 35).
- Fifty-five percent of working-age Catholics are married. Twenty-eight percent have never married and 9 percent are living with a partner (some of these respondents have never married as well). Six percent are divorced and 1 percent are separated. One percent is widowed.
- Twenty-seven percent of working-age Catholics live in the South. Similar shares live in the Northeast and West (both 26 percent). Twenty-one percent reside in the Midwest.

- The average working-age Catholic resides in a household earning \$55,000 per year. Twenty six percent of respondents reside in a household earning less than \$35,000 per year. Seventeen percent live in a household earning \$125,000 or more per year.
- Sixty percent of working age Catholics are employed and an additional 7 percent are self-employed. Eight percent are unemployed and another 18 percent are not working, but not seeking work (e.g., homemakers, students). Three percent are disabled and 4 percent retired.

## **Background and Methodology**

The Center for Applied Research in the Apostolate (CARA) at Georgetown University partnered with Knowledge Networks, a GfK Company, to conduct 1,365 interviews with self-identified Catholics between the ages of 16 and 64 from September 11 to 30, 2013. The survey, commissioned by the Office of National Collections (ONC) of the United States Conference of Catholic Bishops (USCCB) explores Catholic financial giving—specifically their current use and future interest in giving online and with digital technologies.

Knowledge Networks is a highly respected polling firm that has assembled a national panel based on random, scientific probability sampling of U.S. households. Contacted initially by phone or mail, each participating household in the panel agrees to be available for self-administered surveys.<sup>1</sup> Unlike other online polling, households cannot opt-in the panel without being randomly selected and invited. The panel is in no way restricted to existing computer and/or internet users. Panel members are supplied with subsidized Internet access or a MSN TV appliance to take on-screen surveys. These methods ensure that the GfK Custom Research panel is reflective as possible of the national population and the research is not biased towards only those who have pre-existing access to the internet or who own a computer. Eighty-seven percent of households sampled for this survey had pre-existing internet access at home prior to joining the panel.

The survey has a margin of error of  $\pm 2.65$  percentage points for the whole sample. The sample includes interviews with 739 Catholics ages 16 to 34 (margin of error of  $\pm 3.6$  percentage points) and 626 interviews with those ages 35 to 64 (margin of error of  $\pm 3.9$  percentage points). Catholics under 35 were over-sampled to explore more specifically this group's willingness to use new and emerging technologies to give. Statistical weighting is used to adjust for this oversampling when looking at the sample as a whole. A sample of individuals ages 16 to 64 represents the Catholic "working-age population." At the time of this survey, using Census data and estimates of Catholic affiliation (23.5 percent), this population was estimated to include 56.8 million individuals of which 27.2 million are between the ages of 16 and 34 (48 percent).

Eight percent of the sample took the survey in Spanish representing 109 interviews. Throughout this report we show results for this specific sub-group as "prefers Spanish." One would assume that those in this sub-group would likely prefer to use a Spanish-language website or application to make any hypothetical donation.

Note, due to rounding error, sums in this report may add up to 99 percent or 101 percent.

---

<sup>1</sup> This provides a number of benefits over traditional telephone polling. One of these benefits is a substantial reduction in social desirability pressures. Without interacting with an interviewer respondents are more likely to be honest about many of their attitudes and behaviors (i.e., how often they go to church, give to charity, vote).

## U.S. Catholic Online Giving

This report explores financial giving among U.S. working-age Catholics between the ages of 16 and 64. It focuses more specifically on current and future use of online giving through digital technologies. Each table in this report includes the survey question wording and the results for all respondents as well as key sub-groups of interest defined by age, Mass attendance, parish registration, and language preference.<sup>2</sup> The final section of this report includes a description of respondent demographics.

### Parish Registration

Fifty-six percent of respondents are in a household that is registered with a Catholic parish. These Catholics are more likely than those not registered with a parish to attend Mass and to receive regular communications from the Church about giving in parish bulletins, diocesan newspapers, and visits to parish and diocesan websites.

<i>Are you or your household registered at a Catholic parish?</i>		
	<b>Yes</b>	<b>No</b>
All respondents	56%	44%
Age 16 to 34	56	44
Age 35 to 64	56	44
Attends Mass weekly	95	5
Attends Mass monthly	77	23
Attends Mass a few times a year or less	38	62
Registered with parish	100	--
Not registered with parish	--	100
Prefers English	55	45
Prefers Spanish	65	35

There is no difference in registration by age. However, 95 percent of weekly Mass attenders are registered with a parish compared to 77 percent of those attending less than weekly, but at least once a month and 38 percent of those attending Mass a few times a year or less often. Respondents who took the survey in Spanish are more likely than those taking the survey in English to report registration (65 percent compared to 55 percent).

---

<sup>2</sup> Language preference is represented by the language the respondent chose to take the survey in on screen. One can assume that this would be the same language they would likely prefer to use if giving online.

## Mass Attendance

Eighteen percent of respondents attend Mass at least once a week and one in five attend less than weekly, but at least once a month. Sixty-two percent attend Mass a few times a year or less often. In recent CARA national surveys the weekly attendance percentage has been 24 percent. This survey registers a slightly lower attendance rate because it excludes Catholics ages 65 and older, who have the most frequent Mass attendance.<sup>3</sup> Therefore, this survey does *not* represent a decline in national Mass attendance among Catholics.<sup>4</sup>

<i>Aside from weddings and funerals, about how often do you attend Catholic Mass?</i>			
	<b>Weekly</b>	<b>Monthly</b>	<b>Few times a year or less</b>
All respondents	18%	20%	62%
Age 16 to 34	15	21	64
Age 35 to 64	19	21	60
Attends Mass weekly	100	--	--
Attends Mass monthly	--	100	--
Attends Mass a few times a year or less	--	--	100
Registered with parish	30	28	42
Not registered with parish	2	11	87
Prefers English	17	20	63
Prefers Spanish	25	23	52

Thirty-percent of respondents who are registered with a parish attend Mass at least once a week compared to only 2 percent of those who are not registered with a parish. Spanish-speaking Catholics are more likely than English-speaking Catholics to attend Mass weekly (25 percent compared to 17 percent).

<sup>3</sup> The sample here also includes 16 and 17 year-old Catholics.

<sup>4</sup> In CARA's 2012 national survey, weekly Mass attendance among Catholics ages 18 to 64 was 20 percent.

## Digital Technology Use

On average, respondents indicated that they spend 3 hours and 37 minutes online per day.<sup>5</sup> This includes time on any device for personal, school, or work purposes. Eleven percent of respondents indicated that they do not spend any time online on an average day. Thirteen percent say they spend 8 hours online on an average day.

---

***On an average day, including personal, work, and/or school use,  
how much time would you say you spend online?***

Average Time:

	<b>Hours</b>	<b>Minutes</b>
All respondents	3 hrs.	37 min.
Age 16 to 34	4 hrs.	4 min.
Age 35 to 64	3 hrs.	22 min.
Attends Mass weekly	3 hrs.	53 min.
Attends Mass monthly	3 hrs.	25 min.
Attends Mass a few times a year or less	3 hrs.	38 min.
Registered with parish	3 hrs.	37 min.
Not registered with parish	3 hrs.	39 min.
Prefers English	3 hrs.	52 min.
Prefers Spanish	2 hrs.	5 min.

Respondents between the ages of 16 and 34 spend more time online than older respondents (4 hours and 4 minutes compared to 3 hours and 22 minutes). Respondents who took the survey in Spanish report spending the least amount of time online at 2 hours and 5 minutes, on average.

A majority of respondents use desktop computers (57 percent), laptop computers (69 percent), or cell phones (83 percent) at least once a week.

---

***Do you regularly use, at least once a week,...***

Percentage responding "Yes"

	<b>Desktop computer</b>	<b>Laptop computer</b>	<b>Cell phone</b>
All respondents	57%	69%	83%
Age 16 to 34	48	78	87
Age 35 to 64	62	64	81
Attends Mass weekly	64	68	83
Attends Mass monthly	61	66	87
Attends Mass a few times a year or less	54	70	82
Registered with parish	57	69	85
Not registered with parish	58	59	82
Prefers English	52	71	87
Prefers Spanish	30	57	62

---

<sup>5</sup> A CARA 2012 survey on new media use showed that among the Catholics 18 and older, the average amount of time spent online per day is 2 hours and 55 minutes.

Respondents under 35 are less likely than older Catholics to use a desktop computer (48 percent compared to 62 percent) but are more likely to use a laptop (78 percent compared to 64 percent) and a cell phone (87 percent compared to 81 percent). Spanish-speaking respondents are less likely than English-speaking respondents to use a desktop computer (30 percent compared to 52 percent), a laptop (57 percent compared to 71 percent), or a cell phone (62 percent compared to 87 percent).

Thirty-four percent of respondents regularly use a tablet computer and 13 percent report regular use of an e-reader.<sup>6</sup> Use of e-readers is highest among weekly Mass attenders (21 percent) and tablets are most widely used by those who attend Mass less than weekly but at least once a month (40 percent).

<i>Do you regularly use, at least once a week,...</i>		
Percentage responding "Yes"		
	<b>Handheld e-book reader</b>	<b>Tablet computer</b>
All respondents	13%	34%
Age 16 to 34	12	34
Age 35 to 64	14	34
Attends Mass weekly	21	35
Attends Mass monthly	8	40
Attends Mass a few times a year or less	13	32
Registered with parish	14	35
Not registered with parish	12	33
Prefers English	14	34
Prefers Spanish	8	34

Among working-age Catholics who regularly use a cell phone, 92 percent text with this device and 32 percent report at least occasionally paying for something with their cell phone.

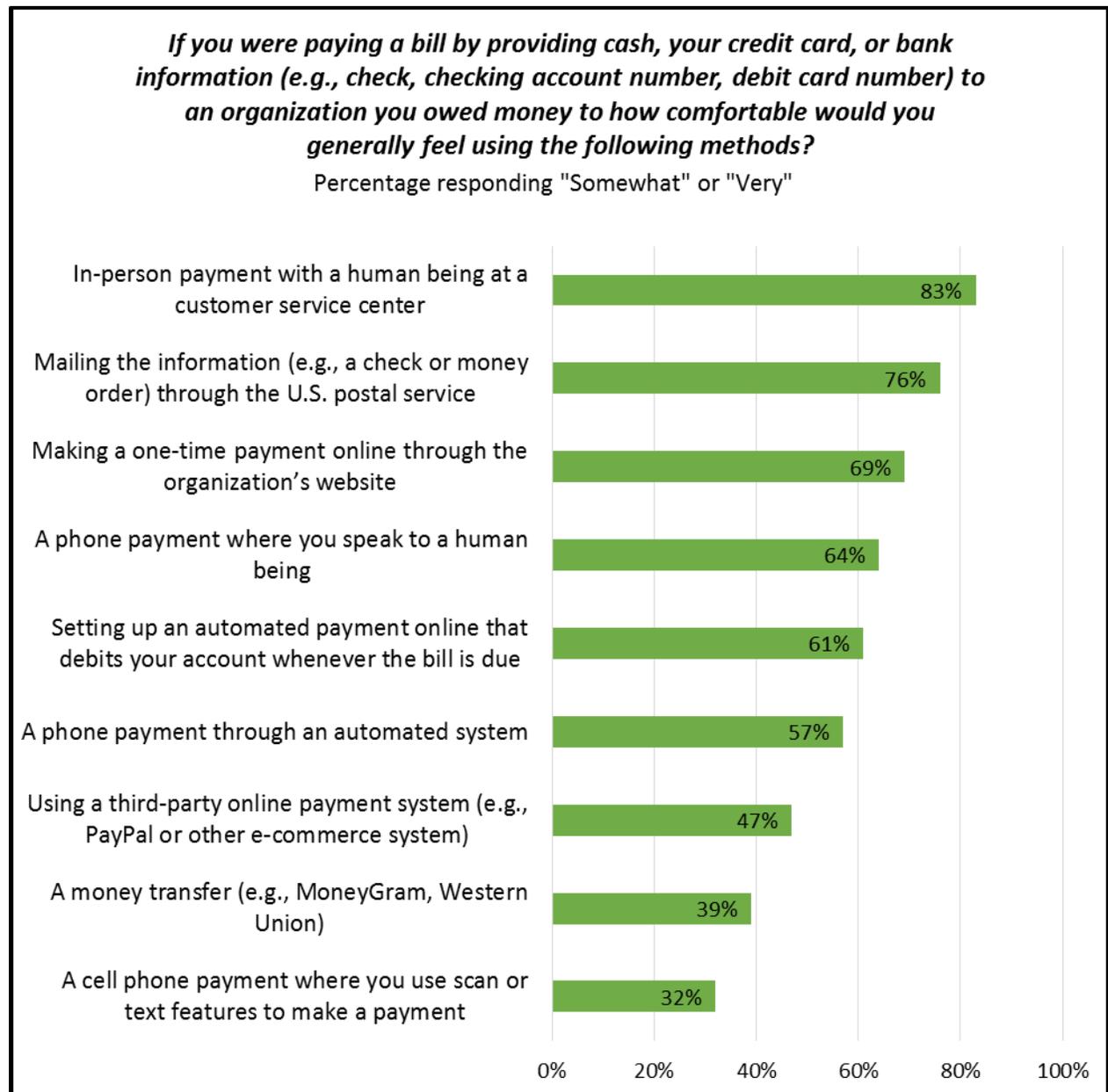
<i>Do you use your cell phone, at least occasionally, to...</i>		
Percentage of those regularly using a cell phone responding "Yes"		
	<b>Text</b>	<b>Make a payment for something</b>
All respondents	92%	32%
Age 16 to 34	96	45
Age 35 to 64	90	24
Attends Mass weekly	90	28
Attends Mass monthly	96	33
Attends Mass a few times a year or less	92	33
Registered with parish	93	33
Not registered with parish	91	32
Prefers English	92	31
Prefers Spanish	93	48

<sup>6</sup> A CARA 2012 survey on new media use showed that among the Catholics 18 and older, 17 percent regularly use tablet computers and 10 percent regularly use a handheld e-book reader.

Those ages 16 to 34 are most likely to text with a cell phone (96 percent) and those speaking Spanish are most likely to have made a payment with a cell phone (48 percent).

### **Making Payments**

Respondents were presented with a series of options that they might use to pay a bill and asked how comfortable they would be using each of these methods. Working-age Catholics feel most comfortable making a payment to another human being (i.e., at a customer service center). Sixty-five percent said they are “very” comfortable doing this and 18 percent are “somewhat” comfortable with this.



Older respondents are more likely than those under 35 to say they are “very” comfortable making an in-person payment (71 percent compared to 54 percent). Spanish speaking respondents are least likely to say they are “very” comfortable with this method of payment (41 percent). Seventy percent of weekly Mass attenders are “very” comfortable making a payment in person compared to 65 percent of those attending monthly and 64 percent of those attending Mass a few times a year or less often.

*If you were paying a bill by providing cash, your credit card, or bank information (e.g., check, checking account number, debit card number) to an organization you owed money to how comfortable would you generally feel using the following methods?*

***In-person payment with a human being at a customer service center***

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	65%	18%	8%	9%
Age 16 to 34	54	22	14	10
Age 35 to 64	71	16	5	8
Attends Mass weekly	70	15	6	9
Attends Mass monthly	65	19	6	10
Attends Mass a few times a year or less	64	19	9	8
Registered with parish	67	19	6	8
Not registered with parish	63	17	11	10
Prefers English	69	18	6	7
Prefers Spanish	41	20	18	22

Older respondents express more comfort in using the mail to make a payment. Fifty-five percent of those ages 35 to 64 say they are “very” comfortable paying through the mail compared to 30 percent of those ages 16 to 34. Only 13 percent of those who took the survey in Spanish feel “very” comfortable using the mail.

*If you were paying a bill by providing cash, your credit card, or bank information (e.g., check, checking account number, debit card number) to an organization you owed money to how comfortable would you generally feel using the following methods?*

***Mailing the information (e.g., a check or money order) through the U.S. postal service***

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	46%	30%	12%	12%
Age 16 to 34	30	34	18	18
Age 35 to 64	55	28	9	9
Attends Mass weekly	47	34	7	12
Attends Mass monthly	44	26	16	14
Attends Mass a few times a year or less	46	30	12	12
Registered with parish	48	30	10	12
Not registered with parish	43	30	14	13
Prefers English	51	30	11	8
Prefers Spanish	13	31	20	36

Majorities of all sub-groups in the table below indicate they are “somewhat” or “very” comfortable making a one-time payment online with one exception; 43 percent of respondents who took the survey in Spanish express this level of comfort. Seventy-three percent of working age Catholics between 16 and 34 say they are at least “somewhat” comfortable making a one-time payment online.

*If you were paying a bill by providing cash, your credit card, or bank information (e.g., check, checking account number, debit card number) to an organization you owed money to how comfortable would you generally feel using the following methods?*

***Making a one-time payment online through the organization’s website***

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	38%	31%	14%	17%
Age 16 to 34	38	35	16	11
Age 35 to 64	38	29	14	20
Attends Mass weekly	39	28	18	16
Attends Mass monthly	39	33	14	14
Attends Mass a few times a year or less	37	31	14	18
Registered with parish	38	33	15	14
Not registered with parish	37	28	14	20
Prefers English	40	33	13	14
Prefers Spanish	24	19	24	33

Majorities of all sub-groups in the table below indicate they are “somewhat” or “very” comfortable setting up an automated payment online with one exception; 44 percent of respondents who took the survey in Spanish express this level of comfort. Sixty-two percent of working age Catholics between 16 and 34 say they are at least “somewhat” comfortable setting up automated payments online.

*If you were paying a bill by providing cash, your credit card, or bank information (e.g., check, checking account number, debit card number) to an organization you owed money to how comfortable would you generally feel using the following methods?*

***Setting up an automated payment online that debits your account whenever the bill is due***

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	32%	29%	18%	21%
Age 16 to 34	31	31	18	20
Age 35 to 64	33	27	18	22
Attends Mass weekly	29	37	13	21
Attends Mass monthly	35	24	22	19
Attends Mass a few times a year or less	33	28	18	22
Registered with parish	34	32	16	18
Not registered with parish	30	24	21	25
Prefers English	36	28	19	18
Prefers Spanish	10	34	15	42

Majorities of all sub-groups in the table below indicate they are “somewhat” or “very” comfortable making a payment over the phone while speaking to a human being.

*If you were paying a bill by providing cash, your credit card, or bank information (e.g., check, checking account number, debit card number) to an organization you owed money to how comfortable would you generally feel using the following methods?*

***A phone payment where you speak to a human being***

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	30%	34%	18%	18%
Age 16 to 34	24	38	20	18
Age 35 to 64	33	32	16	19
Attends Mass weekly	31	36	14	19
Attends Mass monthly	28	34	18	20
Attends Mass a few times a year or less	30	34	18	18
Registered with parish	30	34	19	17
Not registered with parish	30	34	15	21
Prefers English	32	34	17	17
Prefers Spanish	16	35	24	25

Fewer respondents are at least “somewhat” comfortable with making phone payments through automated systems. Fewer than one in four of all sub-groups say they would be “very” comfortable using this method.

*If you were paying a bill by providing cash, your credit card, or bank information (e.g., check, checking account number, debit card number) to an organization you owed money to how comfortable would you generally feel using the following methods?*

***A phone payment through an automated system***

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	22%	35%	20%	23%
Age 16 to 34	19	39	25	17
Age 35 to 64	24	33	17	27
Attends Mass weekly	23	32	20	25
Attends Mass monthly	23	35	20	21
Attends Mass a few times a year or less	21	36	20	23
Registered with parish	23	35	21	22
Not registered with parish	20	35	19	26
Prefers English	22	35	20	23
Prefers Spanish	21	32	22	25

Forty-seven percent of respondents are at least “somewhat” comfortable using a third-party online payment system (e.g., PayPal). A majority of those under 35 are “somewhat” or “very” comfortable making a payment with this method. Only a third of Spanish-speaking respondents indicate this level of comfort.

*If you were paying a bill by providing cash, your credit card, or bank information (e.g., check, checking account number, debit card number) to an organization you owed money to how comfortable would you generally feel using the following methods?*

***Using a third-party online payment system (e.g., PayPal or other e-commerce system)***

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	21%	26%	20%	33%
Age 16 to 34	23	28	24	25
Age 35 to 64	21	26	20	33
Attends Mass weekly	20	27	25	29
Attends Mass monthly	28	29	23	21
Attends Mass a few times a year or less	20	26	21	33
Registered with parish	18	28	20	25
Not registered with parish	25	26	23	26
Prefers English	23	28	21	28
Prefers Spanish	12	21	27	40

Respondents do not express high levels of comfort for making payments by money transfers (e.g., MoneyGram). Only 13 percent are “very” comfortable with this method.

*If you were paying a bill by providing cash, your credit card, or bank information (e.g., check, checking account number, debit card number) to an organization you owed money to how comfortable would you generally feel using the following methods?*

***A money transfer (e.g., MoneyGram, Western Union)***

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	13%	26%	23%	38%
Age 16 to 34	14	26	22	38
Age 35 to 64	11	27	26	36
Attends Mass weekly	12	31	23	35
Attends Mass monthly	18	21	23	38
Attends Mass a few times a year or less	12	27	23	38
Registered with parish	15	28	22	34
Not registered with parish	10	24	24	42
Prefers English	14	26	24	36
Prefers Spanish	7	27	20	46

Only 11 percent are “very” comfortable making a cell phone payment. However, four in ten of those under 35 say they are at least “somewhat” comfortable using this method of payment.

*If you were paying a bill by providing cash, your credit card, or bank information (e.g., check, checking account number, debit card number) to an organization you owed money to, how comfortable would you generally feel using the following methods?*

***A cell phone payment where you use scan or text features to make a payment***

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	11%	21%	25%	44%
Age 16 to 34	12	28	27	33
Age 35 to 64	10	17	24	49
Attends Mass weekly	9	21	27	44
Attends Mass monthly	14	24	24	39
Attends Mass a few times a year or less	10	21	25	45
Registered with parish	10	24	28	39
Not registered with parish	12	18	21	50
Prefers English	11	21	25	44
Prefers Spanish	11	25	21	44

**Making Donations Online and Offline**

As a baseline reference, 73 percent of working-age Catholics have made an online purchase in the last year and 58 percent have managed an online financial account. By comparison, 21 percent say they have made an online donation in the last 12 months, representing a population of about 12 million individuals. Thus, many Catholics seven in ten or more, indicate they have done something financial online. The difference between this general activity and online giving more specifically is likely related more to willingness to give rather than to comfort or discomfort with online technologies.

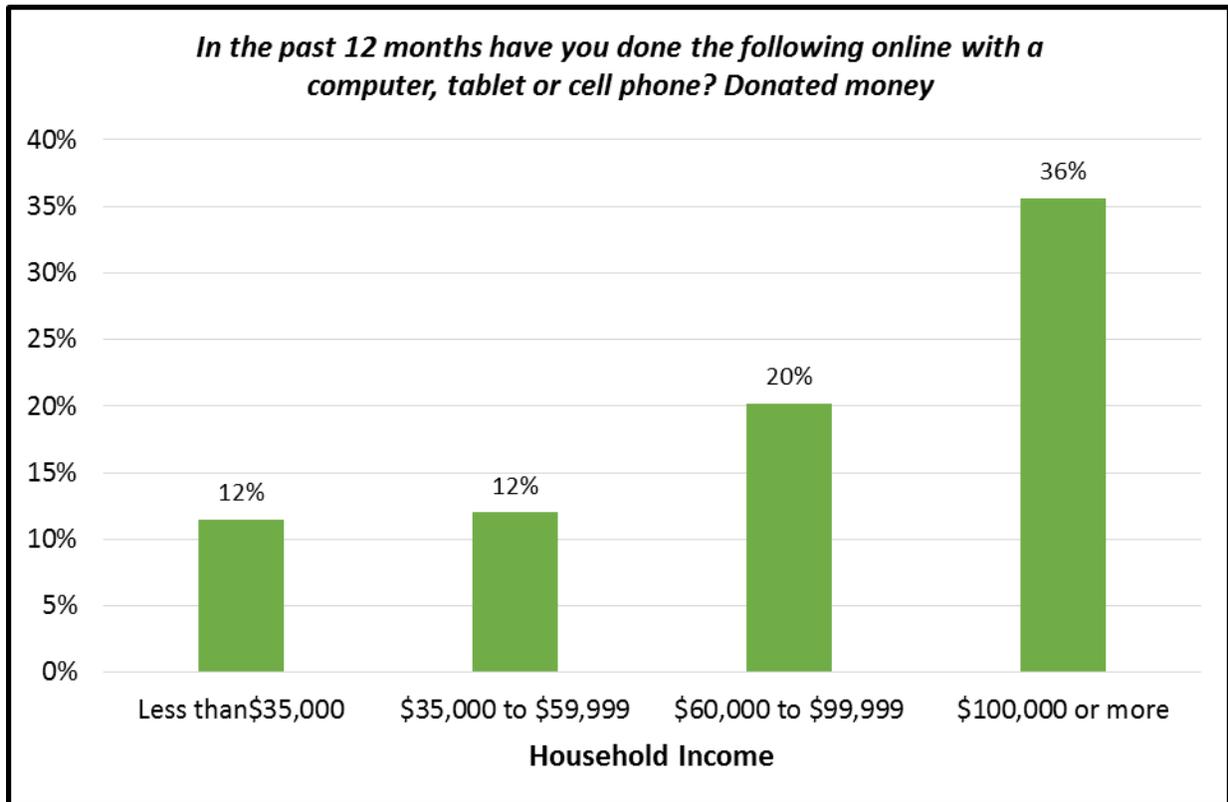
***In the past 12 months have you done the following  
online with a computer, tablet, or cell phone?***

Percentage responding “Yes”

	<b>Purchased a product or service</b>	<b>Managed a financial account</b>	<b>Donated money</b>
All respondents	73%	58%	21%
Age 16 to 34	75	58	22
Age 35 to 64	72	58	20
Attends Mass weekly	67	54	26
Attends Mass monthly	76	62	21
Attends Mass a few times a year or less	74	57	19
Registered with parish	74	60	23
Not registered with parish	72	55	18
Prefers English	77	64	24
Prefers Spanish	48	19	2

Weekly Mass attenders are the most likely to indicate having given online in the last year (26 percent). Spanish speakers are the least likely to indicate this (2 percent).

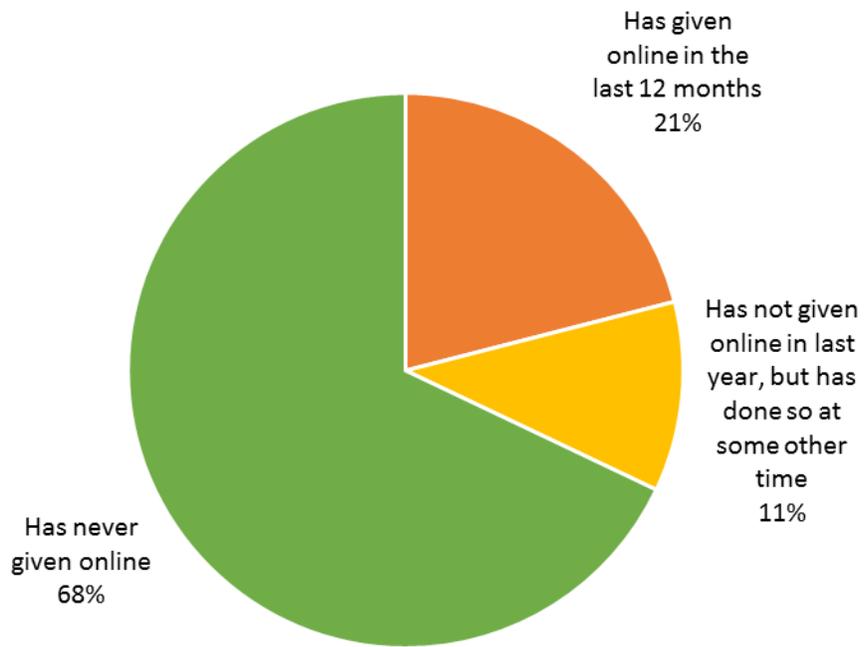
Recent online giving is much more common among those in households with \$60,000 or more in annual household income than those in households earning less.



Among the 79 percent of respondents who have not made a donation online in the last year, 14 percent say they have made an online donation at some point in the past. This means that overall 32 percent of working-age Catholics have given online at some point, representing a population of 18.2 million individuals.

<b><i>Have you <u>ever</u> made a donation online?</i></b>		
<b>Among respondents who have not donated online in the last 12 months</b>		
	<b>Yes</b>	<b>No</b>
All respondents	14%	86%
Age 16 to 34	13	87
Age 35 to 64	14	86
Attends Mass weekly	12	88
Attends Mass monthly	24	76
Attends Mass a few times a year or less	12	88
Registered with parish	15	85
Not registered with parish	13	87
Prefers English	15	85
Prefers Spanish	11	89

### History of Online Giving of Working-age Catholics



Among those who have made an online donation within the last year, 4 percent say they donate online weekly, 13 percent monthly, and 32 percent once a year. A majority of online givers, 51 percent, give 2 to 11 times per year. Weekly Mass attenders who give online are most likely to give electronically at least once a monthly (30 percent). All Spanish-speaking respondents who gave online in the last year did so less than monthly.

***How often do you donate money online?***

Among those who have donated online in the last 12 months

	<b>Weekly</b>	<b>Monthly</b>	<b>2 to 11 times per year</b>	<b>Once a year</b>
All respondents	4%	13%	51%	32%
Age 16 to 34	1	16	49	34
Age 35 to 64	5	12	53	30
Attends Mass weekly	6	24	39	31
Attends Mass monthly	2	17	52	29
Attends Mass a few times a year or less	3	8	55	34
Registered with parish	3	18	47	32
Not registered with parish	4	7	60	29
Prefers English	4	13	52	31
Prefers Spanish	0	0	50	50

Among those who have given online in the last year, 17 percent say this was done as an automated payment. This is most common among those who attend Mass weekly (36 percent) or monthly (31 percent) and those registered with their parish (25 percent). This may reflect automated donations made to their parish.

***Are these donation payments automated (e.g. automatic payments withdrawn from an account at regular intervals)?***

Among those who have donated online in the last 12 months

	<b>Yes</b>	<b>No</b>
All respondents	17%	83%
Age 16 to 34	19	81
Age 35 to 64	16	84
Attends Mass weekly	36	64
Attends Mass monthly	31	69
Attends Mass a few times a year or less	5	95
Registered with parish	25	75
Not registered with parish	5	95
Prefers English	17	83
Prefers Spanish	0	100

Respondents were asked about their most recent charitable donation, regardless of the method that was used to make the payment. Sixty-two percent of respondents indicated that they had made a charitable donation that they were willing to describe. Of these respondents, on average, they gave \$133. However, this average is skewed by some who gave large amounts (the largest donation reported was \$10,000). The median amount given was \$25. The median amount given is slightly lower, \$20, for those under 35 and those preferring Spanish.

*Now we are going to ask you some questions about monetary donations you have made in the past. Along with gifts to charitable organizations, this might be a gift to a religious organization such as a local parish or diocese.*

***What was the approximate amount, in whole dollars, of your most recent monetary donation to a charitable organization of any kind?***

Excluding 38% of respondents indicating \$0; i.e., no recent donation

	<b>Average</b>	<b>Median</b>	<b>Standard deviation</b>	<b>Maximum</b>
All respondents	\$133.32	\$25.00	\$750.2	\$10,000
Age 16 to 34	184.18	20.00	1,192.7	10,000
Age 35 to 64	109.64	30.00	403.3	5,555
Attends Mass weekly	74.20	25.00	144.2	1,200
Attends Mass monthly	151.75	25.00	646.4	5,555
Attends Mass a few times a year or less	148.87	25.00	918.3	10,000
Registered with parish	83.63	25.00	214.6	3,000
Not registered with parish	221.18	25.00	1,209.6	10,000
Prefers English	142.35	25.00	781.4	10,000
Prefers Spanish	29.28	20.00	32.3	100

Of these recent donations, 30 percent were online and 67 percent offline (3 percent reporting they did not know how the donation was made). Givers under 35 are most likely to have made their recent donation online (36 percent). Weekly mass attenders are least likely to have made their most recent donation online (23 percent).<sup>7</sup>

***Was this donation made online or offline?***

Among those who have donated, regarding their most recent donation

	<b>Online</b>	<b>Offline</b>	<b>Don't know</b>
All respondents	30%	67%	3%
Age 16 to 34	36	61	3
Age 35 to 64	27	71	2
Attends Mass weekly	23	76	1
Attends Mass monthly	34	63	3
Attends Mass a few times a year or less	31	66	3
Registered with parish	28	71	1
Not registered with parish	33	62	5
Prefers English	30	67	3
Prefers Spanish	25	72	3

<sup>7</sup> Their most recent donation was very likely to their parish collection in-pew.

Working-age Catholics *most* likely to have recently donated online:

- Regularly use a tablet computer (42 percent)
- Are between the ages of 25 and 34 (40 percent)
- Are in households earning \$100,000 or more per year (39 percent donating online)
- Have attended college (36 percent)
- Attend Mass less than weekly, but at least once a month (34 percent)

There are no significant differences by parish registration, region, marital status, or gender. Minority respondents are slightly less likely to donate online than those self-identifying their race and ethnicity as non-Hispanic white.

The average amount given in recent donations was \$285 online compared to \$71 offline. However, median donations online and offline are both \$25.

Of those who have made charitable donations (online or offline), 67 percent indicated using cash or check and 29 percent noted use of a credit card.<sup>8</sup> Fifteen percent used a debit card and 7 percent electronic funds transfer. Catholics under 35 are among the least likely to use cash or check (59 percent) and are among the most likely to use a credit card (32 percent). Spanish-speaking respondents are most likely to indicate using a debit card to give (38 percent).

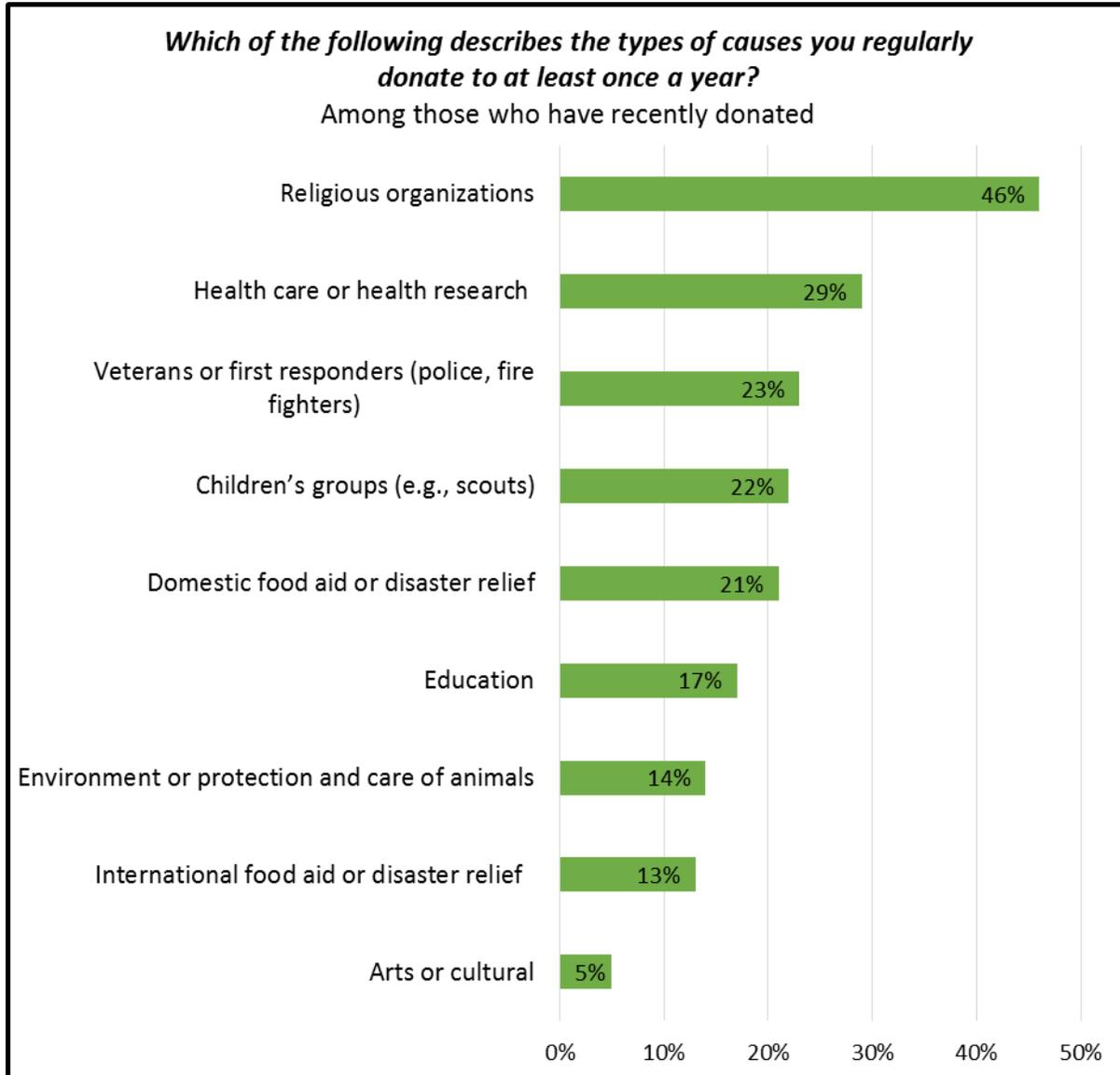
<b><i>Which of the following have you used in the past 12 months to make a donation?</i></b>				
Percentage responding “Yes” among those who have a recent donated				
	<b>Cash or check</b>	<b>Credit card</b>	<b>Debit card</b>	<b>Electronic funds transfer</b>
All respondents	67%	29%	15%	7%
Age 16 to 34	59	32	22	6
Age 35 to 64	71	28	11	8
Attends Mass weekly	76	29	14	11
Attends Mass monthly	72	30	20	9
Attends Mass a few times a year or less	62	29	13	5
Registered with parish	72	28	15	9
Not registered with parish	59	32	15	6
Prefers English	68	32	13	8
Prefers Spanish	61	5	38	6

<sup>8</sup> The question asks respondents to note all methods used. Totals for all methods exceed 100 percent.

Respondents who have made donations are much less likely to have used PayPal or another e-commerce system, asked for an invoice, or used their cell phone. Eleven percent of those between the ages of 16 and 34 have donated with PayPal or another e-commerce service.

<i>Which of the following have you used in the past 12 months to make a donation?</i>			
Percentage responding "Yes" among those who have made a recent donation			
	<b>PayPal or e-commerce</b>	<b>Asked for invoice</b>	<b>Cell phone linked account</b>
All respondents	6%	2%	2%
Age 16 to 34	11	3	3
Age 35 to 64	3	1	1
Attends Mass weekly	6	3	2
Attends Mass monthly	3	3	1
Attends Mass a few times a year or less	7	2	2
Registered with parish	5	3	1
Not registered with parish	8	1	3
Prefers English	6	2	2
Prefers Spanish	2	0	0

Among those who reported information about a recent donation, 46 percent say they regularly give (i.e., at least once a year) to religious organizations.



Twenty-nine percent regularly give to health care or health research, 23 percent give to veterans or first responders, 22 percent to children's groups and 21 percent to domestic food aid or disaster relief.

Seventeen percent give to education causes and needs, 14 percent to environmental or animal care or protection groups. Thirteen percent regularly give to international food aid and disaster relief and 5 percent to arts and culture groups.

Additionally 8 percent say they give to "other" types of groups (not shown in figure above). Nearly all of those indicated fit within the broader categories (e.g., cancer, homeless, and parks). Other types of giving noted were personal or political.

Eighty percent of weekly Mass attenders report regular giving to a religious organization as do 64 percent of those who attend less than weekly, but at least once a month. Fifty-nine percent of those registered with a parish give for religious causes or needs. Older respondents are more likely than those ages 16 to 34 to report giving to religious organizations (52 percent compared to 32 percent).

***Which of the following describes the types of causes you regularly donate to at least once a year?***

Percentage of those who have made a recent donation selecting each

	<b>Religious organizations</b>	<b>Health care, research</b>	<b>Veterans, police, fire</b>
All respondents	46%	29%	23%
Age 16 to 34	32	29	13
Age 35 to 64	52	30	27
Attends Mass weekly	80	26	24
Attends Mass monthly	64	31	18
Attends Mass a few times a year or less	24	30	24
Registered with parish	59	30	21
Not registered with parish	23	29	25
Prefers English	46	30	25
Prefers Spanish	43	23	2

There are no significant differences among sub-groups for giving to health causes or needs. Giving to veteran's and first responders is most common among those 35 and older.

About one in five working-age Catholics give to children's groups (22 percent), domestic disaster relief and aid (21 percent) or education causes (17 percent). There are few sub-group differences for giving to these causes. Spanish-speakers are notably less likely to give to domestic aid or education causes.

***Which of the following describes the types of causes you regularly donate to at least once a year?***

Percentage of those who have made a recent donation selecting each

	<b>Children's groups, scouts</b>	<b>Domestic aid, disaster relief</b>	<b>Education</b>
All respondents	22%	21%	17%
Age 16 to 34	22	24	20
Age 35 to 64	23	19	15
Attends Mass weekly	24	23	20
Attends Mass monthly	21	19	18
Attends Mass a few times a year or less	23	20	15
Registered with parish	24	19	21
Not registered with parish	21	23	9
Prefers English	23	22	18
Prefers Spanish	19	3	3

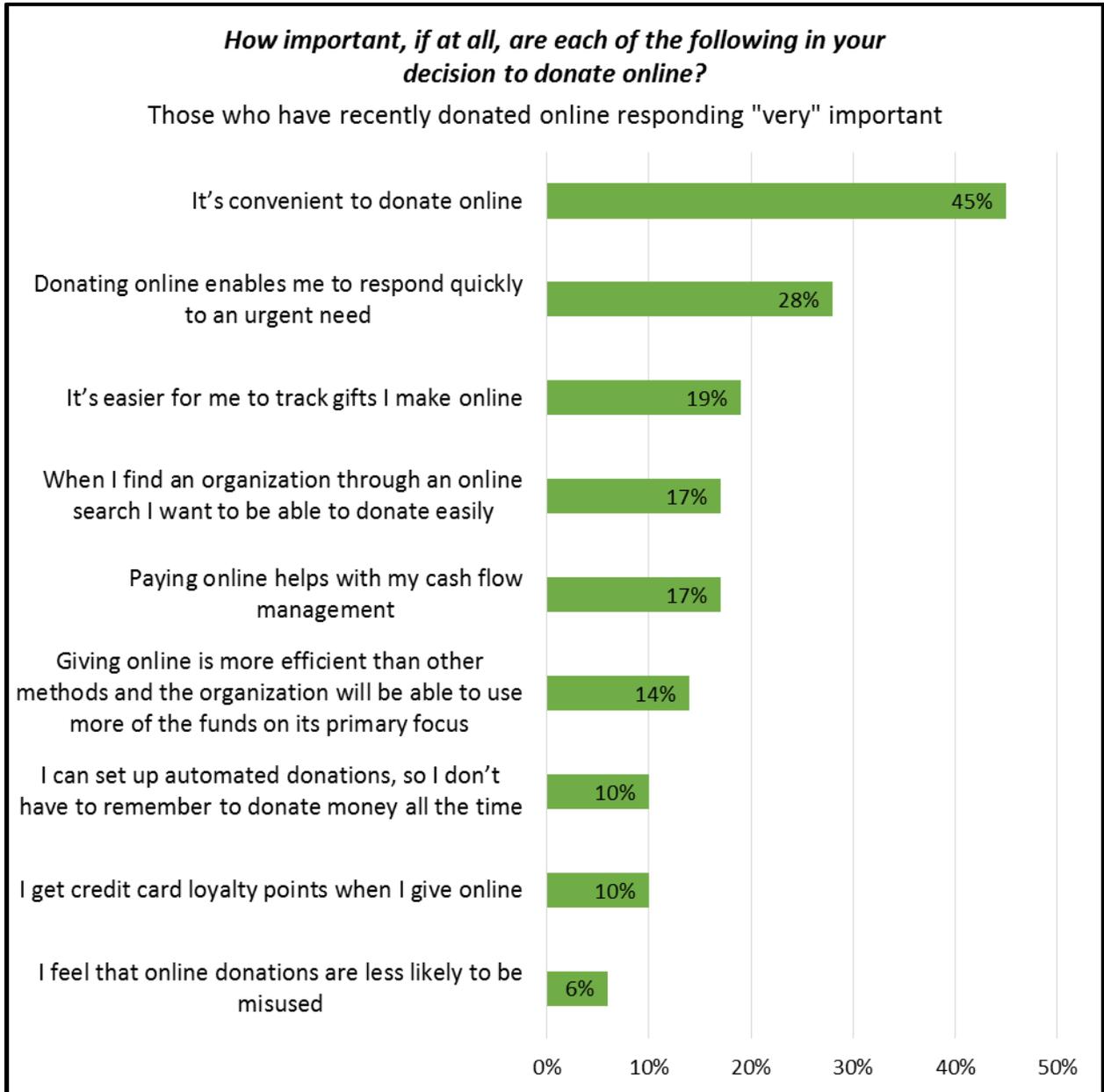
Working-age Catholics are least inclined to give to environmental, animal care, international aid causes, as well as arts and culture. However, giving to the latter is often episodic and linked to periodic disasters or famine. The one sub-group and cause that stands out in the table below are weekly Mass attenders and their support for international disaster aid and relief (26 percent).

*Which of the following describes the types of causes  
you regularly donate to at least once a year?*

Percentage of those who have made a recent donation selecting each

	<b>Environment, care of animals</b>	<b>International aid, disaster relief</b>	<b>Arts, cultural</b>
All respondents	14%	13%	5%
Age 16 to 34	13	14	6
Age 35 to 64	14	13	5
Attends Mass weekly	11	26	4
Attends Mass monthly	11	9	3
Attends Mass a few times a year or less	16	10	6
Registered with parish	13	14	5
Not registered with parish	15	11	6
Prefers English	15	14	5
Prefers Spanish	0	10	2

Respondents who had recently donated to any cause online were asked about aspects of this type of giving that were important to their decision to use this method. The number one reason was convenience, followed by being able to respond quickly to an urgent need, and ease of tracking gifts online.



Among online givers, those between the ages of 16 and 34 (48 percent) and those who attend Mass a few times a year or less often (50 percent) are most likely to say convenience was “very” important to their decision to give online. Those who prefer Spanish (21 percent) are least likely to respond as such. This may be related to a lack of Spanish-language sites for giving.

*How important, if at all, are each of the following in your decision to donate online?*

***It’s convenient to donate online***

Among those who have recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	45%	33%	13%	9%
Age 16 to 34	48	38	9	5
Age 35 to 64	44	30	15	11
Attends Mass weekly	46	31	11	12
Attends Mass monthly	34	53	15	7
Attends Mass a few times a year or less	50	28	13	9
Registered with parish	46	34	9	11
Not registered with parish	45	31	19	5
Prefers English	47	32	12	9
Prefers Spanish	21	50	29	0

More than one in four Catholics who give online, 28 percent, say the quickness of online giving is “very” important to their decisions to use this method.

*How important, if at all, are each of the following in your decision to donate online?*

***Donating online enables me to respond quickly to an urgent need***

Among those who have recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	28%	34%	18%	20%
Age 16 to 34	28	45	12	15
Age 35 to 64	27	28	22	23
Attends Mass weekly	23	39	16	23
Attends Mass monthly	26	35	21	18
Attends Mass a few times a year or less	31	32	17	20
Registered with parish	24	35	17	24
Not registered with parish	34	33	19	14
Prefers English	26	36	17	21
Prefers Spanish	61	13	26	0

Respondents who took the survey in Spanish are more likely than those preferring English to say the quickness of online giving is “very” important to them (61 percent compared to 26 percent).

About one in five who give online say the ability to track their giving is “very” important to their decision to use this method of donating. There is no significant variation among sub-groups.

---

*How important, if at all, are each of the following in your decision to donate online?*

***It’s easier for me to track gifts I make online***

Among those who have recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	19%	33%	21%	27%
Age 16 to 34	21	33	24	22
Age 35 to 64	18	33	20	29
Attends Mass weekly	24	28	18	30
Attends Mass monthly	14	39	27	20
Attends Mass a few times a year or less	20	32	19	29
Registered with parish	21	35	17	27
Not registered with parish	18	28	28	27
Prefers English	19	32	21	28
Prefers Spanish	21	50	25	4

Seventeen percent of online givers cite cash flow management as being “very” important to their decision to donate online. There is no significant variation among sub-groups.

---

*How important, if at all, are each of the following in your decision to donate online?*

***Paying online helps with my cash flow management***

Among those who have recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	17%	25%	23%	35%
Age 16 to 34	15	28	19	39
Age 35 to 64	18	23	26	33
Attends Mass weekly	21	32	13	34
Attends Mass monthly	17	17	38	28
Attends Mass a few times a year or less	15	25	20	39
Registered with parish	16	25	22	36
Not registered with parish	18	23	25	34
Prefers English	17	26	21	36
Prefers Spanish	22	0	70	8

Seventeen percent of online givers cite the ability to donate easily to causes they find online as being “very” important to their decision to donate online.

*How important, if at all, are each of the following in your decision to donate online?  
When I find an organization through an online search I want to be able to donate easily*  
Among those who have recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	17%	28%	23%	32%
Age 16 to 34	20	38	17	25
Age 35 to 64	16	22	27	35
Attends Mass weekly	11	23	30	36
Attends Mass monthly	18	28	18	36
Attends Mass a few times a year or less	19	29	24	28
Registered with parish	15	29	20	35
Not registered with parish	21	26	27	26
Prefers English	16	28	24	32
Prefers Spanish	44	26	4	26

Respondents who took the survey in Spanish are more likely than those preferring English to say ease of giving is “very” important to their decision to donate online (44 percent compared to 16 percent).

Fourteen percent of online givers say the efficiency of this method of giving is “very” important to their decision.

*How important, if at all, are each of the following in your decision to donate online?  
Giving online is more efficient than other methods and the organization  
will be able to use more of the funds on its primary focus*  
Among those who have recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	14%	33%	25%	28%
Age 16 to 34	21	35	21	23
Age 35 to 64	10	33	27	30
Attends Mass weekly	19	31	20	30
Attends Mass monthly	9	43	22	25
Attends Mass a few times a year or less	14	30	27	28
Registered with parish	18	35	19	28
Not registered with parish	8	32	33	27
Prefers English	13	33	24	29
Prefers Spanish	21	46	29	4

This aspect is more likely to be considered “very” important among those ages 16 to 34 and Spanish speaking respondents (21 percent in both sub-groups).

One in ten online givers cite credit card loyalty points as being “very” important to their decision to donate online. A majority of online givers say this is “not at all” important to them (55 percent).

---

*How important, if at all, are each of the following in your decision to donate online?*  
***I get credit card loyalty points when I give online***  
 Among those who have recently donated online

---

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	10%	16%	19%	55%
Age 16 to 34	8	14	27	52
Age 35 to 64	12	17	15	56
Attends Mass weekly	16	11	11	62
Attends Mass monthly	8	21	19	51
Attends Mass a few times a year or less	9	16	22	53
Registered with parish	12	15	14	59
Not registered with parish	8	18	26	48
Prefers English	11	17	18	54
Prefers Spanish	0	0	35	65

---

None of those who prefer Spanish say loyalty points were “very” important to their decision to give online.

One in ten online givers cite the ability to set up automated donations as being “very” important to their decision to donate online. A majority of online givers say this is “not at all” important to them (54 percent).

---

*How important, if at all, are each of the following in your decision to donate online?*  
***I can set up automated donations, so I don’t have to remember to donate money all the time***  
 Among those who have recently donated online

---

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	10%	16%	20%	54%
Age 16 to 34	10	18	24	47
Age 35 to 64	10	15	17	58
Attends Mass weekly	22	18	19	41
Attends Mass monthly	9	19	24	48
Attends Mass a few times a year or less	7	14	19	61
Registered with parish	13	20	16	51
Not registered with parish	7	10	25	58
Prefers English	11	14	19	56
Prefers Spanish	4	44	30	22

---

Weekly Mass attenders who give online are most likely to cite the ability to set up automatic payments as being “very” important to their decision to give online (22 percent).

Only 6 percent of online givers say the thought that online donations are less likely to be misused was “very” important to their decision to use this method to give. There is no significant variation among sub-groups. A majority of online givers say this aspect of online giving is “not at all” important to them (56 percent).

---

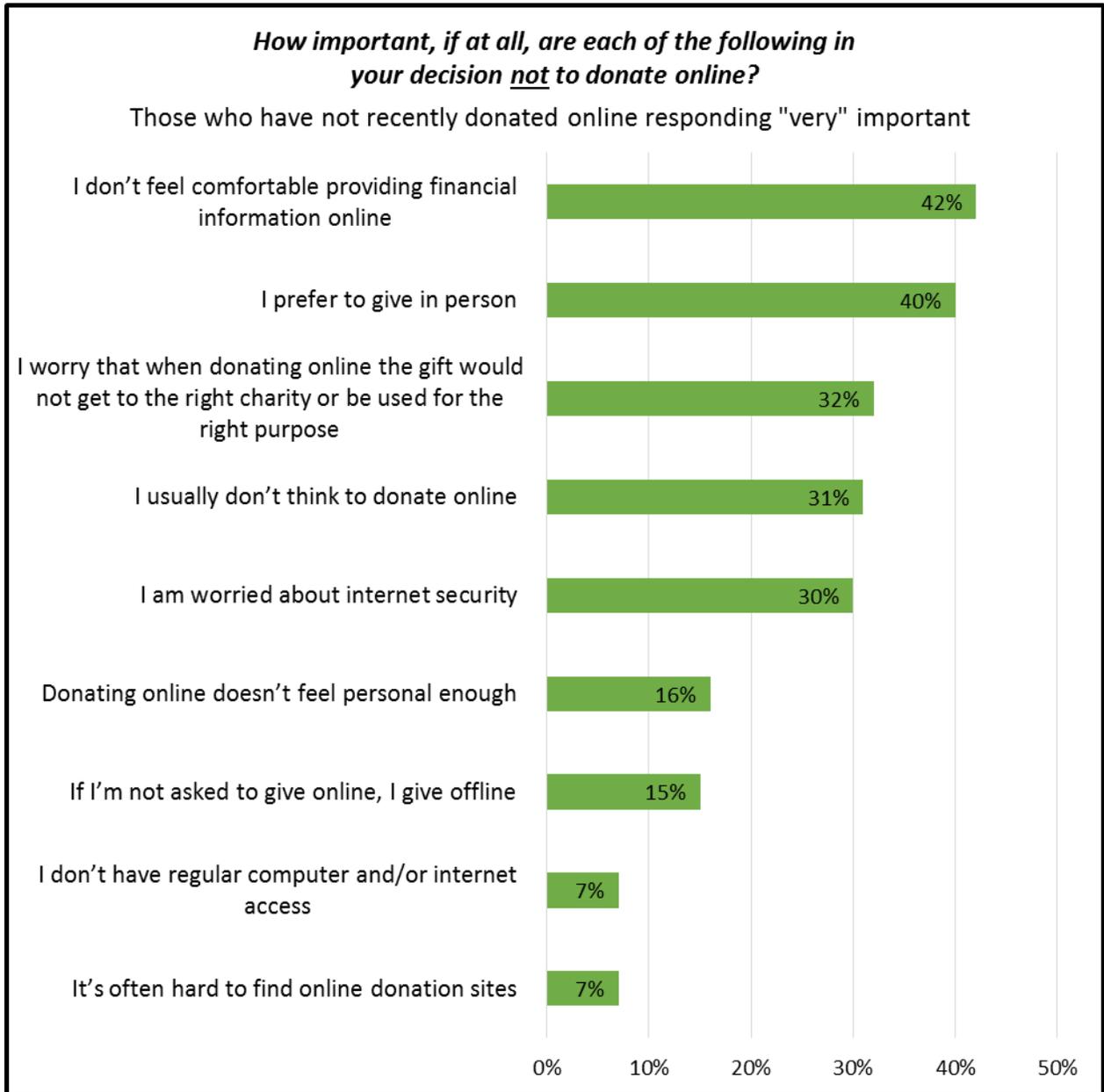
*How important, if at all, are each of the following in your decision to donate online?*

***I feel that online donations are less likely to be misused***

Among those who have recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	6%	11%	28%	56%
Age 16 to 34	7	12	36	45
Age 35 to 64	5	10	23	62
Attends Mass weekly	6	8	30	55
Attends Mass monthly	6	20	22	52
Attends Mass a few times a year or less	5	8	30	57
Registered with parish	8	11	25	56
Not registered with parish	3	10	32	55
Prefers English	6	10	27	57
Prefers Spanish	4	30	44	22

Among those who have not donated online, 42 percent indicate that not feeling comfortable providing financial information online was “very” important to this decision. Forty-percent say their preference to give in person was “very” important. About a third indicate similar importance to the worry that an online donation would not get to the right charity or be used for the right purpose (32 percent). Thirty-one percent say just not thinking to donate online is “very” important to their decision to give by another method.



Discomfort with providing financial information online is the reason cited most often for not giving online among those who don't use this method. Forty-two percent say this was “very” important to their decision not to make online donations.

*How important, if at all, are each of the following in your decision not to donate online?*

***I don't feel comfortable providing financial information online***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	42%	19%	19%	20%
Age 16 to 34	31	18	25	26
Age 35 to 64	48	19	15	17
Attends Mass weekly	53	17	15	15
Attends Mass monthly	39	25	18	18
Attends Mass a few times a year or less	40	17	20	23
Registered with parish	42	21	19	18
Not registered with parish	42	17	18	23
Prefers English	40	21	17	22
Prefers Spanish	52	7	28	13

A majority of weekly Mass attenders (53 percent) and Spanish-speakers (52 percent) who do not give online cite concerns about providing financial information on the internet as being “very” important to their decisions regarding this method of donation.

Forty percent of those who do not give online say their preference to give in person is “very” important to their decision regarding their donation patterns.

*How important, if at all, are each of the following in your decision not to donate online?*

***I prefer to give in person***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	40%	26%	12%	22%
Age 16 to 34	37	25	15	22
Age 35 to 64	41	26	10	22
Attends Mass weekly	50	20	14	16
Attends Mass monthly	41	21	11	26
Attends Mass a few times a year or less	36	29	12	23
Registered with parish	43	24	12	21
Not registered with parish	36	28	11	25
Prefers English	38	27	10	24
Prefers Spanish	45	20	21	14

Half of weekly Mass attenders who do not give online cite preference to give in person as being “very” important to their decisions not to give online.

A third of those who do not give online (32 percent) say concerns about the donation not going to the right charity or being used for the right purpose are “very” important to their selection of a donation method.

*How important, if at all, are each of the following in your decision not to donate online?*

***I worry that when donating online the gift would not get to the right charity or be used for the right purpose***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	32%	23%	17%	27%
Age 16 to 34	28	25	19	28
Age 35 to 64	35	22	17	26
Attends Mass weekly	35	23	15	27
Attends Mass monthly	31	24	19	26
Attends Mass a few times a year or less	32	23	17	27
Registered with parish	32	25	17	26
Not registered with parish	32	22	18	28
Prefers English	30	25	16	29
Prefers Spanish	44	17	22	17

Forty-four percent of Spanish speakers who do not give online say concerns about the donation going to the right place or being used for the right purpose are “very” important to their decision not to donate online.

Three in ten of those who do not give online (31 percent) say just not thinking to give online is “very” important to not having done so. There are no significant differences among sub-groups.

*How important, if at all, are each of the following in your decision not to donate online?*

***I usually don't think to donate online***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	31%	17%	15%	37%
Age 16 to 34	30	20	17	33
Age 35 to 64	32	15	13	40
Attends Mass weekly	34	19	14	33
Attends Mass monthly	25	18	18	39
Attends Mass a few times a year or less	32	16	14	38
Registered with parish	30	18	16	36
Not registered with parish	32	16	13	39
Prefers English	31	19	12	39
Prefers Spanish	33	8	29	30

Concerns about internet security are cited by three in ten of those who do not give online as being “very” important to this decision.

*How important, if at all, are each of the following in your decision not to donate online?*

***I am worried about internet security***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	30%	24%	24%	22%
Age 16 to 34	23	24	25	27
Age 35 to 64	34	25	23	18
Attends Mass weekly	34	29	21	16
Attends Mass monthly	26	32	24	19
Attends Mass a few times a year or less	31	21	25	24
Registered with parish	30	26	25	19
Not registered with parish	30	22	23	25
Prefers English	28	24	24	24
Prefers Spanish	43	24	22	11

Forty-three percent of Spanish-speakers who do not give online cite internet security as being “very” important to their decision.

Sixteen percent of all those who do not give online and 22 percent of weekly Mass attenders among this group say that donating online not feeling personal enough is “very” important to their decision of avoiding this method.

*How important, if at all, are each of the following in your decision not to donate online?*

***Donating online doesn’t feel personal enough***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	16%	20%	18%	46%
Age 16 to 34	13	21	21	44
Age 35 to 64	17	20	16	47
Attends Mass weekly	22	17	18	44
Attends Mass monthly	14	21	20	44
Attends Mass a few times a year or less	15	21	17	47
Registered with parish	17	21	19	43
Not registered with parish	15	19	16	50
Prefers English	15	22	15	48
Prefers Spanish	18	13	31	38

Fifteen percent of non-online givers say not being asked to give online is “very” important to their decision not to use this method.

*How important, if at all, are each of the following in your decision not to donate online?*

***If I’m not asked to give online, I give offline***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	15%	18%	22%	45%
Age 16 to 34	12	16	26	46
Age 35 to 64	17	18	21	44
Attends Mass weekly	20	19	24	37
Attends Mass monthly	17	23	18	42
Attends Mass a few times a year or less	13	15	24	48
Registered with parish	15	20	23	42
Not registered with parish	15	15	22	48
Prefers English	14	18	21	48
Prefers Spanish	20	17	32	31

One in five weekly Mass attenders who do not give online say not having been asked to do so is “very” important to their decision about their giving method.

Few non-online givers (7 percent) say inability to find online donation sites is “very” important to their decision not to use this method. This may be because the other reasons noted above preclude these respondents from ever looking for such options.

*How important, if at all, are each of the following in your decision not to donate online?*

***It’s often hard to find online donation sites***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	7%	11%	17%	65%
Age 16 to 34	6	17	20	58
Age 35 to 64	7	8	16	69
Attends Mass weekly	9	11	17	63
Attends Mass monthly	6	19	18	57
Attends Mass a few times a year or less	6	9	17	68
Registered with parish	7	12	18	63
Not registered with parish	6	11	16	67
Prefers English	6	11	15	68
Prefers Spanish	10	12	29	49

One in ten Spanish speakers who do not give online say hard to find online donation sites are “very” important to their decision not to give online.

Few of those who do not give online are prevented from doing so by a lack of internet access. Only 7 percent of this group cites this as being “very” important to their decisions.

*How important, if at all, are each of the following in your decision not to donate online?*

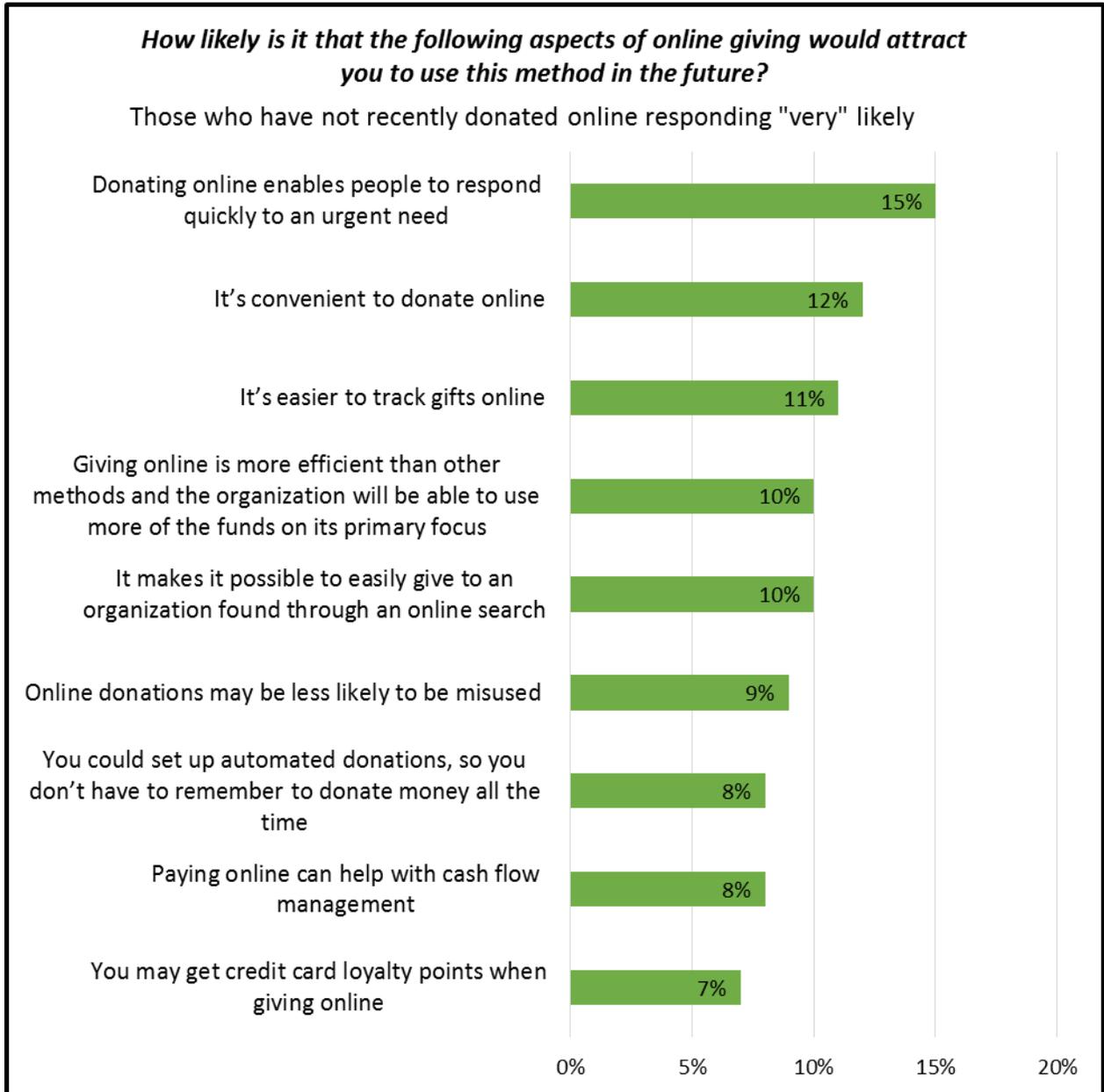
***I don’t have regular computer and/or internet access***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	7%	7%	14%	73%
Age 16 to 34	5	6	18	71
Age 35 to 64	8	7	11	74
Attends Mass weekly	8	13	11	68
Attends Mass monthly	4	9	15	71
Attends Mass a few times a year or less	7	4	14	74
Registered with parish	8	8	13	71
Not registered with parish	6	5	15	74
Prefers English	5	6	10	79
Prefers Spanish	14	10	33	43

Fourteen percent of Spanish speakers who do not give online say lack of access to a computer and/or internet access are “very” important to their decision not to give online.

Respondents who had not given online in the past were asked if any of a number of positive aspects of online giving might attract them to this method of donating in the future. None were deemed “very” likely to attract many of the non-online givers. Fifteen percent indicated the ability to respond to an urgent need would “very” likely attract them to use this method of donation. Twelve percent similarly cited convenience. Twelve percent similarly cited convenience.



Responding to an urgent need is considered “very” likely to attract future online giving among those who have not recently donated in this way.

---

*How likely is it that the following aspects of online giving would attract you to use this method in the future?*  
***Donating online enables people to respond quickly to an urgent need***  
 Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	15%	32%	20%	33%
Age 16 to 34	20	31	20	29
Age 35 to 64	13	32	20	35
Attends Mass weekly	20	32	18	30
Attends Mass monthly	16	27	24	33
Attends Mass a few times a year or less	14	33	19	34
Registered with parish	17	34	20	29
Not registered with parish	14	28	20	38
Prefers English	13	33	19	35
Prefers Spanish	27	25	26	22

Spanish speaking respondents who do not give online are especially likely to say responding to an urgent need would “very” likely attract them to make online donations in the future (27 percent).

Only 12 percent of non-online givers say that convenience is “very” likely to attract them to donate online in the future. Differences between subgroups are not significant.

---

*How likely is it that the following aspects of online giving would attract you to use this method in the future?*  
***It’s convenient to donate online***  
 Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	12%	27%	25%	37%
Age 16 to 34	12	33	26	30
Age 35 to 64	12	24	24	40
Attends Mass weekly	17	21	22	41
Attends Mass monthly	14	26	27	32
Attends Mass a few times a year or less	10	29	24	37
Registered with parish	13	27	26	34
Not registered with parish	10	27	23	40
Prefers English	11	28	23	37
Prefers Spanish	16	20	30	34

Eleven percent of those who do not give online say tracking of gifts is “very” likely to attract them to this method of giving in the future. Differences between subgroups are not significant.

---

*How likely is it that the following aspects of online giving would attract you to use this method in the future?*

***It’s easier to track gifts online***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	11%	30%	24%	35%
Age 16 to 34	15	29	24	31
Age 35 to 64	9	31	24	36
Attends Mass weekly	7	33	23	37
Attends Mass monthly	13	35	22	31
Attends Mass a few times a year or less	12	28	25	36
Registered with parish	11	34	23	32
Not registered with parish	11	26	25	38
Prefers English	11	31	23	35
Prefers Spanish	15	25	29	30

One in ten who have not given online say the ability to give to an organization found in an online search is “very” likely to attract them to this method of giving in the future.

---

*How likely is it that the following aspects of online giving would attract you to use this method in the future?*

***It makes it possible to easily give to an organization found through an online search***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	10%	28%	24%	38%
Age 16 to 34	15	29	24	32
Age 35 to 64	7	27	25	41
Attends Mass weekly	10	25	23	42
Attends Mass monthly	12	26	26	36
Attends Mass a few times a year or less	10	29	24	37
Registered with parish	11	30	26	33
Not registered with parish	8	25	23	44
Prefers English	8	29	25	39
Prefers Spanish	22	22	22	34

Spanish-speaking respondents who do not give online are most likely to say they are “very” likely to be attracted to online giving through ease of giving to organizations found in an online search (22 percent).

Less than one in ten (9 percent) say the efficiency of online giving is “very” likely to attract them to this method in the future.

---

*How likely is it that the following aspects of online giving would attract you to use this method in the future?*  
***Giving online is more efficient than other methods and the organization will be able to use more of the funds on its primary focus***  
 Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	9%	26%	25%	40%
Age 16 to 34	11	29	28	33
Age 35 to 64	8	24	24	44
Attends Mass weekly	12	22	24	42
Attends Mass monthly	12	24	24	40
Attends Mass a few times a year or less	7	27	27	39
Registered with parish	11	27	26	37
Not registered with parish	7	24	25	44
Prefers English	7	24	26	42
Prefers Spanish	18	30	22	30

Spanish-speaking respondents who do not give online are most likely to say they are “very” likely to be attracted to online giving through the efficiency of using this method (18 percent).

Less than one in ten (9 percent) say a lower likelihood of their gift being misused by donating online is “very” likely to attract them to this method in the future.

---

*How likely is it that the following aspects of online giving would attract you to use this method in the future?*  
***Online donations may be less likely to be misused***  
 Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	9%	18%	25%	48%
Age 16 to 34	11	22	29	38
Age 35 to 64	8	17	22	53
Attends Mass weekly	11	14	22	53
Attends Mass monthly	12	15	23	50
Attends Mass a few times a year or less	7	21	26	46
Registered with parish	11	17	25	47
Not registered with parish	7	20	24	49
Prefers English	7	17	25	51
Prefers Spanish	17	24	25	34

Spanish-speaking respondents who do not give online are most likely to say they are “very” likely to be attracted to online giving because their gifts may be less likely to be misused (17 percent).

Less than one in ten (8 percent) say cash flow management is “very” likely to attract them to giving online in the future. Differences between subgroups are not significant.

*How likely is it that the following aspects of online giving would attract you to use this method in the future?*

***Paying online can help with cash flow management***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	8%	26%	23%	44%
Age 16 to 34	8	30	24	39
Age 35 to 64	8	24	22	46
Attends Mass weekly	11	17	24	47
Attends Mass monthly	7	25	21	47
Attends Mass a few times a year or less	7	28	23	42
Registered with parish	10	24	23	43
Not registered with parish	5	28	23	44
Prefers English	7	26	22	45
Prefers Spanish	10	26	27	37

Less than one in ten (8 percent) say automated giving features are “very” likely to attract them to giving online in the future.

*How likely is it that the following aspects of online giving would attract you to use this method in the future?*

***You could set up automated donations, so you don’t have to remember to donate money all the time***

Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	8%	20%	20%	52%
Age 16 to 34	11	23	24	42
Age 35 to 64	6	18	18	57
Attends Mass weekly	12	15	13	60
Attends Mass monthly	9	25	17	49
Attends Mass a few times a year or less	6	20	24	50
Registered with parish	10	20	21	49
Not registered with parish	5	20	20	55
Prefers English	6	20	19	55
Prefers Spanish	18	21	25	37

Spanish-speaking respondents who do not give online are most likely to say they are “very” likely to be attracted to online giving by automated giving features (18 percent).

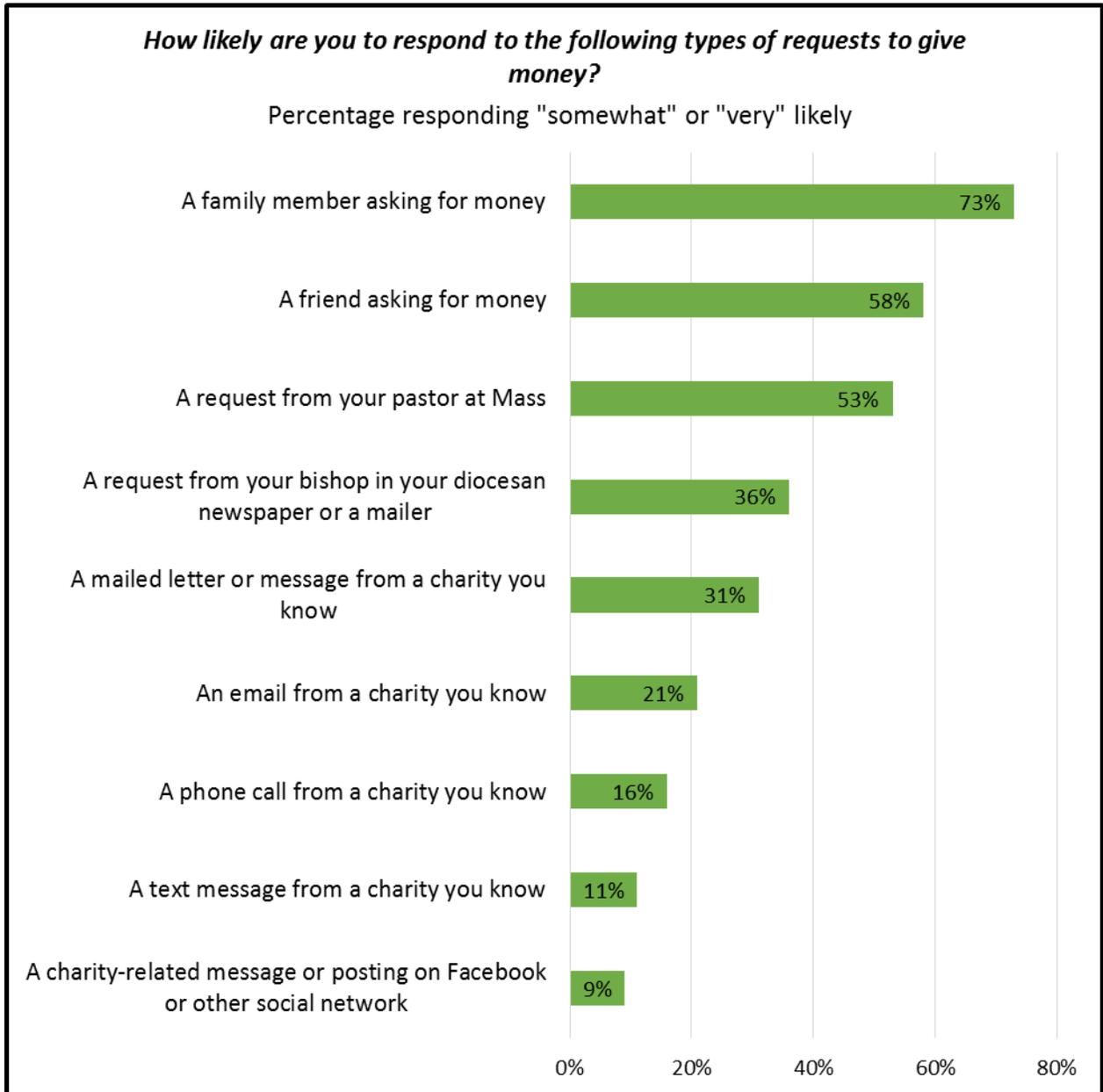
Only 7 percent of those who do not give online say that credit card loyalty points are “very” likely to motivate them to do so in the future. Differences between subgroups are not significant.

---

*How likely is it that the following aspects of online giving would attract you to use this method in the future?*  
***You may get credit card loyalty points when giving online***  
 Among those who have not recently donated online

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	7%	27%	22%	43%
Age 16 to 34	9	29	25	37
Age 35 to 64	6	26	21	47
Attends Mass weekly	9	23	16	52
Attends Mass monthly	9	28	23	39
Attends Mass a few times a year or less	6	28	34	42
Registered with parish	10	26	22	43
Not registered with parish	4	28	23	44
Prefers English	7	28	21	43
Prefers Spanish	8	22	28	43

Respondents were asked about their likelihood of responding to various types of requests for financial gifts. Seventy-three percent say they would be “somewhat” or “very” likely to respond to a family member asking for money. Fifty-eight percent say they would do the same for a friend requesting money. A request from one’s pastor (53 percent) or bishop (36 percent) also rank relatively high in terms of likelihood of response compared to requests from other charitable organizations.



Thirty-five percent of working-age Catholics say they are “very” likely to respond to a request for money from a family member. Differences between subgroups are not significant.

---

*How likely are you to respond to the following types of requests to give money?*

***A family member asking for money***

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	35%	38%	18%	9%
Age 16 to 34	35	38	18	9
Age 35 to 64	35	39	17	9
Attends Mass weekly	39	39	12	10
Attends Mass monthly	35	40	18	8
Attends Mass a few times a year or less	34	38	19	9
Registered with parish	39	41	13	7
Not registered with parish	30	36	23	11
Prefers English	35	40	17	8
Prefers Spanish	32	30	19	18

---

Eighteen percent of respondents say they are “very” likely to respond to a request to give from their pastor.<sup>9</sup>

---

*How likely are you to respond to the following types of requests to give money?*

***A request from your Pastor at Mass***

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	18%	35%	24%	23%
Age 16 to 34	18	36	22	23
Age 35 to 64	17	34	25	24
Attends Mass weekly	36	46	10	8
Attends Mass monthly	20	41	25	13
Attends Mass a few times a year or less	11	30	27	32
Registered with parish	24	41	21	13
Not registered with parish	9	27	27	37
Prefers English	18	35	24	24
Prefers Spanish	17	35	26	22

---

Weekly Mass attenders are the most likely to say they are “very” likely to respond to a request for giving from their pastor (36 percent).

---

<sup>9</sup> Seventy-seven percent say they are at least “a little” likely to respond to a request from their pastor, representing 43.8 million individuals.

Sixteen percent of respondents said they were “very” likely to respond to a request from a friend asking for money. Note that this places pastors behind family but ahead of friends in financial appeals in terms of being “very” likely to respond.

---

*How likely are you to respond to the following types of requests to give money?*

***A friend asking for money***

---

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	16%	42%	29%	13%
Age 16 to 34	17	42	27	13
Age 35 to 64	15	41	31	13
Attends Mass weekly	20	39	25	16
Attends Mass monthly	14	47	29	10
Attends Mass a few times a year or less	15	40	31	14
Registered with parish	18	45	26	11
Not registered with parish	13	38	33	17
Prefers English	14	44	29	12
Prefers Spanish	22	29	23	26

---

Nine percent of respondents say they are “very” likely to respond to a request from their bishop to give money.<sup>10</sup>

---

*How likely are you to respond to the following types of requests to give money?*

***A request from your Bishop in your diocesan newspaper or a mailer***

---

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	9%	27%	27%	37%
Age 16 to 34	8	27	28	37
Age 35 to 64	10	28	25	36
Attends Mass weekly	22	48	15	15
Attends Mass monthly	11	29	34	26
Attends Mass a few times a year or less	5	21	27	46
Registered with parish	13	34	27	26
Not registered with parish	5	18	27	51
Prefers English	10	27	25	39
Prefers Spanish	8	32	37	23

---

Weekly Mass attenders are the most likely to say they are “very” likely to respond to a request for giving from their bishop (22 percent).

---

<sup>10</sup> Sixty-three percent say they are at least “a little” likely to respond to a request from their bishop, representing 35.8 million individuals.

Only 6 percent of respondents say they are “very” likely to respond to a mailed letter or message from a charity you know.

---

*How likely are you to respond to the following types of requests to give money?*  
***A mailed letter or message from a charity you know***

---

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	6%	25%	35%	34%
Age 16 to 34	4	23	38	35
Age 35 to 64	7	25	34	34
Attends Mass weekly	9	32	32	27
Attends Mass monthly	5	25	42	28
Attends Mass a few times a year or less	5	23	34	38
Registered with parish	8	26	37	29
Not registered with parish	2	23	34	41
Prefers English	5	24	36	35
Prefers Spanish	13	27	30	30

---

Thirteen percent of Spanish-speakers say they are “very” likely to respond to a mailed letter from a charity they know.

Only 3 percent of respondents say they are “very” likely to respond to an email from a charity asking them to make a donation. Differences between subgroups are not significant.

---

*How likely are you to respond to the following types of requests to give money?*  
***An email from a charity you know***

---

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	3%	18%	34%	45%
Age 16 to 34	4	19	37	40
Age 35 to 64	3	18	32	47
Attends Mass weekly	8	21	33	38
Attends Mass monthly	3	18	38	40
Attends Mass a few times a year or less	2	18	33	48
Registered with parish	4	20	37	39
Not registered with parish	2	16	30	52
Prefers English	2	18	33	46
Prefers Spanish	7	20	39	35

---

Only 3 percent of respondents say they are “very” likely to respond to a phone call from a charity asking them to make a donation.

*How likely are you to respond to the following types of requests to give money?*  
**A phone call from a charity you know**

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	3%	13%	33%	51%
Age 16 to 34	3	15	36	46
Age 35 to 64	3	13	31	53
Attends Mass weekly	8	17	34	41
Attends Mass monthly	3	16	38	43
Attends Mass a few times a year or less	2	11	30	56
Registered with parish	5	16	35	45
Not registered with parish	1	10	30	59
Prefers English	2	14	32	52
Prefers Spanish	9	11	38	42

Nine percent of Spanish-speakers say they are “very” likely to respond to a phone call from a charity they know.

Only 2 percent of respondents say they are “very” likely to respond to a text message from a charity asking them to make a donation.

*How likely are you to respond to the following types of requests to give money?*  
**A text or message from a charity you know**

	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	2%	9%	24%	65%
Age 16 to 34	2	12	27	59
Age 35 to 64	2	7	22	69
Attends Mass weekly	4	11	25	59
Attends Mass monthly	2	9	30	59
Attends Mass a few times a year or less	1	8	22	69
Registered with parish	2	11	25	62
Not registered with parish	1	7	22	70
Prefers English	2	14	32	52
Prefers Spanish	9	11	38	42

Nine percent of Spanish-speakers say they are “very” likely to respond to text message from a charity they know.

Only 2 percent of respondents say they are “very” likely to respond to a charity-related message or posting on Facebook or another social network asking them to make a donation. Differences between subgroups are not significant.

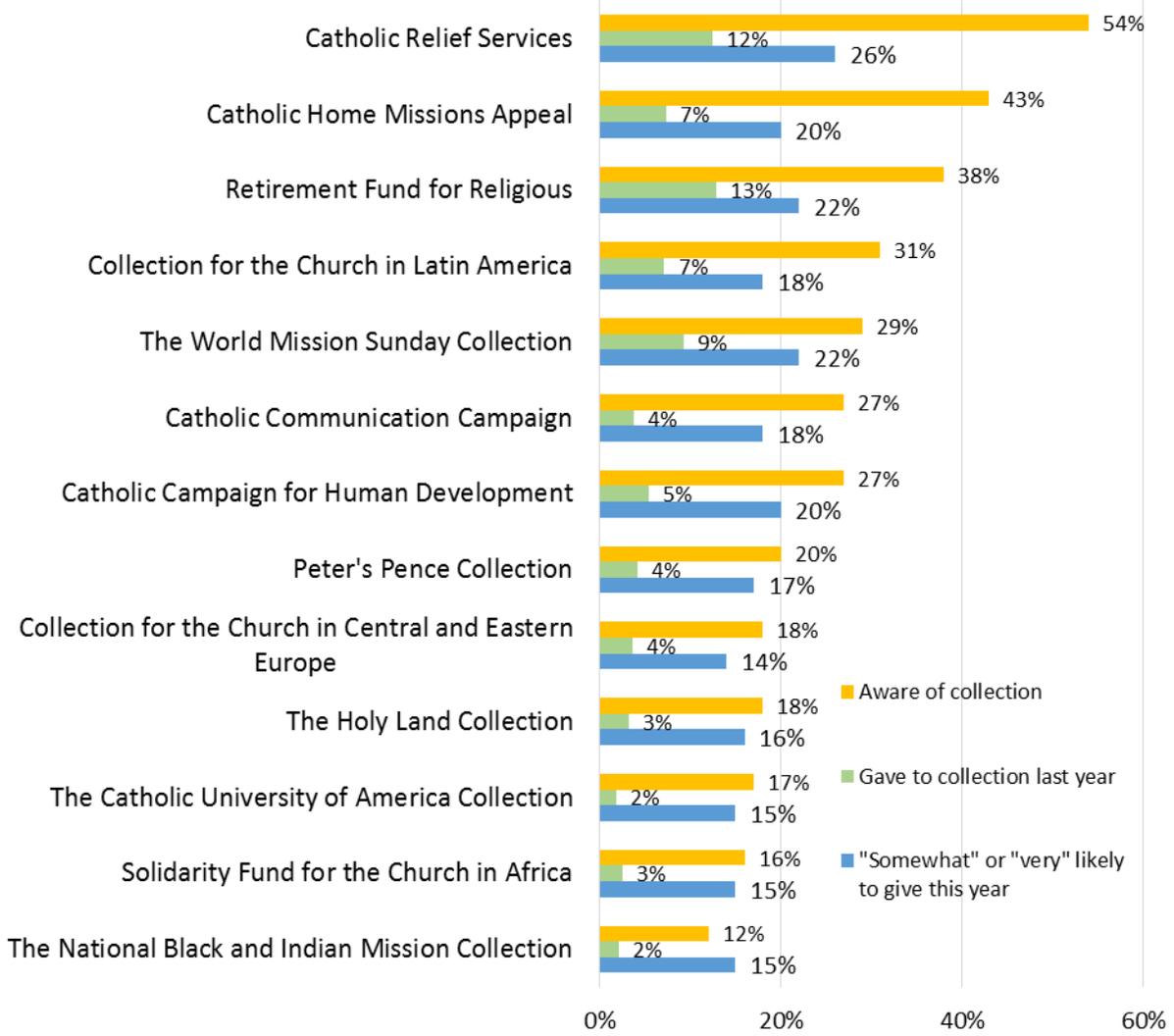
<i>How likely are you to respond to the following types of requests to give money?</i>				
<i>A charity-related message or posting on Facebook or other social network</i>				
	<b>Very</b>	<b>Somewhat</b>	<b>Only a little</b>	<b>Not at all</b>
All respondents	2%	7%	25%	66%
Age 16 to 34	1	12	30	57
Age 35 to 64	2	5	23	70
Attends Mass weekly	3	4	27	65
Attends Mass monthly	1	9	26	64
Attends Mass a few times a year or less	1	8	25	66
Registered with parish	2	8	27	64
Not registered with parish	1	7	24	68
Prefers English	1	8	23	68
Prefers Spanish	3	4	42	51

### **Special Collections**

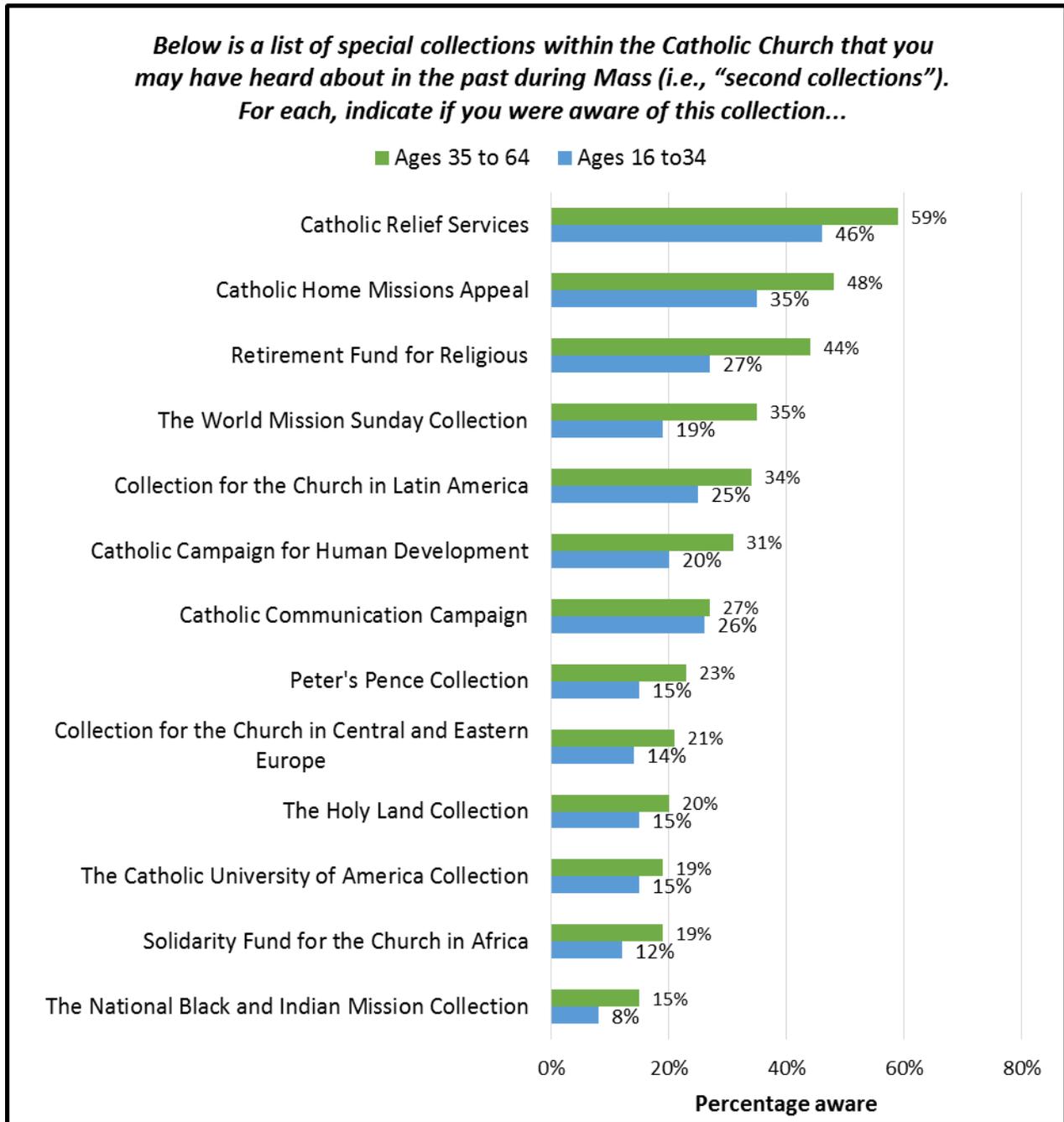
As shown in the figure on the next page, respondents were asked if they were aware of 13 special collections in the Catholic Church. Each collection was provided a description. Those who were aware were asked if they had given in the last year. Regardless of previous awareness, all respondents were asked about their willingness to give to these special collections in the next year. For comparison, in the figure on the next page, we show the estimated percentage of *all* working-age Catholics who gave last year, regardless of awareness.<sup>11</sup> Working age Catholics were most aware of the collection for Catholic Relief Services (54 percent) and were most likely to have given to the Retirement Fund for Religious collection last year (13 percent). Respondents indicated they were most likely to give to the collection for Catholic Relief services *next* year (26 percent “somewhat” or “very” likely).

<sup>11</sup> Given the sampling for this study these figures do not include Catholics ages 65 and older. This demographic has high Mass attendance levels and undoubtedly contributes significantly to the totals for these collections annually.

**Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., "second collections"). For each, indicate if you were aware of this collection... Within the past 12 months did you or your household donate to these collections? How likely are you to give to each of these collections in the next 12 months?**



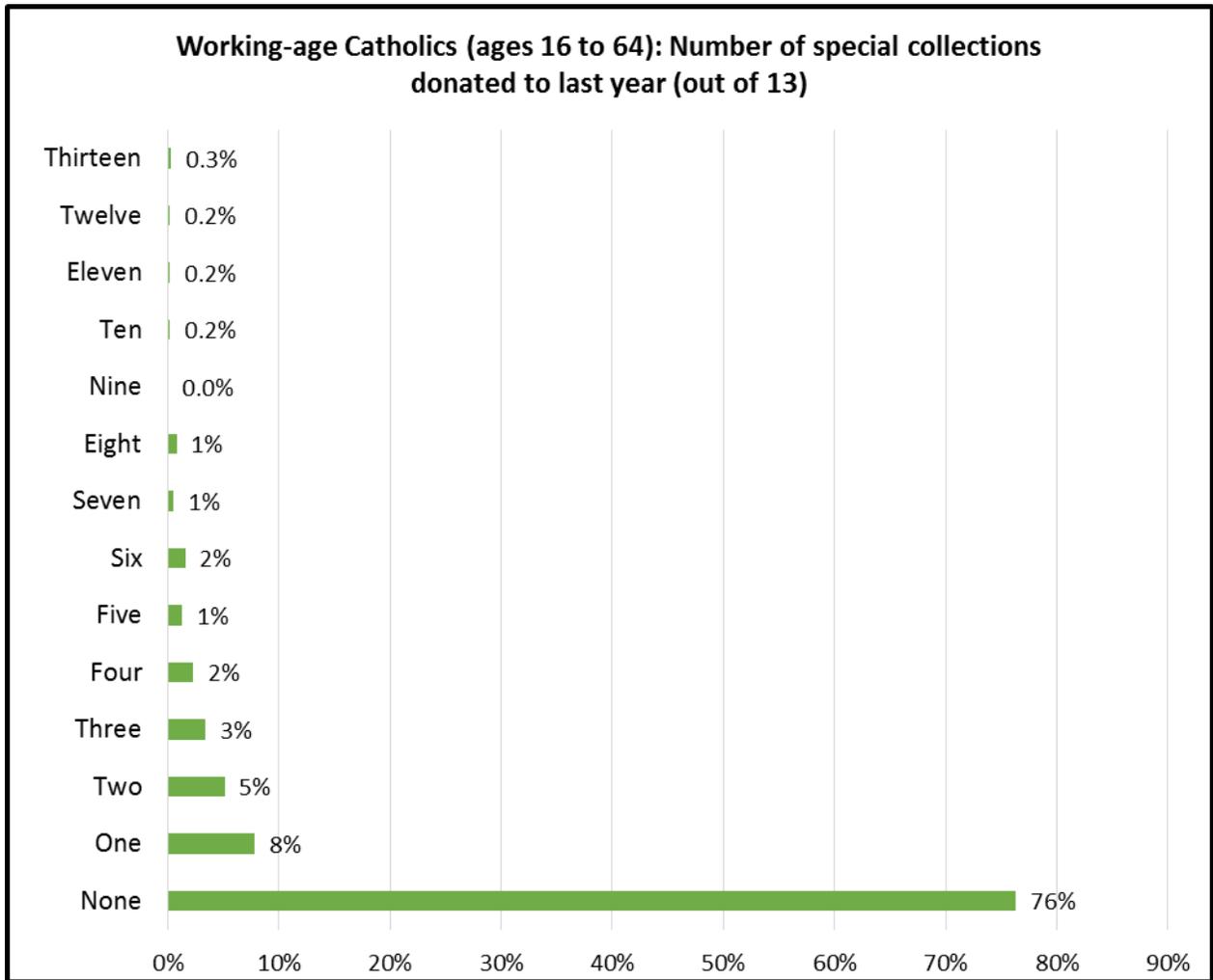
Older Catholics, between the ages of 35 and 64 are more likely than those under 35 to be aware of most of the collections.



As shown on the next page, overall, 76 percent of working-age Catholics were *not* in a household that gave to a special collection last year.<sup>12</sup> CARA estimates that, on average, 23 percent of Catholics attend Mass in any given week with attendance rising as high as 68 percent at Christmas. Without Christmas, Easter, and Ash Wednesday included, average attendance in all

<sup>12</sup> However, someone else in their household could have given and they are unaware of this.

other weeks is estimated to be about 21 percent. Thus, this 76 percent estimate for non-givers is not unexpected.



Eight percent of Catholics indicate they gave to only one special collection last year. Ten percent gave to between two and four. Four percent gave to six to eight of these collections. Less than 2 percent of working-age Catholics gave to nine or more of the collections listed. Less than one percent (0.3%) say they gave to all 13 listed.

Working-age Catholics most likely to have given to at least one collection last year:

- Attend Mass weekly (52 percent) or monthly (42 percent)
- Are registered with their parish (34 percent)
- Are between the ages of 55 and 64 (31 percent)
- Reside in the South (29 percent)
- Regularly use a tablet computer (29 percent)

There are no significant differences related to income, marital status, gender, education, or race and ethnicity.

In the tables that follow, results for each special collection are shown. In these tables we show the percentage of working-age Catholics aware of the collections and the percentage of *those who are aware* who gave last year. Finally, we show the percentage among all respondents who are “somewhat” or “very” likely to give next year. Comparing the percentages for those who were aware and gave last year to those among all respondents who are likely to give next year shows the potential impact of greater awareness and availability to give (independent of being at Mass) for each collection.

A majority of respondents (54 percent) reported awareness of the collection for Catholic Relief Services. Of these respondents, 23 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, 26 percent indicated they would be “somewhat” or “very” likely to give next year. Thus, the likelihood of giving among all working-age Catholics provided awareness of the collection is similar in percentage terms to what it is among those aware and attending Mass during the collection. However, hypothetically, if there was one person of working-age in *all* Catholic households aware of the Catholic Relief Services Collection and they could give regardless of being at Mass, giving to this collection could increase by as much as 109 percent.<sup>13</sup>

---

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***Catholic Relief Services Collection supports Catholic Church organizations that carry out international relief and solidarity efforts such as disaster aid and humanitarian assistance***

Percentage of those responding as such:

	Aware	Aware: Gave last year	All: Likely to give this year <sup>14</sup>
All respondents	54%	23%	26%
Age 16 to 34	46	25	25
Age 35 to 64	59	22	27
Attends Mass weekly	84	34	55
Attends Mass monthly	70	30	39
Attends Mass a few times a year or less	41	12	14
Registered with parish	69	27	35
Not registered with parish	35	13	14
Prefers English	56	23	24
Prefers Spanish	43	23	40

---

<sup>13</sup> This represents an absolute upper-bound potential. The likelihood of one person in *all* Catholic households being aware of the collection is extraordinarily unlikely. The potential increase is estimated by comparing the percentage who gave last year (54% aware x 23% of those aware who gave last year = 12.4% giving among all working-age Catholics) to the percentage of all working-age Catholics saying they are “somewhat” or “very” likely to give next year with all respondents being made aware of the second collections (i.e., moving from 12.4% giving to 26% giving would represent an increase of 109%).

<sup>14</sup> Including those “somewhat” or “very” likely to give.

Weekly and monthly Mass attenders and those registered with a parish are most likely to be aware of the Catholic Relief Services collection (84 percent, 70 percent, and 69 percent, respectively). Weekly Mass attenders are the most likely to have given last year (34 percent of those aware of the collection) and be at least “somewhat” likely to give next year (55 percent of all in this sub-group, regardless of awareness). Those attending Mass monthly and preferring Spanish are also among the most likely to say they would be “somewhat” or “very” likely to give next year (39 percent and 40 percent, respectively).

Forty-three percent of respondents reported awareness of the Catholic Home Missions Appeal. Of these respondents, 17 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, 20 percent indicated they would be “somewhat” or “very” likely to give next year. Thus, again the likelihood of giving among all working-age Catholics provided awareness of the collection is similar in percentage terms to what it is among those aware and attending Mass during the collection. However, hypothetically, if there was one person of working-age in *all* Catholic households aware of the Catholic Home Missions Appeal and they could give regardless of being at Mass, giving to this collection could increase by as much as 174 percent.

---

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***Catholic Home Missions Appeal offers financial support to missionary activities that strengthen the Catholic Church in the United States and in its territories and former territories***

Percentage of those responding as such:

	<b>Aware</b>	<b>Aware: Gave last year</b>	<b>All: Likely to give this year</b>
All respondents	43%	17%	20%
Age 16 to 34	35	14	20
Age 35 to 64	48	19	20
Attends Mass weekly	73	31	46
Attends Mass monthly	61	24	30
Attends Mass a few times a year or less	29	4	9
Registered with parish	58	22	28
Not registered with parish	25	6	10
Prefers English	42	16	17
Prefers Spanish	50	27	40

Weekly and monthly Mass attenders and those registered with a parish are most likely to be aware of the Catholic Home Missions Appeal (73 percent, 61 percent and 58 percent, respectively). Weekly Mass attenders are the most likely to have given last year (31 percent of those aware of the collection) and be at least “somewhat” likely to give next year (46 percent of all in this sub-group, regardless of awareness). Those preferring Spanish are also among the most likely to say they would be “somewhat” or “very” likely to give next year (40 percent).

Thirty-eight percent of respondents reported awareness of the Retirement Fund for Religious collection. Of these respondents, 34 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, only 22 percent indicated they would be “somewhat” or “very” likely to give next year. Hypothetically, if there was one person of working-age in *all* Catholic households aware of the Retirement Fund for Religious collection and they could give regardless of being at Mass, giving to this collection could increase by as much as 70 percent.

---

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***Retirement Fund for Religious provides for the retirement needs of senior religious priests, brothers, and sisters***

Percentage of those responding as such:

	<b>Aware</b>	<b>Aware: Gave last year</b>	<b>All: Likely to give this year</b>
All respondents	38%	34%	22%
Age 16 to 34	27	30	19
Age 35 to 64	44	35	24
Attends Mass weekly	70	46	51
Attends Mass monthly	54	44	32
Attends Mass a few times a year or less	23	15	11
Registered with parish	52	38	30
Not registered with parish	19	19	12
Prefers English	39	32	20
Prefers Spanish	32	43	34

Awareness of this collection is notably lower among Catholics ages 16 to 34 (27 percent) and among this group only 19 percent say they are at least “somewhat” likely to give next year. This collection may not resonate with younger Catholics as much as it does with older Catholics who were more likely to know men and women religious through interactions in Catholic schools, hospitals, or in their parishes.

Weekly and monthly Mass attenders and those registered with a parish are most likely to be aware of the Retirement Fund for Religious collection (70 percent, 54 percent and 52 percent, respectively). Weekly Mass attenders are the most likely to have given last year (46 percent of those aware of the collection) and be at least “somewhat” likely to give next year (51 percent of all in this sub-group, regardless of awareness). Those preferring Spanish are also among the most likely to say they would be “somewhat” or “very” likely to give next year (34 percent).

Thirty-one percent of respondents reported awareness of the Collection for the Church in Latin America. Of these respondents, 23 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, 18 percent indicated they would be “somewhat” or “very” likely to give next year. Thus, again the likelihood of giving among all working-age Catholics provided awareness of the collection is similar in percentage terms to what it is among those aware and attending Mass during the collection. Hypothetically, if there was one person of working-age in *all* Catholic households aware of the Collection for the Church in Latin America and they could give regardless of being at Mass, giving to this collection could increase by as much as 152 percent.

---

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***Collection for the Church in Latin America funds pastoral projects in Latin America and the Caribbean including evangelization, formation of the laity, support of religious and seminarians, and youth ministry***

Percentage of those responding as such:

	<b>Aware</b>	<b>Aware: Gave last year</b>	<b>All: Likely to give this year</b>
All respondents	31%	23%	18%
Age 16 to 34	25	20	18
Age 35 to 64	34	24	17
Attends Mass weekly	56	36	39
Attends Mass monthly	43	24	22
Attends Mass a few times a year or less	20	13	10
Registered with parish	43	26	23
Not registered with parish	15	12	10
Prefers English	29	21	14
Prefers Spanish	43	30	38

Weekly and monthly Mass attenders (56 percent and 43 percent, respectively), those registered with a parish (43 percent), and those speaking Spanish (43 percent) are most likely to be aware of the Collection for the Church in Latin America. Weekly Mass attenders and Spanish speakers are among the most likely to have given last year (36 percent and 30 percent, respectively, of those aware of the collection) and be at least “somewhat” likely to give next year (39 percent and 38 percent, respectively, of all in these sub-groups, regardless of awareness).

Twenty-nine percent of respondents reported awareness of The World Mission Sunday Collection. Of these respondents, 32 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, only 22 percent indicated they would be “somewhat” or “very” likely to give next year. Hypothetically, if there was one person of working-age in *all* Catholic households aware of The World Mission Sunday Collection and they could give regardless of being at Mass, giving to this collection could increase by as much as 137 percent.

---

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***The World Mission Sunday Collection supports the pastoral and evangelizing programs and needs of more than 1,150 mission dioceses in Africa, Asia, the Pacific Islands, and remote regions of Latin America***

Percentage of those responding as such:

	<b>Aware</b>	<b>Aware: Gave last year</b>	<b>All: Likely to give this year</b>
All respondents	29%	32%	22%
Age 16 to 34	19	25	25
Age 35 to 64	35	33	21
Attends Mass weekly	62	40	49
Attends Mass monthly	35	46	29
Attends Mass a few times a year or less	18	14	12
Registered with parish	41	36	30
Not registered with parish	15	16	12
Prefers English	28	29	19
Prefers Spanish	35	46	40

Weekly Mass attenders and those registered with a parish (62 percent and 41 percent, respectively) are most likely to be aware of The World Mission Sunday Collection. Monthly Mass attenders and Spanish speakers are among the most likely to have given last year (46 percent for both sub-groups, of those aware of the collection). Weekly Mass attenders and those speaking Spanish are the most likely to be at least “somewhat” likely to give next year (49 percent and 40 percent, respectively, of all in these sub-groups, regardless of awareness).

Catholics ages 16 to 34 are among the least likely to be aware of this collection (19 percent) as are those attending Mass only a few times a year or less often (18 percent) and those unregistered with a parish (15 percent).

Twenty-seven percent of respondents reported awareness of the Catholic Campaign for Human Development collection. Of these respondents, 20 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, a similar 20 percent indicated they would be “somewhat” or “very” likely to give next year. Hypothetically, if there was one person of working-age in all Catholic households aware of the Catholic Campaign for Human Development collection and they could give regardless of being at Mass, giving to this collection could increase by as much as 270 percent.

---

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***Catholic Campaign for Human Development addresses root causes of poverty in the United States through supporting community-controlled self-help organizations and transformative education***

Percentage of those responding as such:

	<b>Aware</b>	<b>Aware: Gave last year</b>	<b>All: Likely to give this year</b>
All respondents	27%	20%	20%
Age 16 to 34	20	19	22
Age 35 to 64	31	20	18
Attends Mass weekly	49	29	45
Attends Mass monthly	43	21	27
Attends Mass a few times a year or less	16	12	10
Registered with parish	36	23	28
Not registered with parish	15	11	9
Prefers English	28	20	18
Prefers Spanish	24	19	32

Weekly and monthly Mass attenders (49 percent and 43 percent, respectively) are most likely to be aware of the Catholic Campaign for Human Development collection. Weekly Mass attenders are also among the most likely to have given last year (29 percent of those aware of the collection) and to be at least “somewhat” likely to give next year (45 percent, regardless of awareness).

Twenty-seven percent of respondents reported awareness of the Catholic Communication Campaign collection. Of these respondents, 14 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, 18 percent indicated they would be “somewhat” or “very” likely to give next year. Hypothetically, if there was one person of working-age in all Catholic households aware of the Catholic Communication Campaign collection and they could give regardless of being at Mass, giving to this collection could increase by as much as 376 percent.

---

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***Catholic Communication Campaign assists the Catholic Church in the United States to use media to spread the Gospel message in through traditional and new media sources***

Percentage of those responding as such:

	<b>Aware</b>	<b>Aware: Gave last year</b>	<b>All: Likely to give this year</b>
All respondents	27%	14%	18%
Age 16 to 34	26	20	20
Age 35 to 64	27	11	17
Attends Mass weekly	48	24	42
Attends Mass monthly	33	19	25
Attends Mass a few times a year or less	19	5	9
Registered with parish	33	18	25
Not registered with parish	19	6	9
Prefers English	25	15	15
Prefers Spanish	39	13	32

Weekly Mass attenders (48 percent) are most likely to be aware of the Catholic Communication Campaign collection. Weekly Mass attenders are also among the most likely to have given last year (24 percent of those aware of the collection) and to be at least “somewhat” likely to give next year (42 percent, regardless of awareness).

Twenty percent of respondents reported awareness of the Peter's Pence Collection. Of these respondents, 21 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, only 17 percent indicated they would be “somewhat” or “very” likely to give next year. Hypothetically, if there was one person of working-age in all Catholic households aware of the Peter's Pence Collection and they could give regardless of being at Mass, giving to this collection could increase by as much as 305 percent.

---

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***Peter's Pence Collection provides funds for the Holy Father to respond to those who are suffering as a result of war, oppression, natural disaster, and disease around the world***

Percentage of those responding as such:

	Aware	Aware: Gave last year	All: Likely to give this year
All respondents	20%	21%	17%
Age 16 to 34	15	16	18
Age 35 to 64	23	23	16
Attends Mass weekly	49	30	38
Attends Mass monthly	25	27	25
Attends Mass a few times a year or less	11	6	8
Registered with parish	28	25	25
Not registered with parish	11	10	6
Prefers English	21	23	14
Prefers Spanish	16	7	26

Weekly Mass attenders (49 percent) are most likely to be aware of the Peter's Pence Collection. Weekly Mass attenders are also among the most likely to have given last year (30 percent of those aware of the collection) and to be at least “somewhat” likely to give next year (38 percent, regardless of awareness).

Eighteen percent of respondents reported awareness of The Holy Land Collection. Of these respondents, 18 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, only 16 percent indicated they would be “somewhat” or “very” likely to give next year. Hypothetically, if there was one person of working-age in all Catholic households aware of The Holy Land Collection and they could give regardless of being at Mass, giving to this collection could increase by as much as 394 percent.

---

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***The Holy Land Collection provides for pastoral, charitable, educational, and social works which the Church supports in the Holy Land***

Percentage of those responding as such:

	Aware	Aware: Gave last year	All: Likely to give this year
All respondents	18%	18	16
Age 16 to 34	15	10	20
Age 35 to 64	20	21	14
Attends Mass weekly	37	33	46
Attends Mass monthly	20	19	20
Attends Mass a few times a year or less	13	4	10
Registered with parish	26	21	23
Not registered with parish	9	7	8
Prefers English	18	19	14
Prefers Spanish	18	9	32

Weekly Mass attenders (37 percent) are most likely to be aware of The Holy Land Collection. Weekly Mass attenders are also among the most likely to have given last year (33 percent of those aware of the collection) and to be at least “somewhat” likely to give next year (46 percent, regardless of awareness).

Eighteen percent of respondents reported awareness of the Collection for the Church in Central and Eastern Europe. Of these respondents, 20 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, only 14 percent indicated they would be “somewhat” or “very” likely to give next year. Hypothetically, if there was one person of working-age in all Catholic households aware of the Collection for the Church in Central and Eastern Europe and they could give regardless of being at Mass, giving to this collection could increase by as much as 289 percent.

---

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***Collection for the Church in Central and Eastern Europe funds projects in 28 countries to build the pastoral capacity of the Church and to rebuild and restore the faith and the light of Christ in these region***

Percentage of those responding as such:

	<b>Aware</b>	<b>Aware: Gave last year</b>	<b>All: Likely to give this year</b>
All respondents	18%	20%	14%
Age 16 to 34	14	21	16
Age 35 to 64	21	16	14
Attends Mass weekly	36	24	29
Attends Mass monthly	27	31	19
Attends Mass a few times a year or less	11	6	9
Registered with parish	25	21	19
Not registered with parish	10	15	9
Prefers English	18	21	13
Prefers Spanish	18	9	26

Weekly Mass attenders (36 percent) are most likely to be aware of the Collection for the Church in Central and Eastern Europe. Monthly Mass attenders are among the most likely to have given last year (31 percent of those aware of the collection). Weekly Mass attenders are among the most likely to be at least “somewhat” likely to give next year (29 percent, regardless of awareness).

Seventeen percent of respondents reported awareness of The Catholic University of America Collection. Of these respondents, 11 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, 15 percent indicated they would be “somewhat” or “very” likely to give next year. Hypothetically, if there was one person of working-age in all Catholic households aware of The Catholic University of America Collection and they could give regardless of being at Mass, giving to this collection could increase by as much as 702 percent.

---

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***The Catholic University of America Collection underwrites scholarships to assist financially deserving students***

Percentage of those responding as such:

	<b>Aware</b>	<b>Aware: Gave last year</b>	<b>All: Likely to give this year</b>
All respondents	17%	11%	15
Age 16 to 34	15	6	18
Age 35 to 64	19	13	14
Attends Mass weekly	30	17	35
Attends Mass monthly	19	18	23
Attends Mass a few times a year or less	14	4	8
Registered with parish	21	15	22
Not registered with parish	12	3	7
Prefers English	17	12	13
Prefers Spanish	19	3	32

Weekly Mass attenders (30 percent) are most likely to be aware of The Catholic University of America Collection and are among the most likely to be at least “somewhat” likely to give next year (35 percent, regardless of awareness).

Sixteen percent of respondents reported awareness of the Solidarity Fund for the Church in Africa collection. Of these respondents, 16 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, 15 percent indicated they would be “somewhat” or “very” likely to give next year. Hypothetically, if there was one person of working-age in all Catholic households aware of the Solidarity Fund for the Church in Africa collection and they could give regardless of being at Mass, giving to this collection could increase by as much as 486 percent.

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***Solidarity Fund for the Church in Africa provides grants to finance pastoral projects including outreach programs, schools, evangelization, and education of clergy and lay ministers for the Church in Africa***

Percentage of those responding as such:

	<b>Aware</b>	<b>Aware: Gave last year</b>	<b>All: Likely to give this year</b>
All respondents	16%	16%	15%
Age 16 to 34	12	7	16
Age 35 to 64	19	19	13
Attends Mass weekly	33	22	35
Attends Mass monthly	20	28	23
Attends Mass a few times a year or less	11	3	7
Registered with parish	21	19	22
Not registered with parish	10	8	6
Prefers English	15	17	12
Prefers Spanish	23	12	36

Weekly Mass attenders (33 percent) are most likely to be aware of the Solidarity Fund for the Church in Africa collection. Monthly Mass attenders are among the most likely to have given last year (28 percent of those aware of the collection). Weekly Mass attenders and Spanish speakers are among the most likely to be at least “somewhat” likely to give next year (35 percent and 36 percent, respectively, regardless of awareness).

Twelve percent of respondents reported awareness of The National Black and Indian Mission Collection. Of these respondents, 18 percent said they contributed to this collection last year. Among all respondents, regardless of previous awareness, only 15 percent indicated they would be “somewhat” or “very” likely to give next year. Hypothetically, if there was one person of working-age in all Catholic households aware of The National Black and Indian Mission Collection and they could give regardless of being at Mass, giving to this collection could increase by as much as 594 percent.

*Below is a list of special collections within the Catholic Church that you may have heard about in the past during Mass (i.e., “second collections”). For each, indicate if you were aware of this collection before reading the descriptions below.*

*Within the past 12 months did you or your household donate to these collections?*

*How likely are you to give to each of these collections in the next 12 months?*

***The National Black and Indian Mission Collection supporting evangelization programs among the Black, American Indian, Eskimo, and Aleut communities***

Percentage of those responding as such:

	<b>Aware</b>	<b>Aware: Gave last year</b>	<b>All: Likely to give this year</b>
All respondents	12%	18%	15%
Age 16 to 34	8	8	16
Age 35 to 64	15	21	15
Attends Mass weekly	31	27	35
Attends Mass monthly	10	32	18
Attends Mass a few times a year or less	8	3	9
Registered with parish	16	24	21
Not registered with parish	8	6	7
Prefers English	10	18	12
Prefers Spanish	24	20	35

Weekly Mass attenders (31 percent) are most likely to be aware of The National Black and Indian Mission Collection. Monthly Mass attenders are among the most likely to have given last year (32 percent of those aware of the collection). Weekly Mass attenders and Spanish speakers are among the most likely to be at least “somewhat” likely to give next year (35 percent for both sub-groups, regardless of awareness).

Overall, 54 percent of respondents, regardless of previous awareness of second collections or frequency of Mass attendance, indicated that they would be at least “a little” likely to give to at least one second collection next year. Of this group, one in four indicated that they would prefer to give to these collections online. This is most common among those who might give between the ages 16 to 34 (29 percent). Because respondents under 35 are least likely to be aware of second collections and less likely to be attending Mass weekly, an option to give online would very likely provide significant additional fundraising if young adult Catholics were made aware of this opportunity.

---

*You indicated you might be interested to giving to the following Catholic Church collections in the next year.*

***If you were to decide to give would you prefer to give online on a site established by the Catholic Church?***

Among those interested in giving to at least one collection in the future

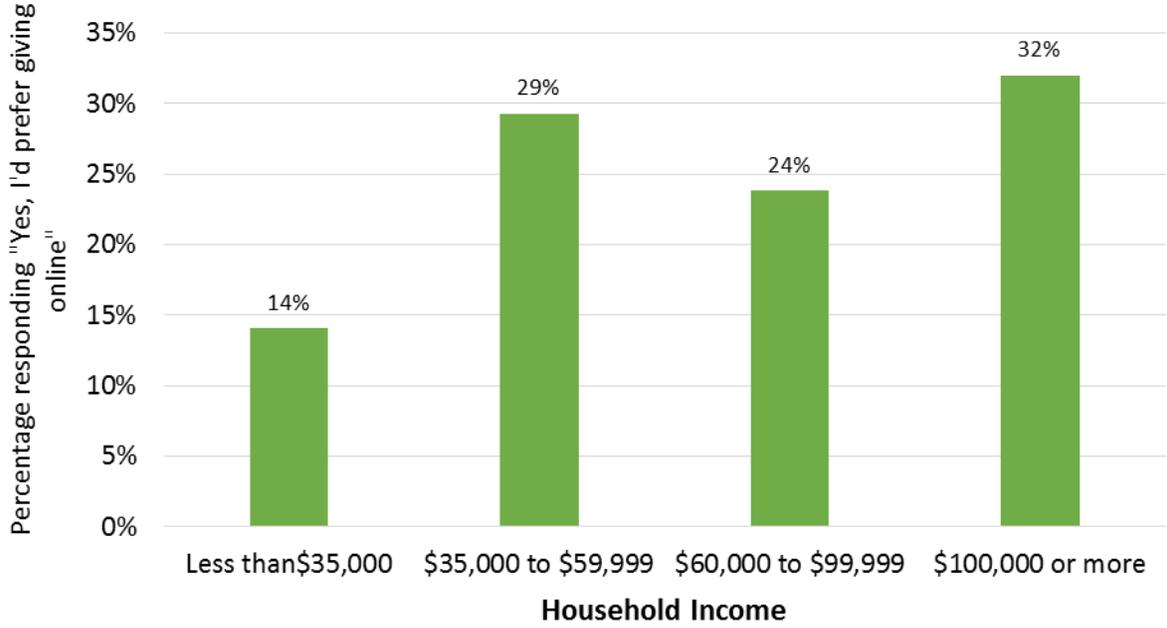
	<b>Yes, I'd prefer giving online</b>	<b>No, I would not prefer to give online</b>
All respondents	25%	75%
Age 16 to 34	29	71
Age 35 to 64	22	78
Attends Mass weekly	22	78
Attends Mass monthly	27	73
Attends Mass a few times a year or less	25	75
Registered with parish	24	76
Not registered with parish	27	73
Prefers English	28	72
Prefers Spanish	12	88

Spanish speakers likely to give to a national collection next year are the least likely to indicate a preference for giving online (12 percent).

There are no significant differences related to region, marital status, or gender. However, black Catholics (10 percent) and those with a high school diploma only (11 percent) are among the least likely to prefer giving online and would rather give in person. Also Catholics who regularly use a tablet computer are among the most likely to say they prefer giving online (32 percent).

As shown in the figure on the next page, among those who are at least a little likely to give to one or more special collections next year, those in households earning \$100,000 or more in income are among the most likely to say they prefer giving online.

***You indicated you might be interested to giving to the following Catholic Church collections in the next year. If you were to decide to give would you prefer to give online on a site established by the Catholic Church?***



## Open-Ended Giving Questions

Respondents who said they are interested in giving in the future and would prefer to do so online were asked a follow-up open-ended question, “*What is the primary reason you would prefer to give online?*” A total of 146 respondents provided a response to this question. This represents 80 percent of those who indicated interest in giving online. These responses were coded into categories and are ranked in the table below. Note a single response can include more than one distinct comment.

<i>What is the primary reason you would prefer to give online?</i>	
Percentage of those preferring online giving with comments referencing:	
Ease, faster, and/or convenient	71%
Monitoring finances	14
Can use credit or debit card	7
More secure giving	5
More availability to give	3
Helps organize my giving	2
Other	11

Overwhelmingly respondents preferring to give online indicated this was about the ease, quickness, and convenience of this method of contribution (71 percent of comments). Some representative examples of these comments are provided below:

- *Because it's convenient*
- *Because it's easy*
- *Convenience, and instant receipt*
- *Ease of donation*
- *Easier since I don't have checks or cash with me or time to fill things out in church*
- *Easy and private*
- *Quicker, easier for them and me*
- *Writing out a check is annoying and time-consuming*

These respondents also indicated they liked the way that online giving allows them to monitor their finances (14 percent of comments). Representative examples include:

- *Easy to track*
- *Ability to track for tax purposes*
- *I could keep better track of the donations*

- *I can account for my donation's transaction more quickly*
- *Track-able, easier to manage my money*

Seven percent indicated that they preferred giving online because they could use their credit or debit card.

- *Ease to charge credit card to track donation*
- *Ease of using a credit card*
- *Easier to do credit or debit*

Five percent or fewer indicated another specific reason for preferring to give online. Additionally, 11 percent indicated some other response that could not be coded into other categories. Examples of comments from these categories include the following:

- *I can make donation when best fits my monetary needs/availability*
- *These are often collected at a 2nd collection and I don't always have money with me*
- *I prefer online*
- *Sends quicker*
- *Could start a folder of online donations*
- *Instant receipt*
- *No reason*
- *Not sure*

Respondents who said they are interested in giving in the future and would prefer to do so *offline* were asked a follow-up open-ended question, “*What is the primary reason you would not prefer to give online?*” A total of 401 respondents provided a response to this question. This represents 73 percent of those who indicated interest in giving offline. These responses were coded into categories and are ranked in the table below. Note again that a single response can include more than one distinct comment.

<b><i>What is the primary reason you would not prefer to give online?</i></b>	
Percentage of those preferring offline giving with comments referencing:	
Distrust the internet	47%
Prefer to give in person	33
Tracking, checks, and receipts	6
Don't donate	3
Prefer to give by mail	2
Lack of money, unemployment	2
Other	12

Nearly half of these respondents (47 percent) say they distrust giving online with many making note of identity theft, scams, and concerns about internet security. Some representative examples of these comments are provided below:

- *Anything can happen. Risky to me*
- *Because I don't trust internet security*
- *Don't like doing money transactions online*
- *Don't trust online donations*
- *I do not feel comfortable with it*
- *Identity theft*
- *Internet hackers*
- *Not as convenient or secure as donating in church*
- *Not sure if a valid charity online*
- *Too many scammers creating web sites that looks official*
- *Trying not to do very much debit card or credit card activity online*
- *Would never ever donate money to anybody online*

Others say they prefer to give in person at Church when asked or that online giving is too impersonal or that it lacks the anonymity of giving in person (33 percent). Representative comments include:

- *Because I give two bucks to the second collection and honestly I don't really pay attention when they announce what it is for*
- *More personal in person. Online is too commercial*
- *I like to hear about it in church where they have a special offering or a speaker that pitches the organization wants or needs*
- *I usually am not motivated to donate online. When I am asked to donate at Mass, there is a presentation that sways me to donate*
- *Because I would prefer to give in person and know that I gave to someone face to face to prove they do exist*
- *I would prefer to give anonymously*
- *It's not personal enough*
- *None of those charities are very meaningful to me. If they did a second collection at church for one of them, I would donate \$2 or \$3, but I am not interested enough to go online to make a donation outside of Mass*
- *Rather give in person*
- *Because my choice to give is made when the collection is given due to what cash I have in my wallet*
- *I just hate the Catholic Church always asking for money. It is easier to do it in the collection plate*
- *Easier to give at church*
- *I go to church weekly and would be more comfortable leaving my donation in familiar hands*

Six percent of comments note an issue related to the tracking of gifts including use of checks and availability of receipts. These comments include:

- *Because it makes record-keeping harder*
- *Might not get there. No recognition for it*

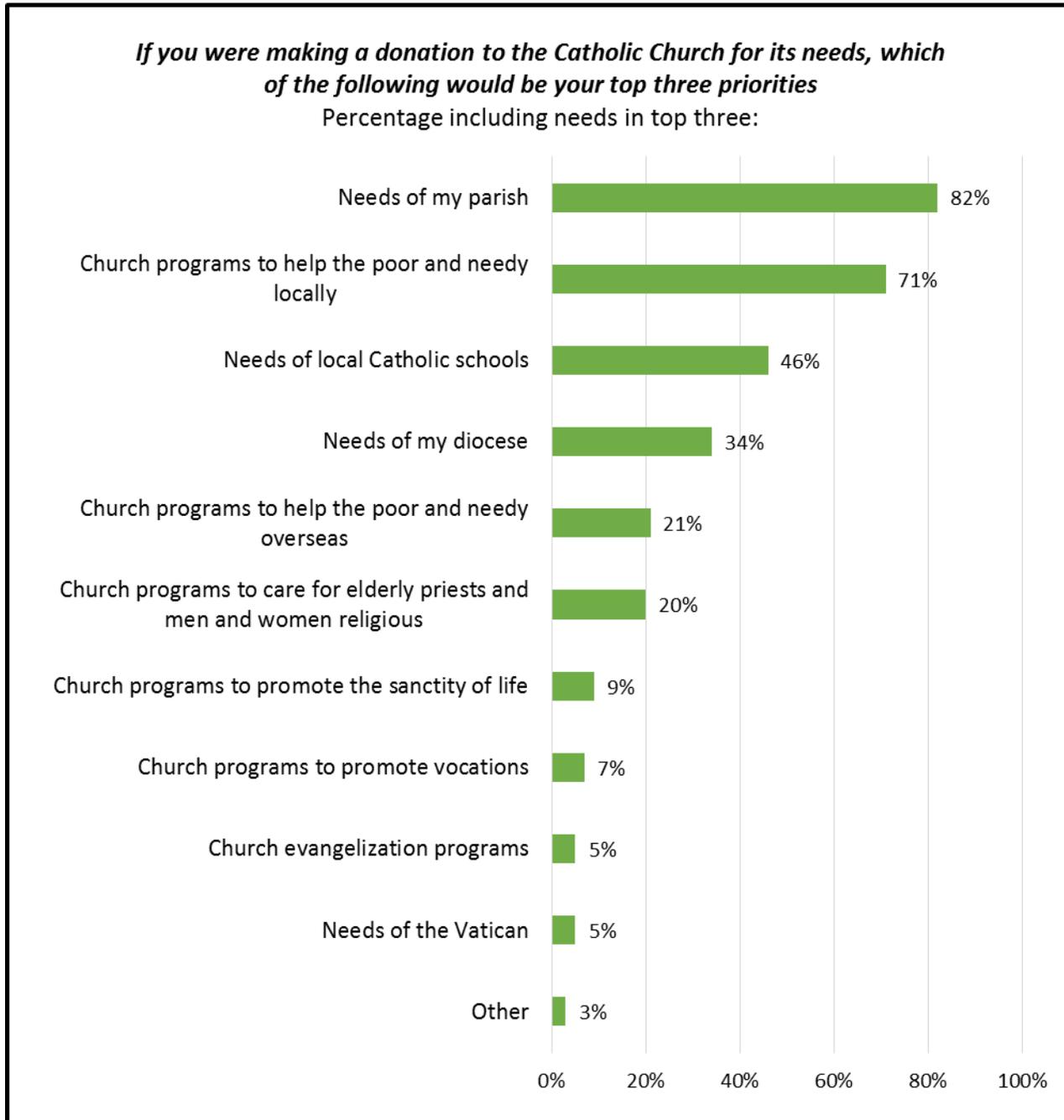
- *I like having a check-copy receipt*
- *I pay only with a personal check. I been using checks for over 30 years. Habits are hard to break*
- *I would rather receive a bill and write a check*
- *No record*
- *If I wrote a check I would have a cancelled check as my receipt*

Less than one in ten comments include other specific issues, Three percent say they do not donate at all. Two percent prefer to send donations by mail. Another 2 percent cite a lack of money or unemployment. Additionally, 12 percent made a comment that does not fit into any of the other categories. Representative comments referencing these issues include:

- *Because I don't want to that's why*
- *Because right now I am unemployed*
- *Because they would inundate my email with requests for more*
- *Don't have easy access to a computer*
- *Don't want to*
- *I have no desire to*
- *Never been asked to give online before*
- *Prefer by mail*
- *They want it, let them come and ask for it*
- *Wouldn't give at all I'm broke*

## Church Giving Priorities

Respondents were asked about their top three Catholic giving priorities. Overwhelmingly, 82 percent placed the needs of their parish in their top three priorities. Seventy-one percent cite helping the poor and needy in their local community as one of their top three priorities. Forty-six percent place the needs of local Catholic schools in their local area in the top three. Thirty-four percent say giving to the needs of their diocese is in their top three Catholic giving priorities.



About one in five place helping the poor and needy overseas (21 percent) and elderly priests, men, and women religious (20 percent) in their top three Catholic giving priorities.

A majority of working-age Catholics (54 percent) say the needs of their parish are their “top priority” when making a donation to the Catholic Church. Twenty-eight percent cite Church programs for the poor and needy in their local community as their top giving priority.

*If you were making donations to the Catholic Church for its needs, which of the following would be your top three priorities? Please indicate a rank where 1 is the top priority, 2 is a second priority, and 3 is a third priority*

All respondents

	<b>Top priority</b>	<b>Second priority</b>	<b>Third priority</b>
Needs of my parish	54%	16%	12%
Needs of my diocese	2	18	14
Needs of local Catholic schools	7	19	20
Needs of the Vatican	1	2	2
Church programs to promote vocations	1	3	3
Church evangelization programs	0	2	3
Church programs to help the poor and needy locally	28	27	16
Church programs to help the poor and needy overseas	3	8	10
Church programs to promote the sanctity of life	1	3	5
Church programs to care for elderly priests and men and women religious	2	4	14
Other	2	0	1

Younger working-age Catholics are less likely to say their parish’s needs are their top priority (46 percent). Thirty percent of those under 35 say Church programs for the poor and needy in their local community is their top giving priority.

*If you were making donations to the Catholic Church for its needs, which of the following would be your top three priorities? Please indicate a rank where 1 is the top priority, 2 is a second priority, and 3 is a third priority*

Ages 16 to 34

	<b>Top priority</b>	<b>Second priority</b>	<b>Third priority</b>
Needs of my parish	46%	14%	13%
Needs of my diocese	3	12	12
Needs of local Catholic schools	8	20	18
Needs of the Vatican	1	2	3
Church programs to promote vocations	1	3	4
Church evangelization programs	1	2	1
Church programs to help the poor and needy locally	30	29	17
Church programs to help the poor and needy overseas	5	12	13
Church programs to promote the sanctity of life	2	3	7
Church programs to care for elderly priests and men and women religious	1	5	13
Other	2	0	0

Nearly six in ten working-age Catholics between 35 and 64 say their parish needs are their top giving priority followed by 27 percent saying Church programs for the poor and needy are their paramount concern.

*If you were making donations to the Catholic Church for its needs, which of the following would be your top three priorities? Please indicate a rank where 1 is the top priority, 2 is a second priority, and 3 is a third priority*

Ages 35 to 64

	<b>Top priority</b>	<b>Second priority</b>	<b>Third priority</b>
Needs of my parish	59%	17%	10%
Needs of my diocese	1	21	15
Needs of local Catholic schools	6	18	21
Needs of the Vatican	0	2	2
Church programs to promote vocations	0	3	2
Church evangelization programs	0	1	4
Church programs to help the poor and needy locally	27	26	16
Church programs to help the poor and needy overseas	1	7	8
Church programs to promote the sanctity of life	0	2	4
Church programs to care for elderly priests and men and women religious	2	3	14
Other	2	0	2

Seventy-three percent of weekly Mass attenders say giving for their parish needs is their top priority (95 percent place this in their top three priorities).

*If you were making donations to the Catholic Church for its needs, which of the following would be your top three priorities? Please indicate a rank where 1 is the top priority, 2 is a second priority, and 3 is a third priority*

Attends Mass weekly

	<b>Top priority</b>	<b>Second priority</b>	<b>Third priority</b>
Needs of my parish	73%	12%	10%
Needs of my diocese	4	23	12
Needs of local Catholic schools	4	15	12
Needs of the Vatican	0	4	3
Church programs to promote vocations	0	4	5
Church evangelization programs	0	3	3
Church programs to help the poor and needy locally	15	28	24
Church programs to help the poor and needy overseas	1	2	16
Church programs to promote the sanctity of life	2	4	5
Church programs to care for elderly priests and men and women religious	1	4	8
Other	0	0	0

Monthly Mass attenders also tend to place parish needs above others with 61 percent saying this is their top giving priority.

*If you were making donations to the Catholic Church for its needs, which of the following would be your top three priorities? Please indicate a rank where 1 is the top priority, 2 is a second priority, and 3 is a third priority*

Attends Mass monthly

	<b>Top priority</b>	<b>Second priority</b>	<b>Third priority</b>
Needs of my parish	61%	14%	11%
Needs of my diocese	2	19	15
Needs of local Catholic schools	10	23	19
Needs of the Vatican	0	1	2
Church programs to promote vocations	1	6	2
Church evangelization programs	1	1	4
Church programs to help the poor and needy locally	21	24	22
Church programs to help the poor and needy overseas	2	6	3
Church programs to promote the sanctity of life	1	5	3
Church programs to care for elderly priests and men and women religious	1	2	17
Other	0	0	3

Forty-six percent of working-age Catholics attending Mass a few times a year or less often cite the needs of their parish as a top priority for giving. Thirty-five percent say their top priority is Church programs for the poor and needy in the local community.

*If you were making donations to the Catholic Church for its needs, which of the following would be your top three priorities? Please indicate a rank where 1 is the top priority, 2 is a second priority, and 3 is a third priority*

Attends Mass a few times a year or less

	<b>Top priority</b>	<b>Second priority</b>	<b>Third priority</b>
Needs of my parish	46%	18%	12%
Needs of my diocese	1	16	14
Needs of local Catholic schools	7	18	23
Needs of the Vatican	1	1	2
Church programs to promote vocations	1	2	3
Church evangelization programs	0	1	2
Church programs to help the poor and needy locally	35	27	12
Church programs to help the poor and needy overseas	3	11	11
Church programs to promote the sanctity of life	1	1	6
Church programs to care for elderly priests and men and women religious	2	4	14
Other	3	0	1

Forty-five percent of working-age Catholics are in a household that regularly gives to the weekly offertory collection in their parish. Ninety-two percent of those who attend Mass weekly are in households regularly giving to their parish. Giving is slightly less likely among those attending Mass less than weekly, but at least once a month (78 percent) and those registered with a parish (68 percent). Giving is least common among those not registered with a parish (15 percent) or who attend Mass only a few times a year or less often (20 percent).

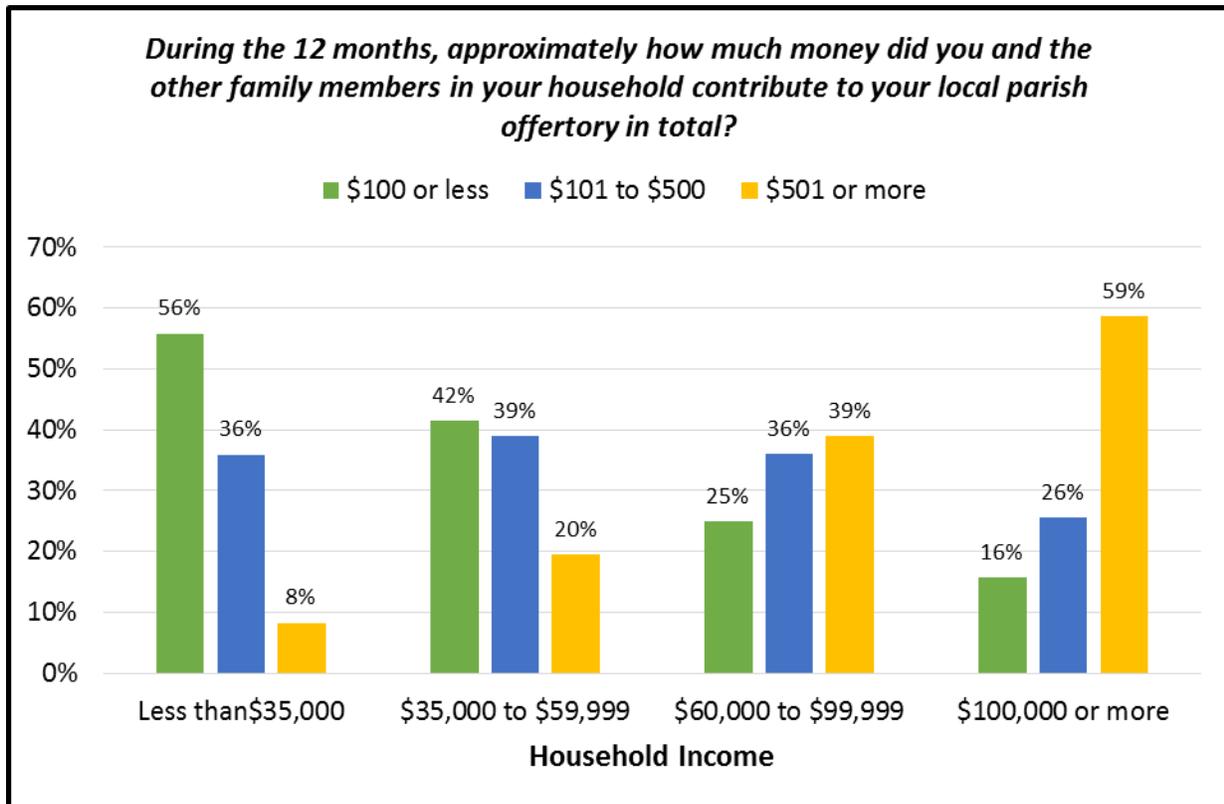
<i>During the last 12 months, did you or your household regularly contribute to the weekly offertory collection at your local parish?</i>		
	<b>Yes</b>	<b>No</b>
All respondents	45%	55%
Age 16 to 34	48	52
Age 35 to 64	43	57
Attends Mass weekly	92	8
Attends Mass monthly	78	22
Attends Mass a few times a year or less	20	80
Registered with parish	68	32
Not registered with parish	15	85
Prefers English	43	58
Prefers Spanish	58	42

About a third of working-age Catholics give \$100 or less to their parish per year (34 percent). Another third give \$101 to \$500 (33 percent) per year, and another third give \$501 or more (33 percent). Those ages 16 to 34 are most likely to say they give \$100 or less (42 percent). Older respondents, those ages 35 to 64 are most likely to give \$501 or more per year (38 percent). Nearly half of weekly Mass attenders (48 percent) give \$501 or more per year.

<i>During the 12 months, approximately how much money did you and the other family members in your household contribute to your local parish offertory in total?</i>			
Among those who regularly contribute			
	<b>\$100 or less</b>	<b>\$101 to \$500</b>	<b>\$501 or more</b>
All respondents	34%	33%	33%
Age 16 to 34	42	33	25
Age 35 to 64	28	34	38
Attends Mass weekly	18	34	48
Attends Mass monthly	29	42	29
Attends Mass a few times a year or less	61	23	16
Registered with parish	30	34	36
Not registered with parish	57	31	12
Prefers English	27	34	39
Prefers Spanish	62	34	4

Although there are no significant differences in the likelihood of giving by household income, there are differences in how much households of different incomes contribute to their parish. As shown in the figure on the next page, a majority of those in households earning less

than \$35,000 per year give \$100 or less per year to their parish (56 percent). A majority of those earning \$100,000 or more per year gives \$501 or more per year to their parish (59 percent).



Seventeen percent of respondents regularly give to their diocesan annual appeal. This is most common among weekly Mass attenders (43 percent). Those ages 16 to 34 (31 percent), unregistered with a parish (33 percent), and those preferring Spanish (35 percent) are least likely to be aware that their dioceses has an annual appeal.

**During the last 12 months, did you or your household contribute to an annual financial appeal of your diocese, for example, a bishop's or cardinal's appeal?**

	Yes	No	Not aware of annual appeal in diocese
All respondents	17%	58%	25%
Age 16 to 34	15	54	31
Age 35 to 64	18	60	22
Attends Mass weekly	43	40	17
Attends Mass monthly	26	50	24
Attends Mass a few times a year or less	6	66	28
Registered with parish	26	55	19
Not registered with parish	4	63	33
Prefers English	17	59	24
Prefers Spanish	11	54	35

Respondents were asked specifically which methods they have used to give to a Catholic organization. Thirty-nine percent say they have used check, cash, or a credit or debit card in person. Twenty-two percent have mailed a check or money order. Weekly Mass attenders are among those most likely to have used these methods (44 percent and 40 percent, respectively). Registered parishioners are most likely to have made a payment in person (49 percent). Younger respondents are less likely to have sent a check or money order through the mail (16 percent).

***When giving financially to a Catholic organization  
which of the following methods have you used?***

Percentage having used each:

	<b>Payment by check, cash, or debit/credit card in person</b>	<b>Sending a check or money order by mail</b>
All respondents	39%	22%
Age 16 to 34	40	16
Age 35 to 64	39	25
Attends Mass weekly	44	40
Attends Mass monthly	53	30
Attends Mass a few times a year or less	33	14
Registered with parish	49	31
Not registered with parish	27	9
Prefers English	42	23
Prefers Spanish	22	12

Few indicate they have used any other method to give to the Church. However, 8 percent of weekly and monthly Mass attenders indicate having made an online payment. Nine percent of weekly attenders have scheduled a regular debit payment from an account.

***When giving financially to a Catholic organization  
which of the following methods have you used?***

Percentage having used each:

	<b>Paying online with a debit/ credit card</b>	<b>Scheduling a regular debit from my account</b>	<b>Texting a payment with a cell phone</b>
All respondents	4%	3%	1%
Age 16 to 34	5	3	1
Age 35 to 64	4	2	1
Attends Mass weekly	8	9	0
Attends Mass monthly	8	4	1
Attends Mass a few times a year or less	2	0	1
Registered with parish	6	4	0
Not registered with parish	2	1	1
Prefers English	4	3	1
Prefers Spanish	4	1	2

Respondents were asked which of several methods they would *most prefer* to use to give to a Catholic organization. Forty-eight percent selected an in-person payment, and a third selected a mailed payment (33 percent). One in ten indicated a preference for online giving. There is not significant variation among sub-groups in preferences to give online with the exception of Spanish speakers who are the least likely to prefer this method (4 percent).

***Regardless of whether it is currently available as an option, which of the following methods would you most prefer to use when giving financially to a Catholic organization?***

Percentage preferring each:

	<b>Sending a check or money order by mail</b>	<b>Payment by check, cash, or debit/credit card in person</b>	<b>Paying online with a debit/credit card</b>
All respondents	33%	48%	10%
Age 16 to 34	21	53	11
Age 35 to 64	40	45	10
Attends Mass weekly	34	42	10
Attends Mass monthly	33	50	11
Attends Mass a few times a year or less	33	49	11
Registered with parish	33	49	9
Not registered with parish	34	45	12
Prefers English	31	49	12
Prefers Spanish	44	41	4

Few indicate other methods listed below are a first preference means to give to a Catholic organization. Eleven percent of weekly Mass attenders say they prefer scheduling a regular debit payment from their account. Six percent of those ages 16 to 34 percent prefer this. Another 6 percent of this group prefer an online payment through PayPal or another e-commerce account.

***Regardless of whether it is currently available as an option, which of the following methods would you most prefer to use when giving financially to a Catholic organization?***

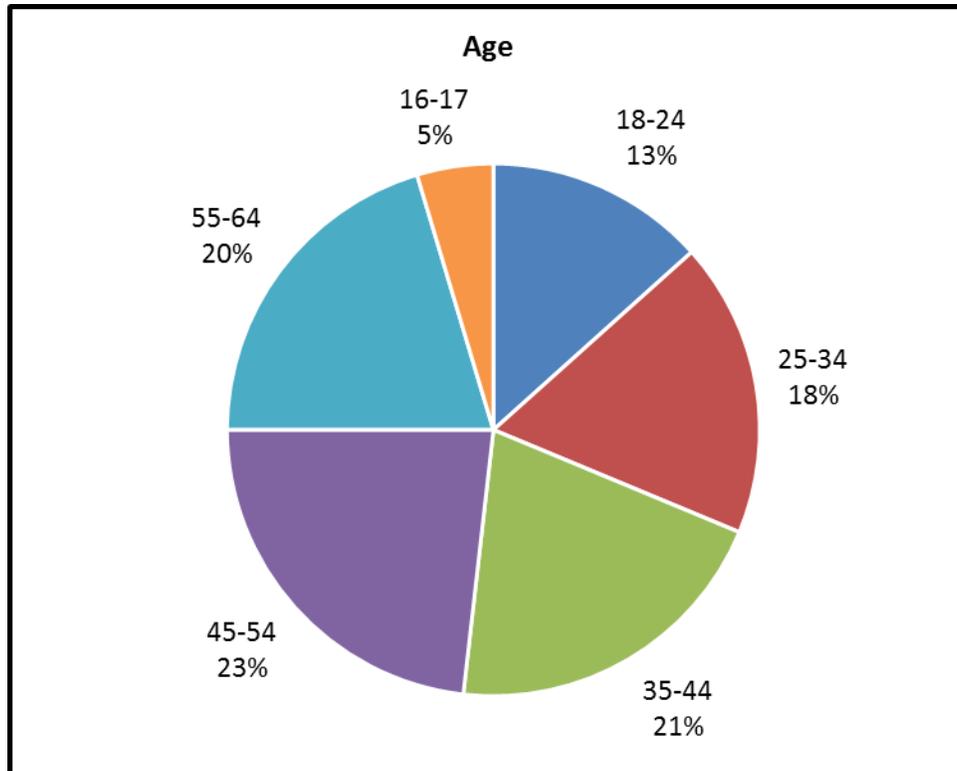
Percentage preferring each

	<b>Paying online with a PayPal or other e-commerce account</b>	<b>Texting a payment with a cell phone</b>	<b>Scheduling a regular debit from my account</b>
All respondents	3%	1%	5%
Age 16 to 34	6	2	6
Age 35 to 64	1	0	5
Attends Mass weekly	3	0	11
Attends Mass monthly	1	0	6
Attends Mass a few times a year or less	3	1	3
Registered with parish	3	0	6
Not registered with parish	3	1	4
Prefers English	3	1	5
Prefers Spanish	3	2	7

## Respondent Demographics and Background

This section of the report includes information about the respondents' demographics and background. These results are based on weighted data that corrects for the over-sampling of respondents under 35.

Forty-four percent of working-age Catholics are between the ages of 35 and 54. The median age is 42 and the mean age is 41. Eighteen percent are between 16 and 24. One in five are between 55 and 64. Slightly fewer, 18 percent, are between 25 and 34.

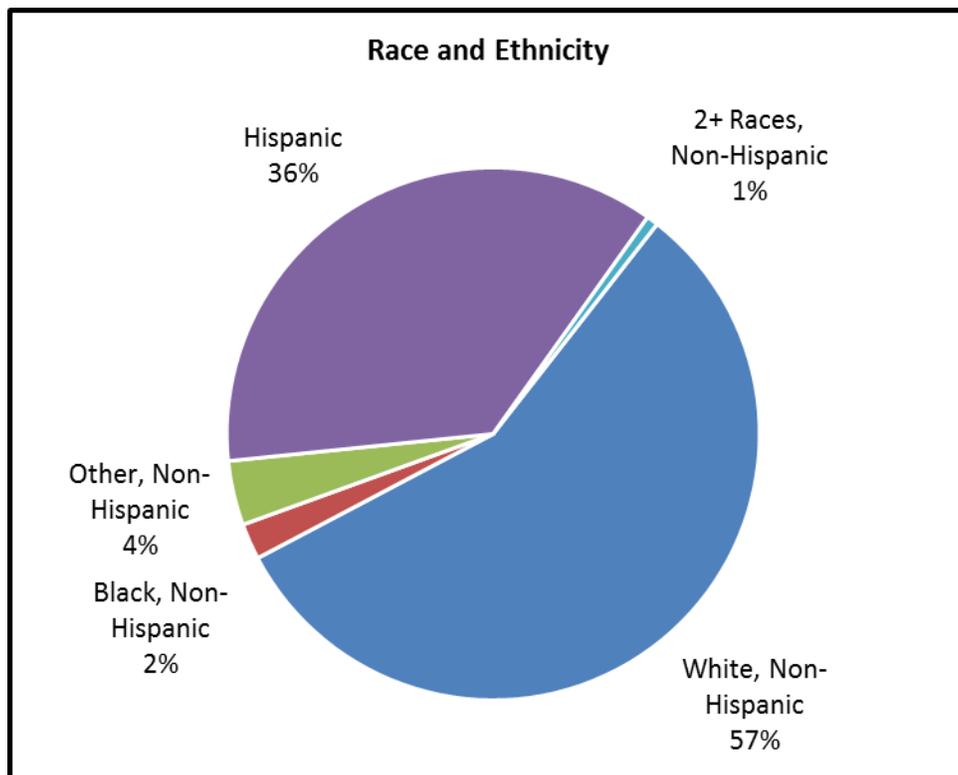
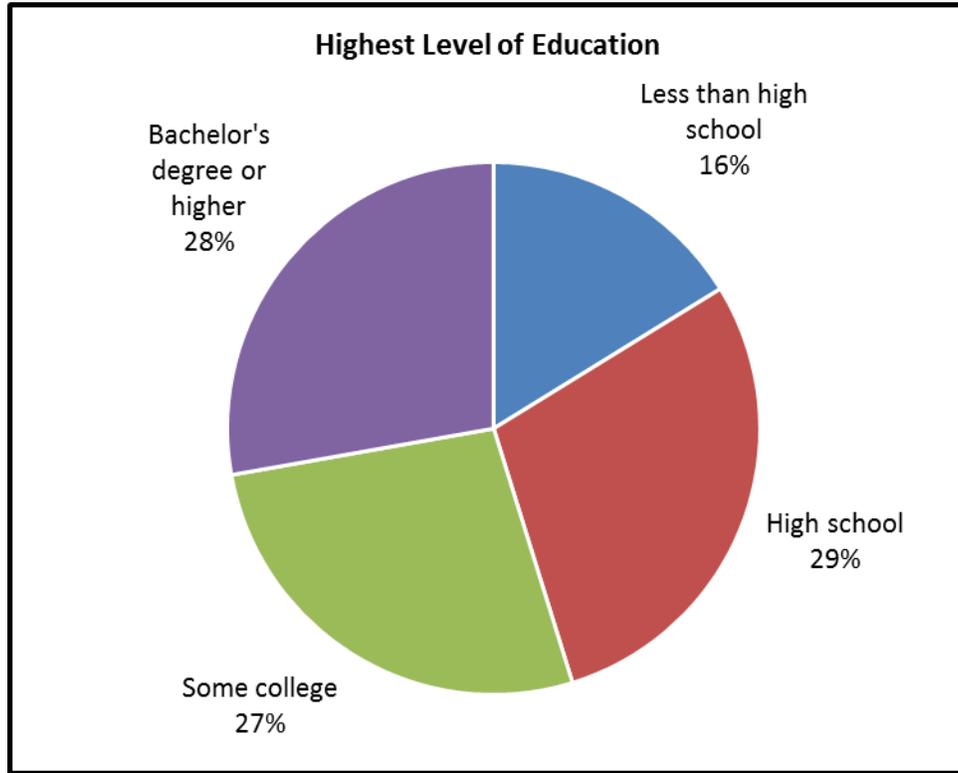


Respondents ages 34 or younger were born in 1979 and likely have no memories of a time when personal computers were not common in homes and the workplace. Respondents who are 34 now were 16 when Netscape, Windows 95, and the internet became widely used among the American public. Younger respondents in their teens and early 20s, likely have no memory of a time when the internet was not available.

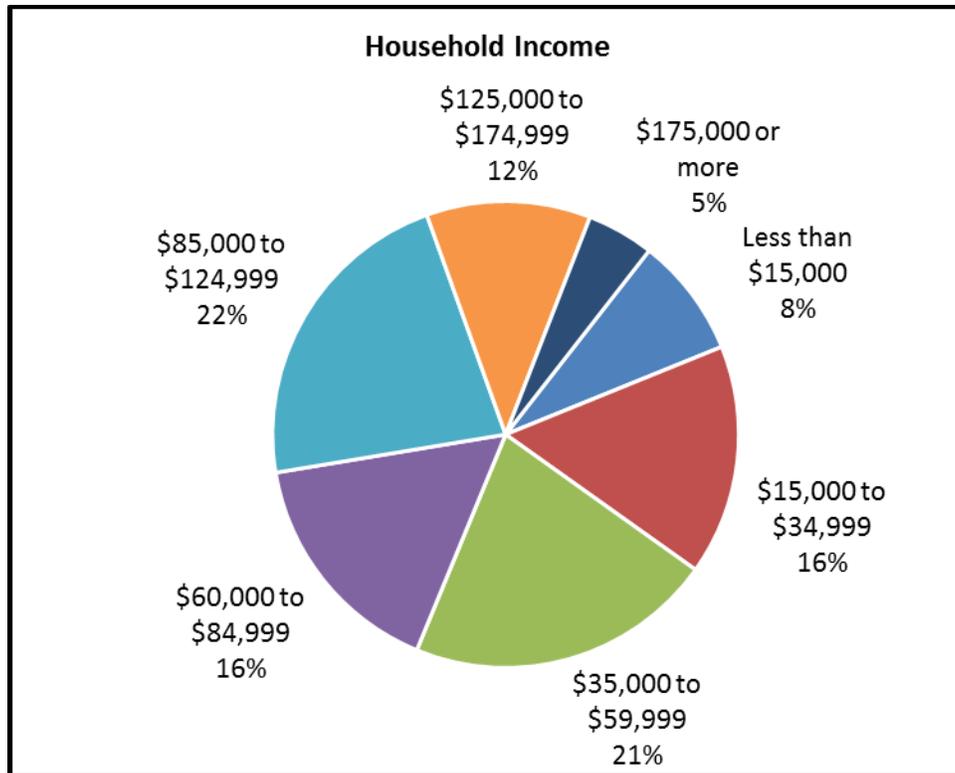
As shown in the first figure on the next page, a majority of working age Catholics (55 percent) have attended college. Twenty eight percent have earned a bachelor's degree or more. Twenty-nine percent have graduated high school and have not attended any college. Sixteen percent have not graduated from high school. Note the sample includes respondents ages 16 to 18 who are still in high school.

As shown in the second figure on the next page, 57 percent of respondents are non-Hispanic white and 36 percent are Hispanic. Among respondents under 35, 47 percent are non-

Hispanic white and 45 percent are Hispanic. Fourteen percent of respondents took the survey in Spanish (15 percent of those under 35).



The average working-age Catholic resides in a household earning \$55,000 per year. Twenty-four percent of respondents reside in a household earning less than \$35,000 per year. Seventeen percent live in a household earning \$125,000 or more per year. Sub-group analysis in this report has used quartile income segments.<sup>15</sup>

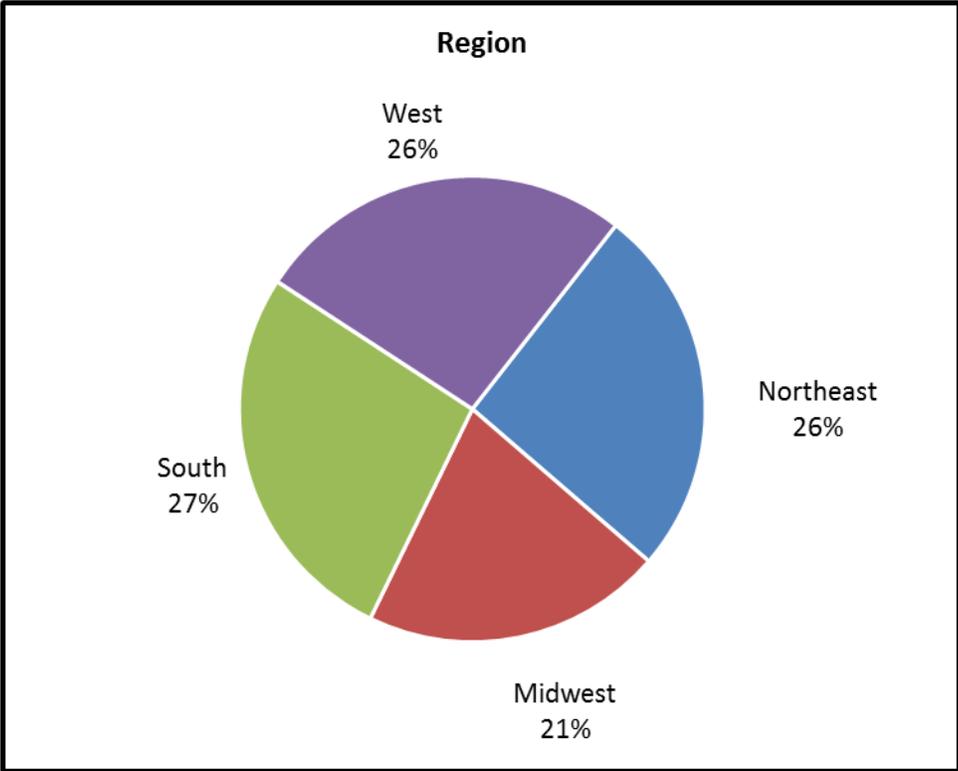
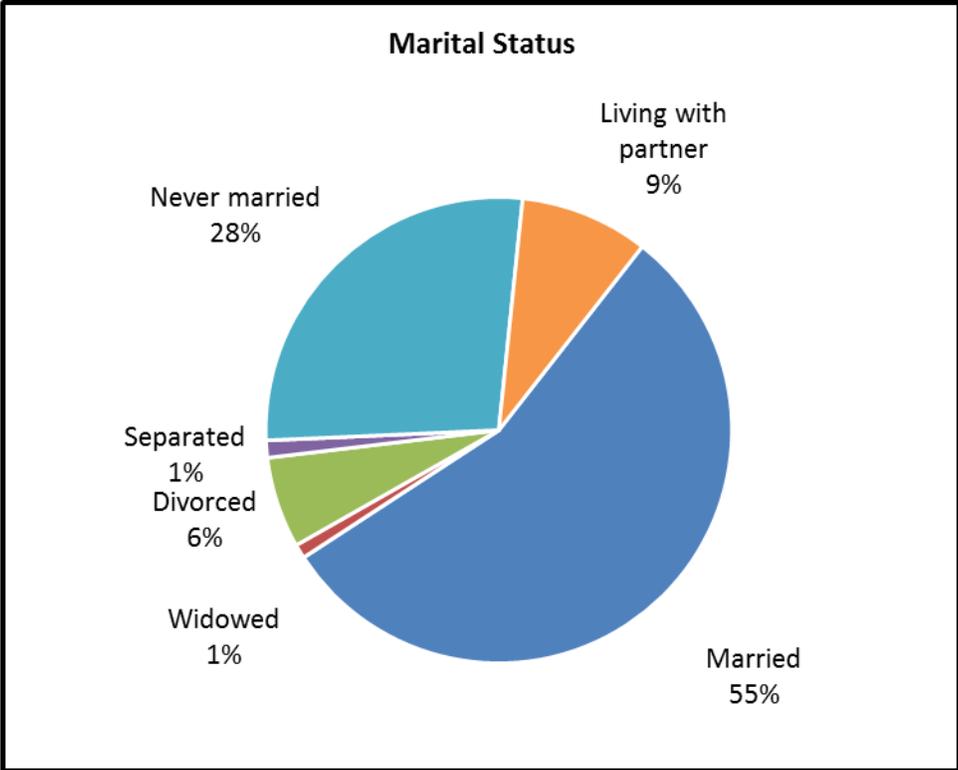


As shown in the first figure on the next page, 55 percent of working-age Catholics are married. Twenty-eight percent have never married and 9 percent are living with a partner (some of these respondents have never married as well). Six percent are divorced and 1 percent are separated. One percent is widowed.

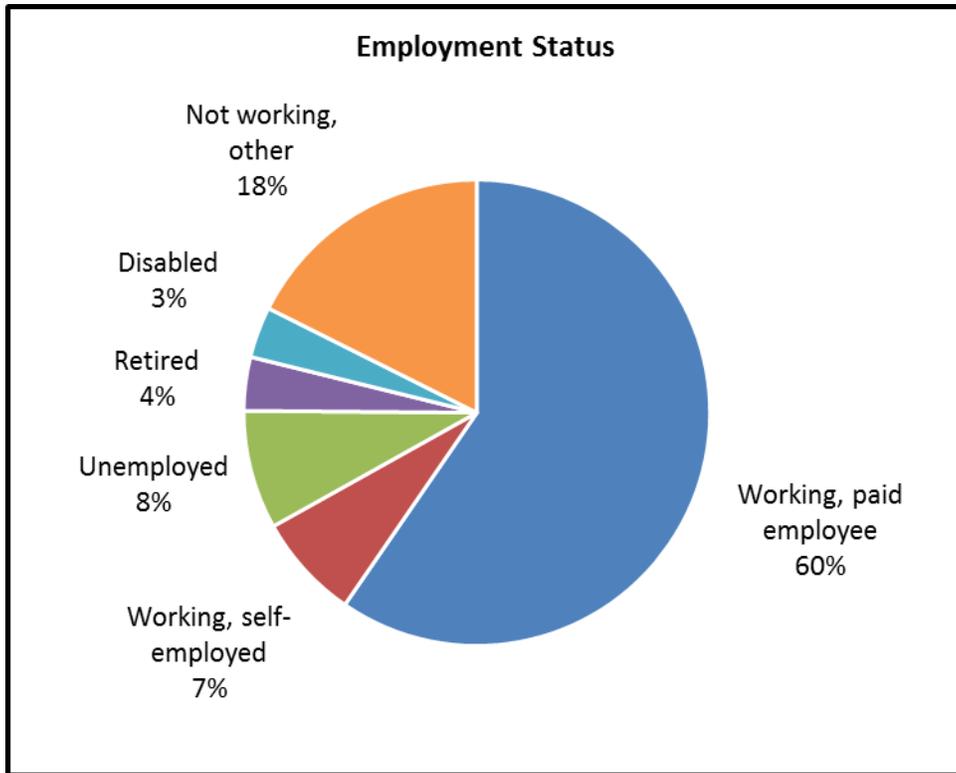
As shown in the second figure, 27 percent of working-age Catholics live in the South.<sup>16</sup> Similar shares live in the Northeast and West (both 26 percent). Twenty-one percent reside in the Midwest.

<sup>15</sup> Quartiles divide the sample into four nearly equal size groups.

<sup>16</sup> The **Northeast** region includes Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, New Jersey, New York, and Pennsylvania. The **Midwest** region includes Illinois, Indiana, Michigan, Ohio, Wisconsin, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota. The **South** region includes Delaware, the District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia, Alabama, Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, and Texas. The **West** region includes Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming, Alaska, California, Hawaii, Oregon, and Washington.



Sixty percent of working age Catholics are employed and an additional 7 percent are self-employed. Eight percent are unemployed and another 18 percent are not working, but not seeking work (e.g., homemakers, students). Three percent are disabled and 4 percent retired.



## **Appendix: Literature Review**

This appendix reviews research that relates to online giving. It was produced prior to constructing the survey instrument used in this study. Much of the existing research in this area comes in the form of quantitative reports, predominantly from companies that are actively involved in some way in facilitating online giving, such as Blackbaud, the Network for Good or American Express. Common to most of these companies is that they work with multiple charities to enable them to receive online (as well as offline) donations. Other sources include research groups, such as the Pew Research Center and the Nonprofit Research Collaborative. CARA's research on Catholics' giving is also explored.

There are two types of sources of data for these research reports—charitable organizations and giving individuals. Both provide valuable insight by giving different views of the state of both online giving and giving in general. When looking at data from charitable organizations, one is often able to answer questions such as: what are the trends in online giving over time, or are giving patterns different over varied types of firms. Data from individuals can help answer different questions such as: why do people not give online, or what do people give online—questions that are harder to answer using data from organizations. The presence of data from both of these types of sources allows one to get a more clear and detailed view of the state of online giving today.

In addition to the research reports mentioned above, a search for academic papers focusing on online giving was also conducted. Only one relevant academic article was found that focusses on online giving behavior (Shier & Handy, 2012). This paper is based on a survey of respondents from India, so cultural differences must be considered when reading the findings of this study.

This literature review is split up into several topic specific sections and results from all relevant reports are drawn on in a discussion of each topic. The topics discussed include: general trends in online giving, differences by organization type, demographics of online givers, benefits of online giving, comparison between online and offline giving channels, different online giving channels, why people do and don't give online and seasonal and disaster relief. A final section explores CARA's data on the financial giving of Catholics.

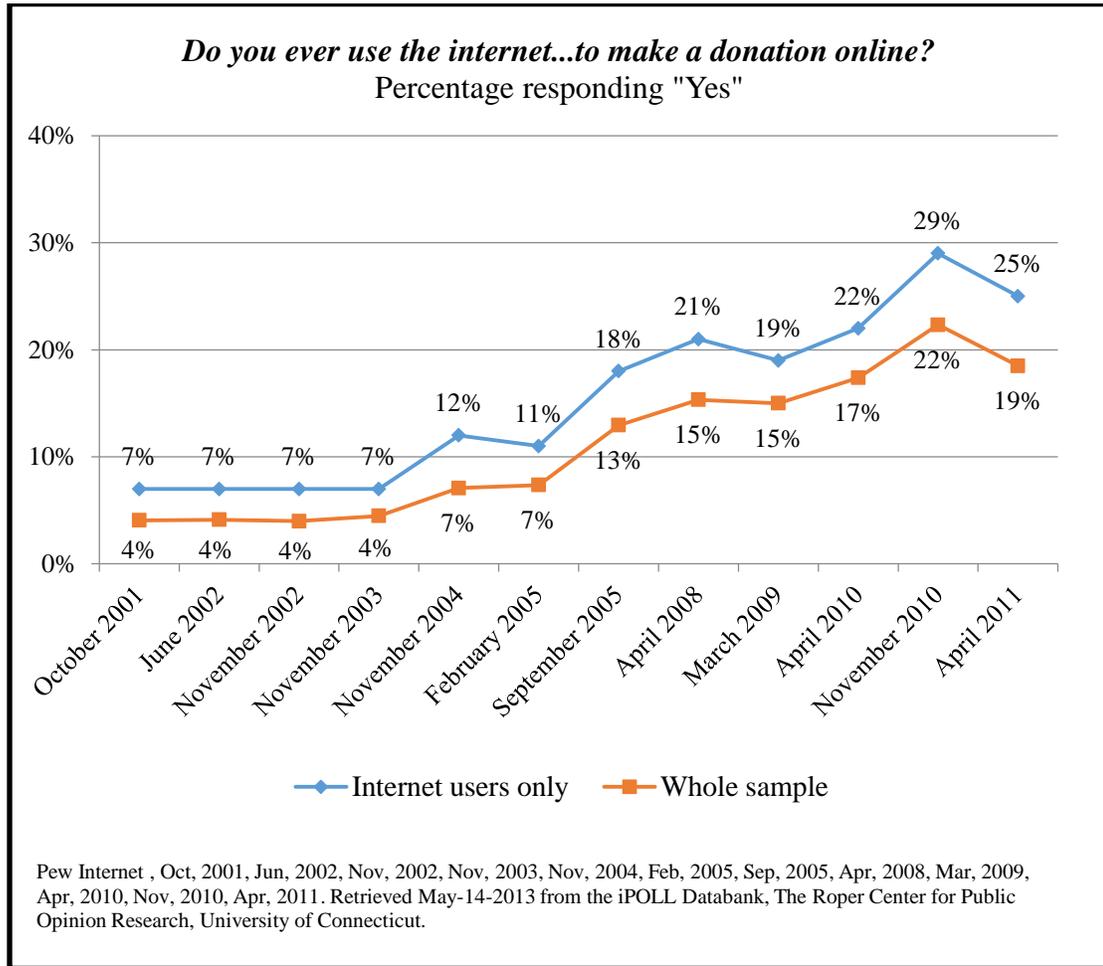
### **General Trends in Online Giving**

It is not surprising that there are a plethora of studies that document an increase in online giving in the United States overtime. Together with this consensus about the continued growth of the online giving industry, however, is the disagreement about precisely how much of giving in the United States is done online.

Research by the Pew Research Centers Internet & American Life Project Polls indicates that in April, 2011, 25 percent of American adults who use the internet, or 19 percent of all American adults, had, at some point in time, made a donation online (Pew Internet, various years). Similarly, the American Red Cross, in November 2012, found that 21 percent of those surveyed had used a credit card to donate at a charity's website during the past 12 months. The Charitable Giving Report (Blackbaud, 2013) estimates that online giving accounted for about

\$512 million (or less than 10 percent) of total fundraising from 3,144 nonprofit organizations served by Blackbaud in 2012.

The figure below shows the proportion of the whole population and of internet users who use the internet to make a donation online over time from data collected by the Pew Internet & American Life Project surveys. As can be seen, both of these proportions have increased over time, particularly since 2005.



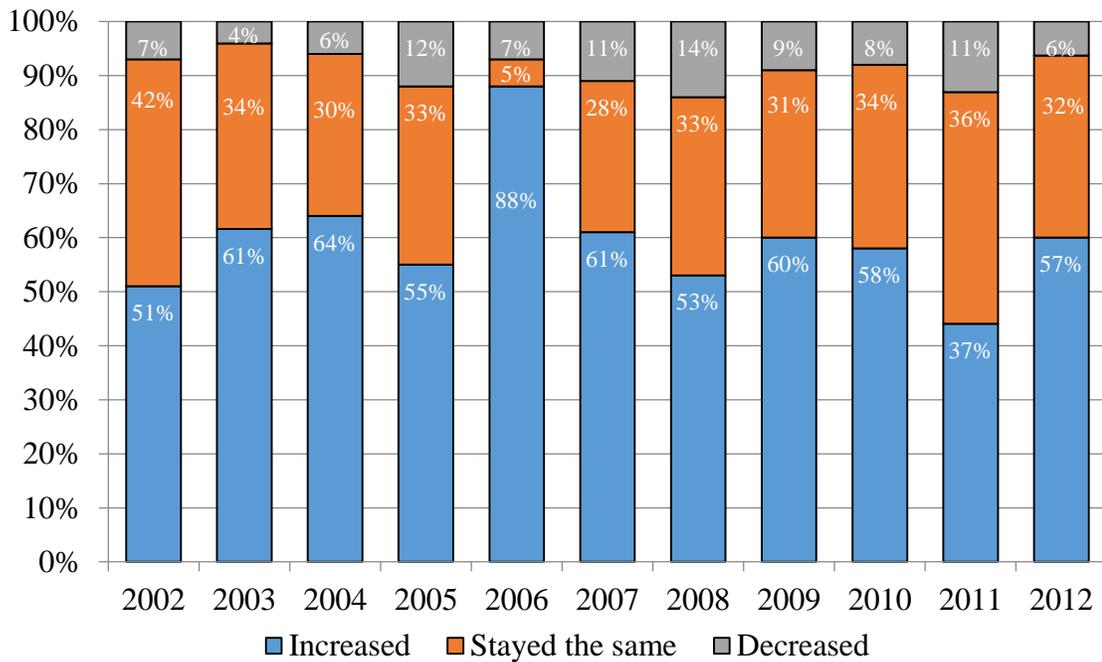
The table on the following page shows statistics from the Digital Giving Index by the Network for Good which are consistent with the findings by Pew. This series of studies show that, for each year since 2009, online giving through those organizations followed by the Network for Good has increased by 17-18 percent annually. Further supporting these findings is a report by the Nonprofit Research Collaborative (Nonprofit Research Collaborative, 2013) who survey nonprofits across the U.S. and Canada every year. As shown in another figure on the next page, they have found that, since 2002, the majority of nonprofit organizations they survey have reported an increase in online contributions to their organizations. Blackbaud (2013), in fact, say they online giving in 2012 grew by 10.7 percent for their sample of 2,581 nonprofit organizations that have an online giving channel.

### Statistics from the Digital Giving Index by Network for Good

Year	Giving	Increase in giving from last year	Number of donations
2012	\$163,000,000	18%	
2011	\$138,000,000	17%	1,600,000
2010	\$125,000,000	17%	1,400,000

Source: Network For Good Digital Giving Index, 2010, 2011, 2012.

### Percentage of Responding Organizations Reporting Change of Contributions Online, 2002 - 2012



Data: 2002 - 2009: AFP Member survey; 2010 - 2012: Nonprofit Research Collaborative

### Differences by Organization Type

Several studies have noticed that patterns in online donations vary by organization type. In a Pew Internet & American Life study, researchers found, from a sample of the population in August 2008, that large charitable donations are more likely than large political donations to occur online (Smith, Schlozman, Verba, & Henry, 2009). Smith et al. (2009) found that 61 percent of online political donations were for \$100 or less, compared to only 37 percent for online charitable donations. However, they found that people were less likely to make a charitable donation compared to a political donation online (12 percent compared to 30 percent).

Digging even deeper, the Pew study found that the likelihood of making a political donation online differs by party affiliation. They found that 39 percent of Democratic political donors and 35 percent of independent political donors had donated online, compared to only 18 percent of Republican donors.<sup>17</sup>

Blackbaud (2013) noted that the rate of increase in online giving differs by organization size. As shown in the table below, they found that the smaller the organization, the higher the rate of growth of their online giving.

<b>Online Giving Trends by Organization Size</b>	
Size	YOY % Change
Small (Less than \$1M)	11.8%
Medium (\$1M - \$10M)	14.3%
Large (\$10M+)	7.2%
Total	10.7%

The Online Giving Study (Network for Good and TrueSense Making, 2010) splits charities up into eight different types: arts, education, animal and environment, health, human service, international, public benefit and religion. They show that the distribution of online giving dollars over different types of charities is uneven. For example, they find that 30 percent of online giving dollars via pages powered by Network for Good are channeled towards human services charities, but only 5 percent of dollars are channeled towards religion charities. However, since this study does not also contain information on offline giving, it is not possible to ascertain how much the proportion of within charity type online giving differs between charity types.

The American Express Charitable Gift Survey (The Center on Philanthropy at Indiana University with assistance from Hart Philanthropic Services Group and Innovative Research Group, Inc., 2007) makes some attempts to look at differences between religious and secular gifts both online and offline, although it should be noted that since the study was carried out in 2007 the results may be somewhat outdated. In this study, researchers find that the average dollar amount of religious gifts are, in general, higher than the dollar amount of secular gifts. In addition, they find that there is no statistically significant difference between online and offline giving for secular gifts or when looking at giving as a whole.

As shown in the table on the following page, although the average amount of religion gifts seems higher for online as opposed to offline gifts, because of the small number of respondents who gave religious gifts online, statistical tests could not be carried out to ascertain the significance of this observed difference.

---

<sup>17</sup> Differences in online giving by party affiliation may in part reflect differences in ages, on average, among those donating to each political party.

	All	Religion	All Secular	Charitable causes	Environment/ international	Other
Both	\$172	\$284	\$138	\$113	\$131	\$146
Online	\$165	\$334	\$144	\$101	\$212	\$93
Offline	\$174	\$280	\$137	\$116	\$81	\$164

Source: American Express Charitable Gift Survey 2007. Charitable causes include: combined fund, health, human services, or public safety/veterans

### **Demographics of Online Givers**

Various studies have attempted to identify characteristics of the typical online donor. Shier and Handy (Shier & Handy, 2012) surveyed close to 500 visitors to the GiveIndia web-based program—an online donation program in India that serves as a platform for donating to various charities in the country. Some of these visitors donated to the site, and others did not. Using logistic regression models, with whether the respondent donated through GiveIndia or not on a recorded website visit as the dependent variable, they found that women were 0.6 times less likely than men to donate money through the GiveIndia website. Furthermore, they found the incidence of donating was 2.6 times higher for employed people than unemployed people and lower for those who had volunteered in the last 12 months compared to those who had not. However, when variables on perceptions of the Internet, characteristics of the website, perceptions of GiveIndia and influence of others were added to the model, the effects of employment and volunteering became insignificant. These results, though, should be viewed with caution as cultural factors might have influenced these findings and results may have been different if the sample of respondents and the website were from the United States instead of India.

A Target Analytics study on multichannel giving (Target Analytics - a Blackbaud Company, 2011) finds that online-acquired donors are significantly younger than mail-acquired donors. Fifty-nine percent of online acquired donors are younger than 55 years old, compared to 27 percent of direct-mail-acquired donors. In addition, this study finds 28 major U.S. nonprofit organizations that online-acquired donors in 2010 had a higher income than mail-acquired donors. In 2010, over 70 percent of online acquired donors, compared to only 53 percent of mail-acquired donors had an income of more than \$50,000, which makes the finding that the median revenue per online-acquired donor is higher than the median revenue of the mail-acquired donor (\$62 compared to \$32).

### **Benefits of Online Giving**

Lincoln et al. (2008) suggest that one big benefit of online giving, and particularly religious online giving, is that it allows “individuals to systemize or automate their pledges” which allows “congregants to automate their giving so that donations are electronically deposited at regular intervals to the congregation of their choice.” In addition, they hypothesize that “setting up a giving schedule with automatic deposits helps reduce the amount of religious

revenue lost when congregants miss a Sunday.” The Network for Good Online Giving Study (Network for Good and TrueSense Making, 2010) found evidence to support this hypothesis, namely that about one in 10 donors through Network for Good give automated and regular gifts (looking at data between 2005 and 2010). They also found that the most common frequency for automated giving is monthly, with around 80 percent of those who give recurring gifts through Network for Good doing this monthly in 2008.

### **Comparison between Online and Offline Giving Channels**

In 2011, Target Analytics, wrote a white paper analyzing multichannel giving online using transactional data from 28 major U.S. nonprofit organizations (Target Analytics - a Blackbaud Company, 2011). In this study the authors look at both online and offline giving and the patterns of giving for those donors who use both of these channels. This report had several key findings. Of crucial importance, is the finding that although, in today’s world, multichannel giving is often talked of, it is not quite as ubiquitous as we might be brought to believe. In fact, the report finds that “multichannel donors are almost exclusively online-acquired donors who later start giving direct mail gifts. This is the only situation in which there are consistently significant numbers of cross-channel gifts.” There is not a similar opposite trend of those who initially give offline moving towards online giving, meaning that most donors ultimately end up being an offline donor. Furthermore, they find that online-acquired donors tend to move offline soon after acquisition, mostly in their first renewal year and then continue to give offline and that robust direct mail (as opposed to any contact online) drive up retention and the long-term value of donors initially acquired online.<sup>18</sup>

### **Different Online Giving Channels**

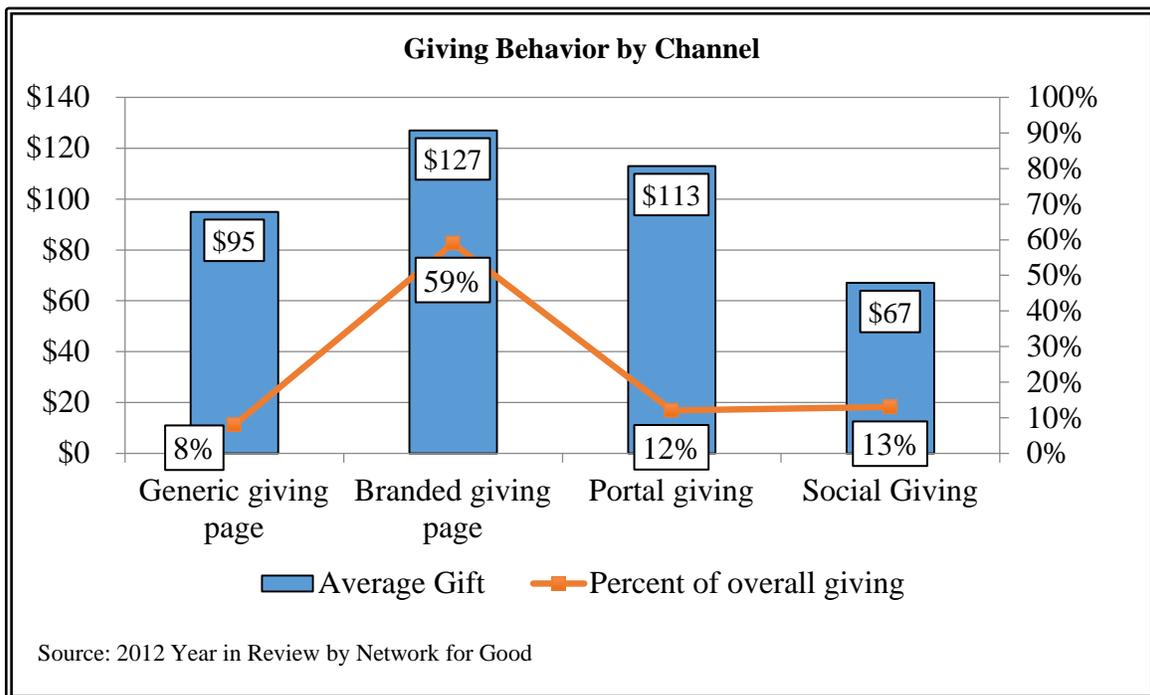
Thus far, this review of has focused on statistics and information describing various aspects of online giving as a whole; the term “online giving” has been used as an umbrella term to describe any kind of monetary giving of a charitable nature on the Internet. In this section, online giving will be broken up into several different channels and these channels will be discussed and compared.

The Online Giving Study (Network for Good and TrueSense Making, 2010) differentiates between four different types of what they call “giving venues”: branded giving pages, generic giving pages, portal giving and social giving. A charity-branded giving page is a page that is integrated with the charity’s website. When donating through this channel, other than the NetworkforGood.org URL, it is not evident that one has left the (charity) website to make a gift. A generic giving page, on the other hand, is a page that does not visually match the charity’s website, but instead one is led to a Network for Good website where you can donate money by identifying a charity’s name and address in a multi-step check-out process. Portal giving is when a donor accesses a portal through which they can donate to any charity recognized by the IRS – portals powered by Network for Good include NetworkforGood.org, GuideStar.org and CharityNavigator.org. Finally, social giving is a channel where social networks are used to enable donors to donate to many different charities and oft times fundraise among friends and family. An example of this type of giving might be Causes on Facebook.

---

<sup>18</sup> The four year “migration” patterns of offline- and online- acquired donors is laid out can be found in the report, but the pdf file is not available for download. ([https://www.blackbaud.com/files/resources/downloads/WhitePaper\\_MultiChannelGivingAnalysis.pdf](https://www.blackbaud.com/files/resources/downloads/WhitePaper_MultiChannelGivingAnalysis.pdf))

As shown in the figure below, the 2012 Year in Review by Network for Good (Network for Good, 2012), branded giving pages generated the highest average gift in 2012 as well as accounting for the highest proportion of overall giving through Network for Good. The least lucrative giving channel as assessed by average gift is social giving, with an average gift of only \$67 per donation incidence. There is little difference between the percent of overall giving from generic giving pages, portal giving and social giving (8 percent, 12 percent and 13 percent respectively), with branded giving strongly outperforming them all (59 percent). Additionally, Network for Good noted a 20 percent increase in the dollar amount donated in through branded giving pages between 2011 and 2012, compared to a 21 percent increase in social giving, 4 percent increase in giving through generic giving pages and no change in portal giving.

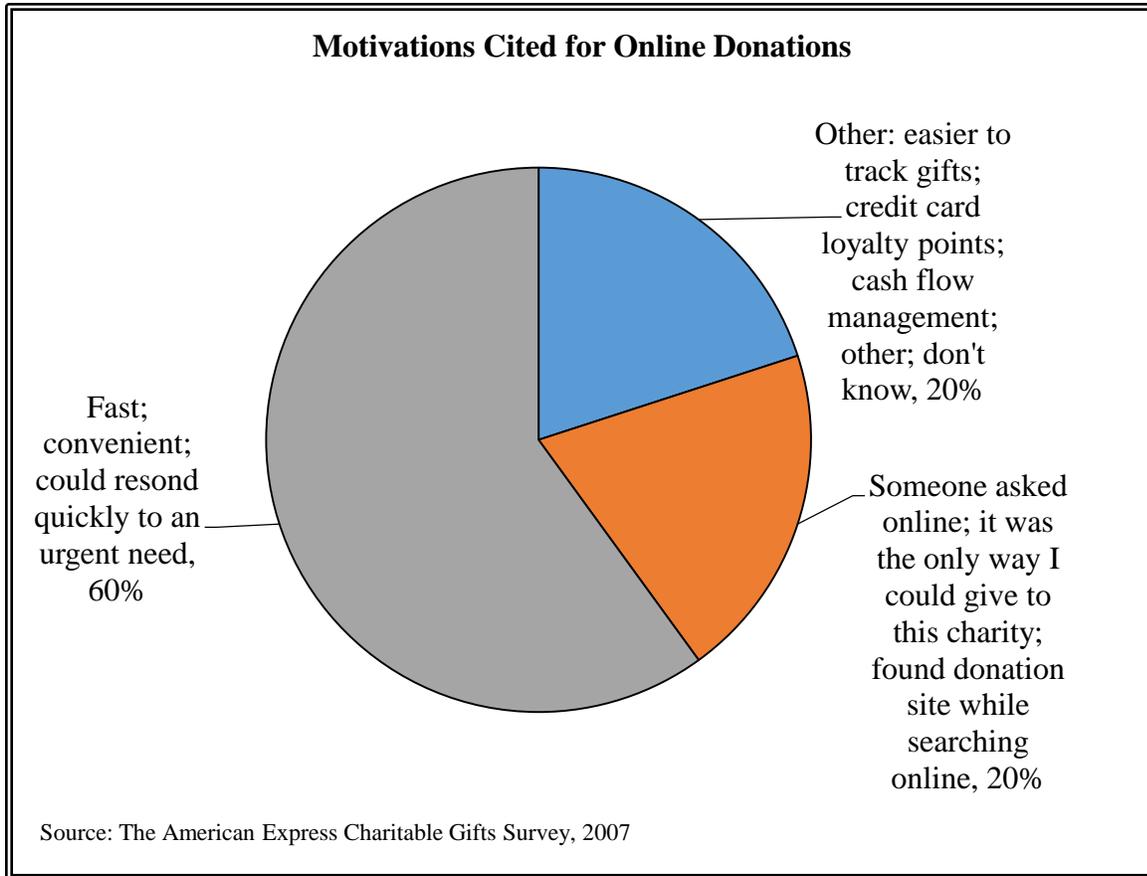


In an attempt to explain why some online giving pages are more successful than others, The Online Giving Study (Network for Good and TrueSense Making, 2010) says “the online giving experience has a significant impact on donor loyalty, retention, and gift levels. The more intimate and emotionally coherent the giving experience, the stronger the relationship between donor and nonprofit appears to be. In other words, online fundraising is all about relationships, as it is in offline fundraising.” They are implying that a branded giving page is seen as more personal to the potential donor, hence why such pages attract so many donors and higher average donation amounts.

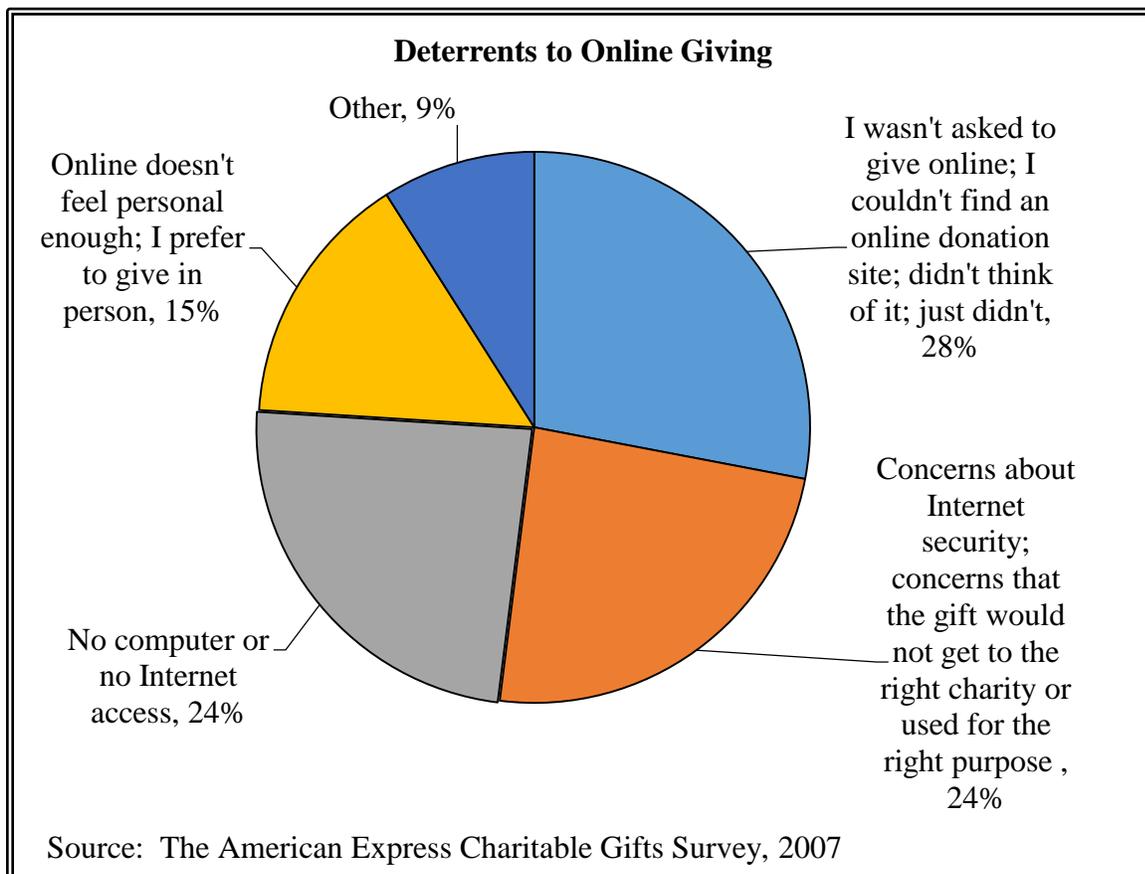
### Why People Do and Don't Give Online

When considering online giving, it is important to understand what motivates individuals to or deters individuals from donating online. In the American Express Charitable Gift Survey (The Center on Philanthropy at Indiana University with assistance from Hart Philanthropic Services Group/tedhart.com and Innovative Research Group, Inc., 2007) researchers asked over

700 respondents to cite their motivations for online donations and the deterrents to online giving. Although the reasons why individuals were motivated to give online are very broadly categorized, the study does reveal, as shown in the figure below, that the majority of those who give online stated that they were motivated because it was a fast and convenient way to give.



The figure on the next page shows what deters people from online giving. These deterrents are categorized rather broadly. However, we can first ascertain that in 2007 when this survey was administered, almost one quarter of respondents (24 percent) stated that the reason they did not donate online was because they had no computer or Internet access. It would be safe to assume that in 2013, especially in the U.S., the percentage that would list this reason as a deterrent would be much smaller.



Shier and Handy (2012) has a finding that corroborates that of the American Express Charitable Gifts survey. However, this paper also finds that the likelihood of someone choosing to donate on the GiveIndia website decreases if the respondent said they were more influenced by others, where influence from others was calculated by the combined score on four items (each measured with a five-point Likert scale). These items included : “I was asked to donate”, “The website was recommended to me by friends of family.” “My coworkers or other colleagues donate” and “I have religious obligations to donate.”

### Seasonal and Disaster Relief Giving

Two online (and offline) giving phenomena that are worth noting in this report are December giving and disaster relief giving.

The Network for Good (Network for Good and TrueSense Making, 2010) has noted several characteristics of the December online giver. First, they are, on average, much more generous than those who give at other times of the year. Looking at data from 2007 to 2009, they find that cumulative giving (or giving added up over time) is 52 percent higher for donors who first gave in December than donors who started in any other month of the year. Second, the report finds that between 2007 and 2008 online giving accounted for one third of giving through Network for Good channels or \$127 million (compared to a total of \$254 million from all other months). There is no research actually asking donors why they give in the December months, but

this spike in giving is likely driven by either the ending of the tax year, or the onset of Christmas which likely encourages generosity and gift giving.

The same report also brings attention to the impulse giving that can be observed by their online giving tracking during disasters such as hurricane Katrina and the Indian Ocean Tsunami in 2005. In fact, they note that “this effect is amplified online, with online giving jumping by factors of as high as 10 times in the days after a disaster.” Furthermore, they say that “this is where the online medium shines: The immediacy of online communication, the ability to give when the impulse strikes, the social factor, and continuity allow donors to give via the same media through which they find out about the disaster.” It is at these times of disaster when portal giving shines through. Accounting for only about one quarter of online giving over non-disaster and the non-December periods of 2005, during the Indian Ocean Tsunami and hurricane Katrina in that year, portal giving accounted for over 80 percent of giving over all Network for Good’s channels. However, one caveat is that donors who donate for the first time for a disaster relief fund are less lucrative over time than those who first donate for other reasons and at other times. In general, very few donors who gave for disaster relief returned and gave again through a Network for Good channel.

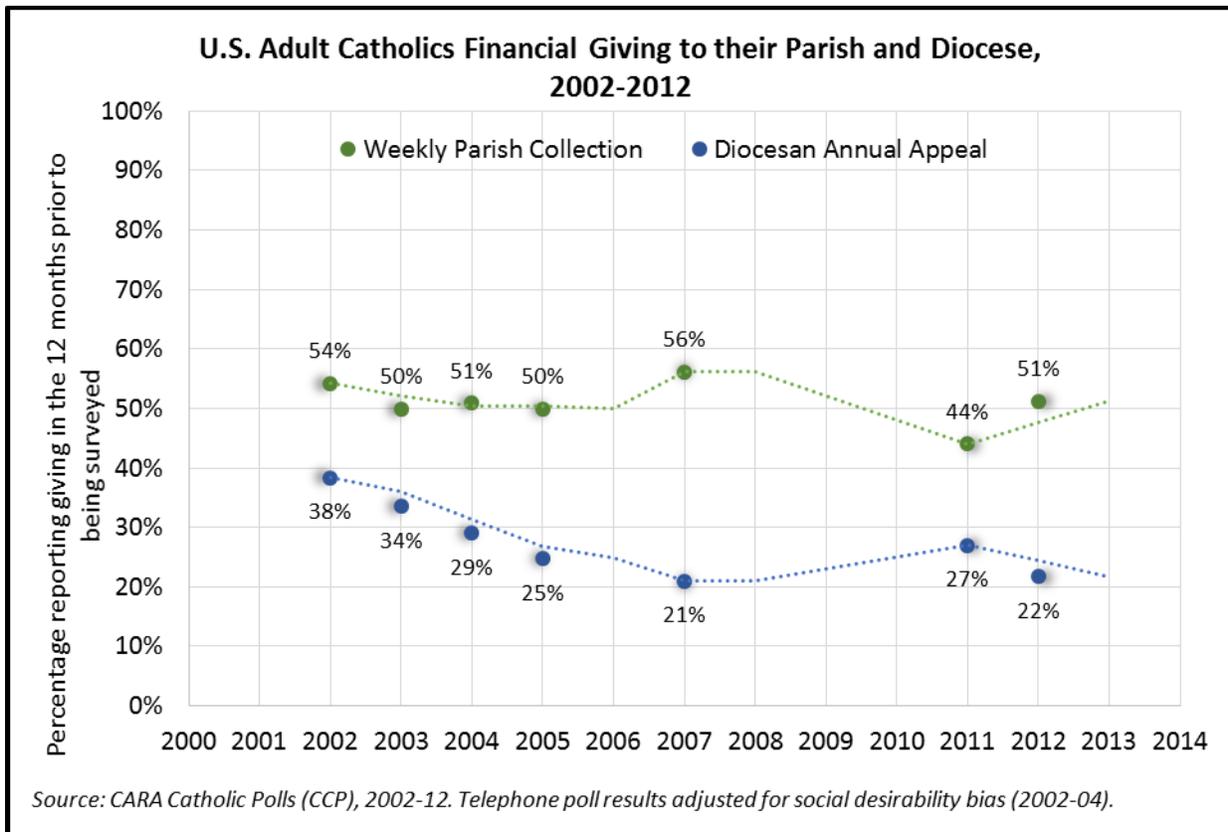
### CARA’s Catholic Financial Giving Research

The Center for Applied Research in the Apostolate (CARA) at Georgetown University regularly asks questions about U.S. adult Catholics’ giving to the Church in its CARA Catholic Poll (CCP) series, which began in 2000. Most of these questions examine traditional forms of giving. These are important in the larger context of online giving to the degree that they measure trends in giving to the Church among adult Catholics. Results are shown in the table below.

<b>CCPs: U.S. Adult Catholics Reported Giving to Their Weekly Parish Collection</b>			
<b>Year</b>	<b>% giving</b>	<b>Question wording</b>	<b>N</b>
<u>Telephone Polls (taken with a human interviewer)</u>			
2002	76%	<i>Last year, did you or your household regularly contribute to the collection at your local parish?</i>	1,600
2003	72%	<i>Last year, did you or your household regularly contribute to the collection at your local parish?</i>	1,003
2004	73%	<i>During the last 12 months, did you or your household regularly contribute to the collection at your local parish?</i>	1,001
2005	72%	<i>During the last 12 months, did you or your household regularly contribute to the collection at your local parish?</i>	1,000
<u>Self-administered Polls (taken online through a computer or television)</u>			
2005	50%	<i>During the last 12 months, did you or your household regularly contribute to the collection at your local parish?</i>	1,260
2007	56%	<i>During the last 12 months, did you or your household regularly contribute to the collection at your local parish?</i>	1,048
2011	44%	<i>Do you or your household regularly contribute to the weekly offertory collection at your local parish?</i>	1,075
2012	51%	<i>During the last 12 months, did you or your household regularly contribute to the collection at your local parish?</i>	1,047

As the previous table shows, there is a difference in the estimated percentage of Catholics who give to their parish’s weekly collection by the methods used for the survey. Survey researchers have long known that when interviewed by telephone people will over report their voting, how often they go to church, and how often or much they give to charity to meet social expectations. This is referred to as a social desirability pressure or bias. In self-administered surveys without a human interviewer such pressures do not exist. For example, CARA’s self-administered surveys indicate Catholic Mass attendance levels are about 12 to 14 percentage points lower than those estimated by Gallup or Pew, who utilize telephone polls only.<sup>19</sup> CARA’s attendance estimates are consistent with other estimates based on head counts or time diary studies.

CARA began transitioning to self-administered online surveys of random samples of adult Catholics in 2005 with Knowledge Networks (now GfK Custom Research). In this year CARA conducted a telephone poll and a self-administered survey nearly simultaneously. In the telephone poll 72 percent of respondents indicated that they gave to their parish collection. By comparison, in the self-administered survey, only 50 percent reported this. These surveys were conducted just weeks apart. CARA has adjusted its historical telephone polls for parish giving for this over-reporting. Our best estimates for this trend are shown in the figure below. Here we also provide the trend for giving to diocesan appeals.



<sup>19</sup> CARA surveys have shown respondents over-report Mass attendance, their frequency of going to confession, and contributing financially to their parish. Over-reporting for giving to diocesan appeals is not found in CCP results.

Giving at the parish level has been quite stable over the last decade with just more than half of adult Catholics reporting that their household regularly contributed in the year prior to being surveyed. Only in 2011 did this fall below 50 percent. However, this was likely due to a change in question wording that omitted “during the last 12 months.” Some respondents may have considered “regularly” contributing to mean something more frequent than their actual levels of giving.<sup>20</sup>

Giving to the weekly parish offertory collection is the most common form of giving among Catholics. Fewer give to diocesan annual appeals.<sup>21</sup> It is difficult to determine definitively if news of sexual abuse by clergy caused a decline in gifts to dioceses. The scandal coincided with a sluggish economy and some Catholics may have felt concerned about the general economy. The 2003 CCP asked adult Catholics who had changed their diocesan giving whether each of several factors was a reason for their doing so. The table below shows the results.

***I am going to read several reasons people may have changed their financial contributions to their diocese. Please tell me whether or not each is a reason your household’s contribution to the appeal changed.***  
Those whose diocesan giving changed from 2001 to 2002 responding:

	<b>A change in your household’s income or ability to give</b>	<b>Reaction to the sexual abuse scandal</b>	<b>Feelings about the national economy</b>	<b>Any reason besides the ones I have already mentioned</b>
All Catholics reporting a change in giving	64%	34	33	20
Among those who <i>stopped giving</i>	51%	55	29	25
Among those who <i>gave less</i>	71%	28	15	13
Among those who <i>gave more</i>	76%	35	50	24

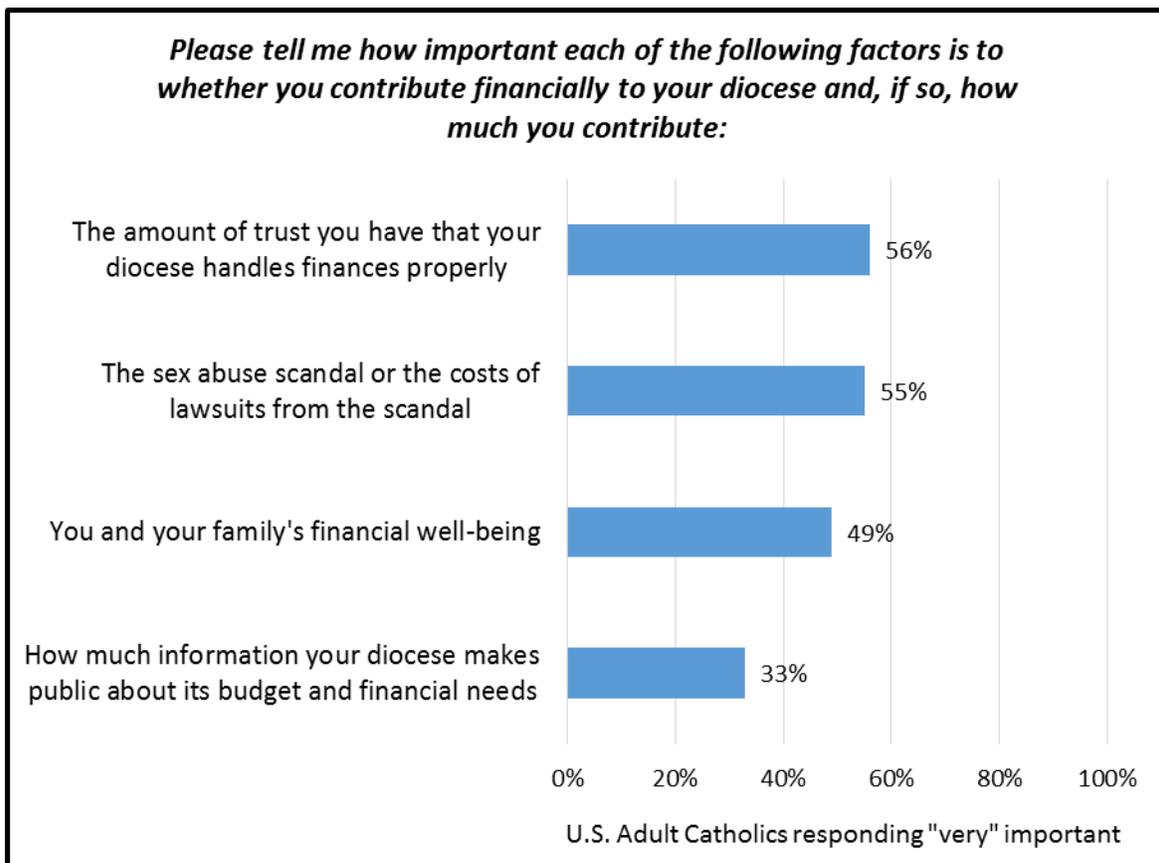
Among all Catholics whose giving changed from 2001-2002, one-third say the sexual abuse scandal was a reason for the change. Nearly twice as many cite a change in their

<sup>20</sup> Note that CCP results estimate that about 30 percent of self-identified Catholics do not attend Mass at least once a year and another 25 percent attend only at Christmas and Easter.

<sup>21</sup> In 2005, 25 percent of Catholics indicated they gave to a diocesan appeal in the self-administered survey. A similar percentage (within margin of error), 28 percent say they gave in CARA’s telephone poll. This indicates that Catholics do not feel embarrassed to admit to a human interviewer that they do not give to their diocese. This is apparently not considered as “socially desirable” as giving to one’s parish collection.

household’s income or ability to give. (Note that the categories are not mutually exclusive; respondents could identify multiple reasons). However, only among *respondents who stopped giving*, slightly more than half cite the scandal as a cause and roughly the same proportion cite a change in their income or ability to give. This finding supports the interpretation that the sexual abuse issue played a role in declining diocesan giving after 2002. Still, it should be noted that about one-third of respondents who *gave more* report that the sexual abuse is played a role in their increased giving. Generally, the results illustrate the complexity of motivations that play into Catholics’ giving decisions.

The 2005 CCP asked about the importance Catholics place on several factors when they decide whether and how much to contribute to their diocese. Half of Catholics say that three factors are “very” important to their giving decisions: their or their family’s financial well-being, the amount of trust they have in their diocese’s handling of finances, and costs related to the sexual abuse scandal. In comparison, one-third say that the amount of information their diocese makes public about its finances is “very” important.



CARA re-examined a series of giving questions in a September 2012 CCP. This is the most current CARA research available on the topic. As shown in a previous figure, 51 percent said they gave to their parish collection and 22 percent say they have to their diocesan appeal in this survey. The table on the next page compares questions from this 2012 survey and a 2007 survey (prior to the recession) about how much Catholics give to their local parish. There is very

little difference in the results between the two surveys. About three in ten give \$100 or less per year. One in five give \$101 to \$250. Very few, less than one in ten give more than \$2,000.

***During the last 12 months, approximately how much money did you and the other family members in your household contribute to your local parish? Would you say it was...***

Percentage of those who have given  
in the last 12 months responding:

	<b>2012</b>	<b>2007</b>
\$100 or less	28%	30%
\$101 to \$250	19	18
\$251 to \$500	16	21
\$501 to \$1,000	17	18
\$1,001 to \$2,000	12	9
Over \$2,000	8	4

In the 2012 survey, respondents were also asked about how they would prefer to give to a Catholic organization, charity, or non-profit. The majority of Catholics said they would prefer to send a check or pay by money order by mail (39 percent) or pay by check, cash or debit/credit card in person, if possible, (38 percent) when giving financially to a Catholic organization or other charity or non-profit.

***When giving financially to a Catholic organization or other charity or non-profit, which of the following methods would you prefer?***

Percentage responding:

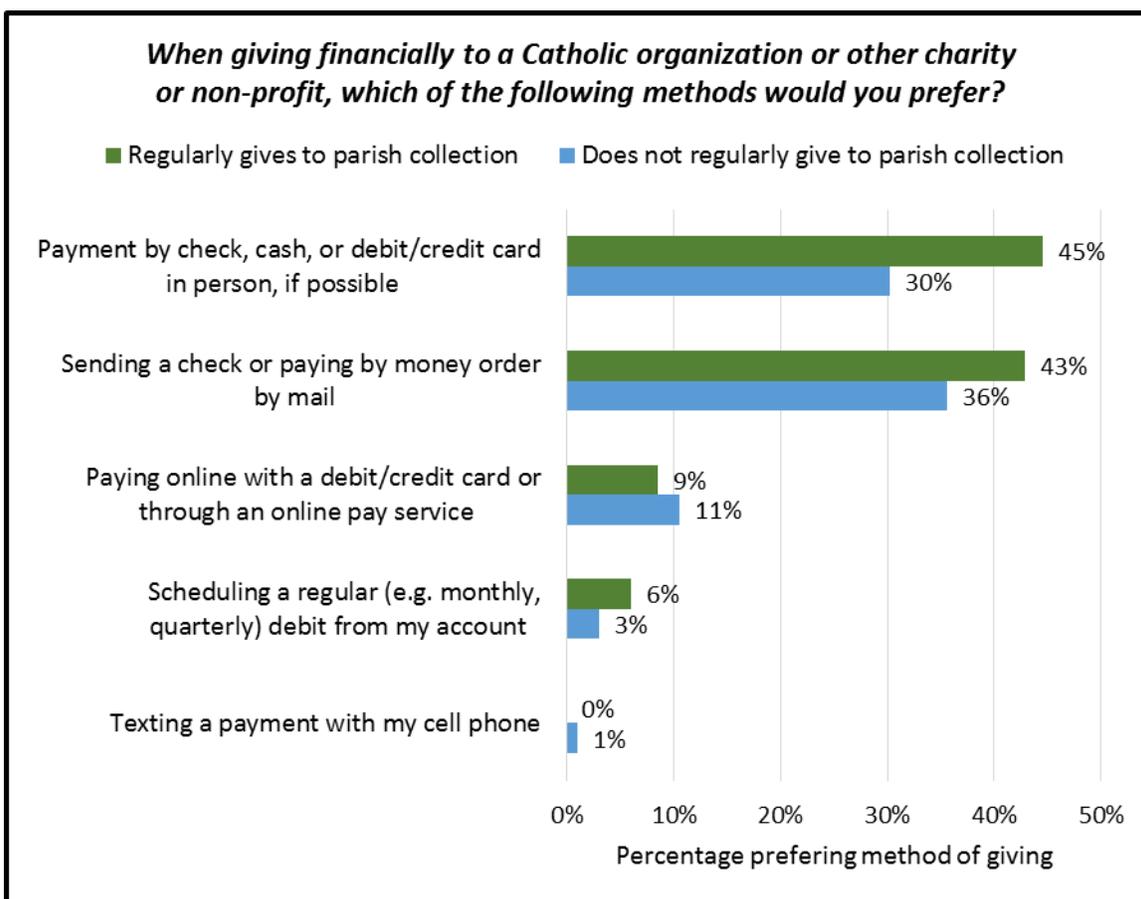
	<b>2012</b>
Sending a check or paying by money order by mail	39%
Payment by check, cash, or debit/credit card in person, if possible	38
Paying online with a debit/credit card or through an online pay service	9
Texting a payment with my cell phone	1
Scheduling a regular (e.g. monthly, quarterly) debit from my account	5
“Other” <sup>22</sup>	10

Millennials, those born 1982 or later, are *less* likely than older Catholics to prefer sending a check or paying by money order through the mail. Only 28 percent of these young Catholics indicate a preference for this compared to 37 percent of Post-Vatican II Catholics (born 1961 to 1981) and 47 percent of Vatican II (born 1943 to 1960) and Pre-Vatican II Catholics (born 1942 or earlier). Thirteen percent of Millennials and Post-Vatican II Catholics prefer paying online

<sup>22</sup> Responses of “other” often indicated not giving or giving “in the collection basket.”

with a debit or credit card or online pay service compared to 6 percent of Vatican II Catholics and 3 percent of Pre-Vatican II Catholics.

The figure below shows differences in preferences for methods of giving by whether respondents give to their parish collection. Note that regular Mass attenders—who are most likely to give to their parish—are generally older and have higher incomes, on average, than those who do not attend Mass as frequently. Those who do not regularly contribute to their parish are slightly more likely than those who do to prefer giving online or with their cell phone. However, these differences are within margin of error. The similarities here are likely driven by the fact that those who do not give to their parish are disproportionately younger. This population is already more generally accustomed to online giving than older Catholics.



The table on the next page shows the percentages of Catholics preferring digital payments—online, texting, or through scheduling—by their use of digital devices or the internet. Catholics regularly using tablet computers and gaming systems, as well as those who use Twitter to follow Catholics and Catholic institutions are the most likely to say they prefer giving online. Those using tablet computers and gaming systems are also the most likely to say they would prefer texting a payment. Use of these digital devices are much more common among younger Catholics.

**Online Activity and Preference for Digital Payments for Giving to A Catholic organization, Charity, or Non-profit**

*Would prefer method of payment:*

	<b>Online</b>	<b>Texting</b>	<b>Scheduled payments</b>
<i>Regular user of:</i>			
Desktop/laptop computer	10%	1%	4%
Cellphone	14	1	5
E-reader	17	1	11
Tablet computer	21	3	3
Console game system	18	3	5
Handheld gaming system	20	5	5
<i>Social networking:</i>			
Has Facebook profile	13	1	6
Follows Catholics on Facebook	4	0	20
IDs as Catholic on social network profiles	13	<1	7
<i>Other online activities:</i>			
Visits YouTube	13	1	5
Reads Catholic blogs	4	0	15
Regularly visits parish website	11	0	11
Regularly visits diocesan website	8	0	19
Regularly visits USCCB website	7	0	36
Regularly visits Vatican website	0	0	21
Regularly visits Catholic charity website	9	0	18
Regularly visits Catholic news website	8	0	4
Follows Catholics on Twitter	17	0	57

Catholics who use Twitter or Facebook to follow Catholics and Catholic institutions and those who regularly visit the USCCB website or Vatican website are the most likely to say they would prefer scheduling regular payments to a charity or institution.

**Conclusion**

Both CARA data on giving and the broader literature on online giving lead to a reasonable hypothesis that younger Catholics are most likely to be already giving online and to take up interest in new opportunities to give to the Catholic Church online as these are presented. Older Catholics, as time passes and online giving becomes culturally more normalized, may also eventually take advantage of this opportunity in growing numbers.<sup>23</sup> An online option for giving would likely increase the amount the Church is able to fundraise and allow for more people not regularly attending Mass weekly to give to causes important to them.

<sup>23</sup> This would follow the pattern of younger Americans being early adopters of technologies (e.g., e-readers, tablets) and online offerings (e.g., Facebook and YouTube) with older Americans following suit.

## Bibliography

- Blackbaud. (2013). *Charitable Giving Report - How Nonprofit Fundraising Performed in 2012*. Charleston, SC: Blackbaud.
- Center for Applied Research in the Apostolate. (2002-2012). CARA Catholic Polls (CCP), Principal Investigator Mark m. Gray, Georgetown University.
- Lincoln, R., Morrissey, C. A., & Munday, P. (2008). Religious giving: A literature review. *Science of Generosity*.
- Madden, M. (2005, May 11). *Commentary: Charitable donating online*. Retrieved 5 13, 2013, from Pew Internet & American Life Project : <http://www.pewinternet.org/Commentary/2005/May/Charitable-Donating-Online.aspx>
- Network for Good. (2012). *Network for Good*. Retrieved 5 20, 2013, from Network for Good Digital Giving Index: 2012 year in review.
- Network for Good and TrueSense Making. (2010). *The online giving study: a call to reinvent donor relationships*.
- Nonprofit Research Collaborative. (2013). *Nonprofit fundraising study: Covering charitable receipts at U.S. and Canadian Nonprofit Organizations in 2012*.
- Pew Internet. (various years). *Oct, 2001, Jun, 2002, Nov, 2002, Nov, 2003, Nov, 2004, Feb, 2005, Sep, 2005, Apr, 2008, Mar, 2009, Apr, 2010, Nov, 2010, Apr, 2011*. Retrieved May 14, 2013, from iPOLL Databank, The Roper Center for Public Opinion Research.
- Pew Research Center's Internet & American Life Project. (2012). *Real time charitable giving: Why mobile phone users texted millions of dollars in aid to Haiti earthquake relief and how they got their friends to do the same*. Washington, D.C.: Pew Research Center's Internet and American Life Project.
- Shier, M. L., & Handy, F. (2012). Understanding online donor behavior: the role of donor characteristics, perceptions of the internet, website and program, and influence from social networks. *International Journal of Nonprofit and Voluntary Sector Marketing*, 219 - 230.
- Smith, A., Schlozman, K. L., Verba, S., & Henry, B. (2009). *The Internet and Civic Engagement*. Washington, D.C. : Pew Internet & American Life Project.
- Target Analytics - a Blackbaud Company. (2011). *2011 donorCentrics Internet and Multichannel Giving Benchmarking Report*.
- The Center on Philanthropy at Indiana University with assistance from Hart Philanthropic Services Group and Innovative Research Group, Inc. (2007). *American Express charitable gift survey*.