



May 23, 2016

Another Open Message to the Members of the Canterbury Church Council....

The response to last month's message on giving has been so encouraging! The information has been shared broadly across the church and we've heard from individual members of the Church Council, as well as from Sunday School classes who were very interested in the age level giving analysis.

The response has been so positive, that we decided to drill down another layer, and provide some deeper information, this time on giving within Canterbury's Sunday School classes.

Canterbury is blessed with a very active and committed adult Sunday School program. Looking at giving within the Sunday School class framework is one way of looking at Canterbury's "committed core." Over half of Canterbury's giving comes from this group of adult Sunday School classes. Admittedly, there are other ways to look at committed groups...small groups, bible studies, outreach teams, etc. and we will measure giving in those areas in the future.

Attached is snapshot of giving across Canterbury's adult SS classes, ranked generally from youngest to oldest. Several interesting trends pop out:

- **Average giving levels** vary across the classes, but tend to rise toward a peak in the classes with ages ranging from mid-forties to mid-sixties, and then gradually falling thereafter. One older class, the Crawford Owen class, which is Canterbury's largest class, does not fit this trend.
- **Percentage of non-givers** tends to be inversely correlated with age, with the lowest percentage of non-givers in the older classes. Note that in only one of the classes does the percentage of non-givers approach the overall church level of 52%...that makes me think the engagement and commitment shown inside the classes does make a significant difference in giving behavior.
- **Giving went up in 2/3rds of the classes** from 2014 to 2015, while overall giving declined. Leads you to think the greatest losses in giving are in the periphery or margin of the church...among those less engaged or committed.

- **Big challenge for the future:** That leads me to think that small sub-groups are very important to engagement and commitment, and thus giving. Makes sense that we would want to encourage membership in SS classes or small groups. Interestingly...we are at full capacity during the SS hour on Sunday morning, so we will need innovative approaches to space to grow new classes. And we don't even track small groups currently...both these are huge growth areas for our Whole Life Spirituality group to explore.

Having this information at hand allows us to identify lead classes in certain areas:

Largest Total Giving: The Crawford Owen Class leads the church in this category with \$548K in 2015...followed by Pathways at \$283K and J.O.Y. at \$279K.

Largest Average Gift: The Disciples Class leads the church with the largest average gift of \$6,989...followed by Crawford Owen at \$6,304 and Pathways at \$6,064.

Largest % Giving Increase: The Compass Class had the largest percentage increase in total giving from 2014 to 2015 with a 36.6%...followed by Seekers at 21.3% and Singles at 19.4%.

Lowest Level of Non-Givers: The Manly Yeilding Dialogue class leads the church with only 9% of the class not giving...they are followed by the John Wesley Class at 11% and Crawford Owen at 16%.

I hope this information is helpful to you, and I encourage your thoughts at comments at any time! I can be reached on 874-1555 or at warren.nash@canterburyumc.org.

Wishing you and your family grace and peace,



Warren L. Nash
Executive Minister

Class Name/Age Range

Class Name/Age Range	Total Households	Total 2015 Giving	Total Givers	Average Gift	% Non-Giving	% Chg 15 vs 14
Journeys (25 - 30s)	32	\$39,638	15	\$2,642	53%	-10.8%
Compass (Early 30s to Early 40s)	44	\$107,750	33	\$3,265	25%	36.6%
Foundations (30s - 40s)	24	\$48,454	18	\$2,692	25%	7.3%
Caravan (35 - 40s)	16	\$39,950	10	\$3,995	38%	8.5%
Believers (35 - 40s)	59	\$150,767	46	\$3,278	22%	-4.6%
Shepherds (35 & Up)	21	\$54,480	13	\$4,191	38%	9.0%
Pathways (Intergenerational, 30s - 60s)	23	\$282,960	16	\$6,064	35%	17.1%
Disciples (45 - 50s)	17	\$97,850	14	\$6,989	18%	12.3%
Genesis (40s - 55s)	60	\$222,291	44	\$5,052	27%	9.3%
Sisters (40s - 80s)	8	\$15,371	6	\$2,562	25%	6.5%
Seekers (40s and Up)	56	\$163,003	39	\$4,180	30%	21.3%
Aldersgate (50s - 60s)	37	\$139,223	29	\$4,801	22%	8.7%
Singles (Mid 40s - 70s)	34	\$85,512	22	\$3,887	35%	19.4%
Covenant (50s - 70s)	32	\$82,240	27	\$3,046	16%	-1.1%
Fellowship Too (50s - 60s)	56	\$273,597	39	\$5,568	30%	-8.5%
Manly Yielding Dialogue (60s - 70s)	22	\$61,205	20	\$3,060	9%	-10.5%
Ministers (60s - 70s)	6	\$24,601	5	\$4,920	17%	-5.2%
Bible Study Dialogue (60s - 80s)	10	\$14,555	7	\$2,079	30%	4.2%
J.O.Y. (55 - 70s)	73	\$278,673	61	\$4,568	16%	-9.1%
Crawford Owen (60s - 70s)	103	\$548,465	87	\$6,304	16%	2.7%
John Wesley (70s & Beyond)	27	\$89,690	24	\$3,737	11%	0.0%
Total for All Adult SS Classes in 2015	760	\$2,820,275	575			
Total Church in 2015	1,871	\$4,539,300	1,055			
Percentage	40.6%	55.5%	54.5%			

Note: Average gifts in selected classes have been adjusted to eliminate skew due to large givers.