

University of Notre Dame

Institute For Church Life – Summer 2013

Steps In The Journey To Becoming A More Generous Person

- This a follow-up to the “Unleashing Catholic Generosity” report in the Fall of 2012:
 - Catholics who become “spiritually engaged” with money will more likely give to the Church

- Catholics who are more generous:
 - Make a prior conscious decision to give more away – gave 3 X as much to religious and non-religious causes as the Catholic who did not plan their giving
 - Follow a routine, use habitual systems of giving – gave 2 X as much versus Catholics who gave spontaneously

- Income:
 - Is the most stable predictor of how much money people will donate
 - People with more money tend to donate larger amounts
 - People with more money give larger amounts but not a larger percentage of their income

- The type of routine giving makes a difference:
 - Catholics who decide to give monthly or annually give more than those who give “whatever it seems like I can afford”
 - Catholics that give a percentage of income give the most money

- Conclusion:
 - Need to create varied opportunities for people to make purposeful decisions to become more generous
 - Promote giving systems that provide parishioners with a routine and make their giving a conscious habit