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