



**Generis Church**  
6455 East Johns Crossing  
Atlanta, GA 30097

## Your Pulse

At Generis, we have learned that the data of the church tells the story of what is happening in the area of generosity. It is like getting an MRI - it reveals what is going on inside the body.

As a first step, we have developed a quick look at some very key pieces of your data. We call it PULSE. It's like checking your vital signs at the doctor's office. When we check your PULSE, it offers some preliminary indications about the health of your church.

Within this brief report, we will begin to analyze various giving patterns that help us better understand the strengths, as well as areas of opportunity in order to improve the generosity systems and processes of your church.

This personalized assessment is viewed through the lens of giving, thus providing unique insights into the ministry that can help us better determine the generosity potential for your church.

## Sections

Pulse is broken into three key sections:

- Ministry Fund and Giving Units Analysis
- Giving Band Analysis
- New Giver and Lapsed Giver Analysis

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### Ministry Fund and Giving Units Analysis

There are two important factors in growing the overall financial generosity of a church; the number of giving families and the average gift per family. There should be growth in at least one, preferably both, of these areas over the three-year period.

One of our very basic measurements is the number of givers above and below \$500. Over the years, we have learned that 95-98% of all ministry giving comes from the families giving above \$500.

### MINISTRY FUND ANALYSIS

	02/04/2014 to 02/03/2015	02/04/2015 to 02/03/2016	02/04/2016 to 02/03/2017	02/04/2017 to 02/03/2018
Total Ministry Giving	\$4,503,868	\$4,698,596	\$3,990,848	\$6,032,934
Families giving \$500 or more	\$4,420,968	\$4,598,645	\$3,907,003	\$5,939,124
% of giving at \$500 or more	98.16%	97.87%	97.90%	98.45%
Total number in Donor Universe	1,301	1,471	1,409	1,643
Number of Giving Units (\$500 or more)	597	642	673	831
Number of Giving Units (Less than \$500)	704	829	736	812
Average Annual Giving per Family (all families)	\$3,462	\$3,194	\$2,832	\$3,672
Average Annual Giving per Family (\$500 or more)	\$7,405	\$7,163	\$5,805	\$7,147
Average Annual Giving per Family (Less than \$500)	\$118	\$121	\$114	\$116

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### Giving Band Analysis

Looking at giving based on amount thresholds is a very telling measurement. If the generosity strategy of a church is working well, over time, the church should be seeing movement as givers move to higher amounts. If you are not seeing movement to the higher giving bands, it probably means something in your generosity systems and process is not working properly.

### GIVING BAND ANALYSIS - DONOR COUNT

	02/04/2014 to 02/03/2015	02/04/2015 to 02/03/2016	02/04/2016 to 02/03/2017	02/04/2017 to 02/03/2018
Band 6: \$50,000+	6	7	7	10
Band 5: \$25,000 - \$49,999	12	17	16	20
Band 4: \$10,000 - \$24,999	69	71	74	95
Band 3: \$5,000 - \$9,999	105	120	120	140
Band 2: \$1,000 - \$4,999	264	299	311	410
Band 1: \$500 - \$999	141	128	145	156
Grand Total	597	642	673	831

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**New Giver and Lapsed Giver Analysis**

Every church has a front door (New Giver) and a back door (Lapsed Giver). One of the keys to growing the church is to make the front door as "sticky" as possible - that is, make sure people stay when they start showing up. Another key is to make the back door as small as possible - in other words, try to catch people on the way out before they leave.

A new giver is someone who gives to the general fund for the first time. A lapsed giver is someone who has given \$500 or more to the general fund in a calendar year but who gives less than \$500 to the general fund the following year. This summary shows the number of new givers, lapsed givers and the net of the two.

What is a healthy ratio? The comparison of the two is effectively the churn rate of the givers in the church. Ideally, you want more new givers than lapsed givers. The difference between the two is an indicator of how well the church is retaining families who come there.

**NEW GIVER AND LAPSED GIVER ANALYSIS**

	02/04/2014 to 02/03/2015	02/04/2015 to 02/03/2016	02/04/2016 to 02/03/2017	02/04/2017 to 02/03/2018
<b>NEW GIVERS</b>				
Number	131	132	120	213
\$ Amount	\$287,579	\$415,334	\$291,752	\$742,712
<b>LAPSED GIVERS</b>				
Number	92	107	128	136
\$ Amount	\$881,475	\$944,119	\$419,800	\$280,751
<b>NET</b>				
Number	39	25	-8	77
\$ Amount	(\$593,896)	(\$528,785)	(\$128,048)	\$461,961