



CHARITABLE GIVING AND FINANCIAL PLANNING FINDINGS FROM THE MAY 2008 SURVEY

The Presbyterian Panel consists of three nationally representative samples of groups affiliated with the Presbyterian Church (U.S.A.): members, elders serving on session (lay leaders), and ordained ministers. For most analyses, ministers are split into two groups based on current call: *pastors*, serving congregations, and *specialized clergy*, serving elsewhere. New samples are drawn every three years. These pages summarize major findings from the tenth survey completed by the 2006-2008 Panel, sampled in the fall of 2005.

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FINANCIAL DECISION MAKING

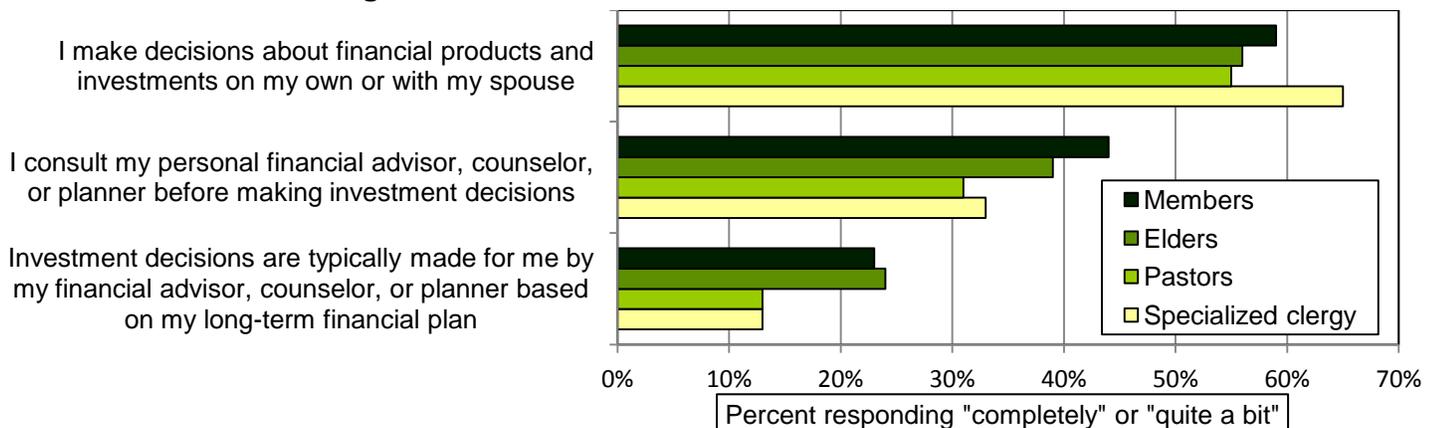
Financial Decision Making

- ✓ More than half of all panelists agree “completely” or “quite a bit” that they make decisions about financial products and investments (e.g., stocks, bonds, mutual funds) on their own or with their spouse (members, 59%; elders, 56%; pastors, 55%; specialized clergy, 65%). (See Figure 1.)
- ✓ Approximately one-third or more of all panelists agree “completely or “quite a bit” that they consult their personal financial advisor, counselor, or planner before making investment decisions (members, 44%; elders, 39%; pastors, 31%; specialized clergy, 33%).
- ✓ One in four members and elders agree “completely” or “quite a bit” that “investment decisions are typically made for me by my financial advisor, counselor, or planner based on my long-term financial plan” (members, 23%; elders, 24%). Fewer ministers so report (pastors, 13%; specialized clergy, 13%).

Choosing Advisors, Counselors, or Planners

- ✓ Panelists who have selected or intend to select within three years a financial advisor, counselor, or planner would rely most on the following sources were they to pick a financial advisor, counselor, or planner today:
 - Family/friends: 45% of members would rely on this source “completely” or “quite a bit;” elders, 42%; pastors, 53%; specialized clergy, 49%)
 - Direct contact with a representative from the organization (33%; 33%; 35%; 34%)
 - Church or pastor (8%; 12%; 17%; 13%)
- ✓ Large majorities indicate that they would want to be “completely” or “quite a bit” familiar with the “overall health of an advisor company or organization” (members, 83%; elders, 81%; pastors, 80%; specialized clergy, 84%) and its “mission or purpose” (68%; 68%; 70%; 75%) were they to choose a financial advisor, counselor, or planner today.

Figure 1. How Panelists Make Financial Decisions



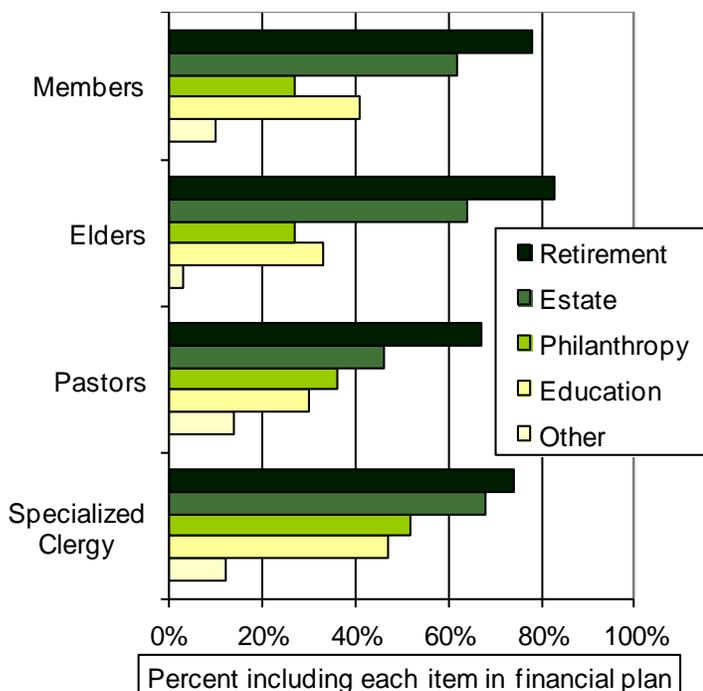
Participation in Financial Planning Activities

- ✓ Large majorities in all panel groups report that they have taken the following financial planning steps:
 - Identified long-term financial goals (members, 82%; elders, 80%; pastors, 74%; specialized clergy, 82%)
 - Met with a personal financial advisor, counselor, or planner (71%; 72%; 62%; 71%)
 - Established, changed, or reviewed a personal financial plan (78%; 70%; 65%; 72%)
- ✓ Almost half of members (43%) report that they have established a trust, more than in other Panel groups (elders, 30%; pastors, 15%; specialized clergy, 25%). Less than one in six panelists in each group plan to establish a trust within the next three years (9%; 10%; 14%; 15%).

Items Included in Long-term Financial Plans

- ✓ Three-fourths or more of members (78%), elders (83%), and specialized clergy (74%) but slightly fewer pastors (67%) have included or expect to include retirement planning in their long-term financial plans. (See Figure 2.)

Figure 2. Items Included in Long-term Financial Plans



- ✓ Slightly smaller majorities of members, elders, and specialized clergy have included estate planning (members, 62%; elders, 64%; specialized clergy, 68%) in their long-term financial planning. Those numbers contrast with pastors, at 46%.

- ✓ Less than half of all groups, ranging from 30% of pastors and 33% of elders to 41% of members and 47% of specialized clergy, have included education in their long-term financial plans.
- ✓ A majority of specialized clergy (53%) have included philanthropy in their long-term financial plans, in contrast to 27% of members, 27% of elders, and 36% of pastors who have done so.
- ✓ Whether items are part of long-term financial plans may vary by age, as results for elders and pastors show:
 - More younger elders and pastors (38% each) than older ones (32%; 26%) report including education in their long-term plans (younger = 49 years or younger; older = 50 years or older).
 - Fewer younger than older elders and pastors report including retirement in their plans (elders, 68% and 86%; pastors, 60% and 71%).
 - Fewer younger than older elders (29%; 70%) and pastors (29%; 55%) report including estate planning in their plans.

Sources of Advice for Long-Term Financial Plans

- ✓ Panelists who have identified their long-term financial goals, or are planning to do so within three years, were asked the extent to which they would rely on various sources for information if they were to identify their long-term financial goals today:
 - Around four in ten of these panelists indicate that they would depend “greatly” or “quite a bit” on a financial advisor, counselor, or planner (members, 44%; elders, 45%; pastors, 44%; specialized clergy, 38%).
 - Slightly more than one-fourth of members and elders and one-third of pastors and specialized clergy in this subset indicate that they would depend “greatly” or “quite a bit” on family or friends (27%; 27%; 35%; 35%).
- ✓ Very few panelists who have identified their long-term financial goals, or are planning to do so within three years, indicate that they would depend “greatly” or “quite a bit” on four other sources of information if they were to identify their long-term goals today:
 - Church/pastor (members, 9%; elders, 13%; pastors, 18%; specialized clergy, 13%).
 - Internet (7%; 3%; 5%; 7%).
 - Direct mail/information in the mail from a financial service company (3%; 5%; 4%; 5%).
 - Media (TV, newspaper, magazines) (3%; 5%; 2%; 6%).

Charitable Giving Decision Making

- ✓ Almost all panelists report having made at least one single gift to a charity (including churches and other religious organizations) of \$100 or more, have plans to do so, or have such a gift in their estate (members, 88%; elders, 88%; pastors, 92%; specialized clergy, 95%). Of this subset:
 - Half agree “completely” or “quite a bit” that they make one-time charitable gifts based upon their financial situation (members, 55%; elders, 53%; pastors, 49%; specialized clergy, 51%).
 - Many fewer report that they “completely” or “quite a bit” depend on or would depend on a financial advisor, counselor, or planner before making a major gift to charity (19%; 14%; 16%; 13%).
 - Larger minorities have depended or would depend “completely” or “quite a bit” on family or friends (members, 41%; elders, 38%; pastors, 43%; specialized clergy, 41%) or on their church or pastor (33%; 35%; 46%; 31%) before making major gifts.

Contributions to Religious Causes

- ✓ Large majorities in all Panel groups report that at least once they have made a single gift of \$100 or more in cash, securities, or property to a congregation (members, 74%; elders, 76%; pastors, 77%; specialized clergy, 76%).
- ✓ A small majority of members (53%) and elders (54%) and two-thirds of pastors (66%) and specialized clergy (65%) report at least once making a single gift of \$100 or more in cash, securities, or property to a Presbyterian mission cause or program.
- ✓ Less than half of members (46%) and elders (46%) but majorities of pastors (62%) and specialized clergy (59%) have at least once made a single gift of \$100 or more in cash, securities, or property to a non-PC(USA) church or religious cause.

Presbyterian Ministries and Missions

- ✓ Panelists who have made a single charitable gift of \$100 or more, intend to make one in the next three years, or have included one in their estate indicate that disaster assistance (members, 66%; elders, 64%; pastors, 78%; specialized clergy, 71%), hunger (55%; 52%; 54%; 52%) and mission worker support (42%; 46%; 46%; 43%) are the top areas of Presbyterian mission that they have supported or plan to support.
- ✓ More than a third of members and elders and half of ministers agree “completely” or “quite a bit” that they prefer to provide broad, unrestricted support when making or considering a charitable gift to the PC(USA) (members, 37%; elders, 34%; pastors, 49%; specialized clergy, 55%).

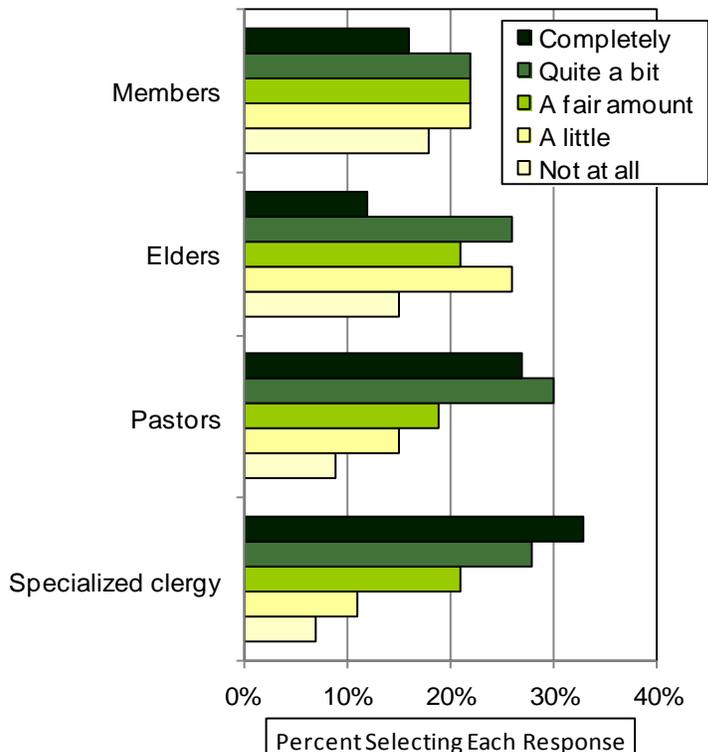
Choosing and Evaluating Charitable Organizations

- ✓ Among panelists who have previously made or intend to make a single charitable gift of \$100 or more in the next three years or in their estate:
 - Four in ten or more indicate that a source of information they have depended or would depend on “completely” or “quite a bit” when considering a major charitable contribution is “direct contact with a fundraiser or someone from the organization” (members, 42%; elders, 40%; pastors, 51%; specialized clergy, 53%).
 - Similarly large minorities of these past or future contributors also report they have depended or would depend on family and friends (41%; 38%; 43%; 41%) or their church or pastor (33%; 35%; 46%; 31%).
 - Most contributors indicate that the “mission or purpose of the organization” is “greatly” or “quite a bit” important when considering a charitable contribution (85%; 86%; 89%; 93%).

Charitable Giving in Long-term Financial Plans

- ✓ Fewer than four in ten members (37%) and elders (38%) but majorities of pastors (57%) and specialized clergy (61%) agree “completely” or “quite a bit” that charitable giving is part of their long-term financial plan. (See Figure 3.)

Figure 3. Extent to Which Charitable Giving Is Part of Long-term Financial Planning



INVESTMENTS

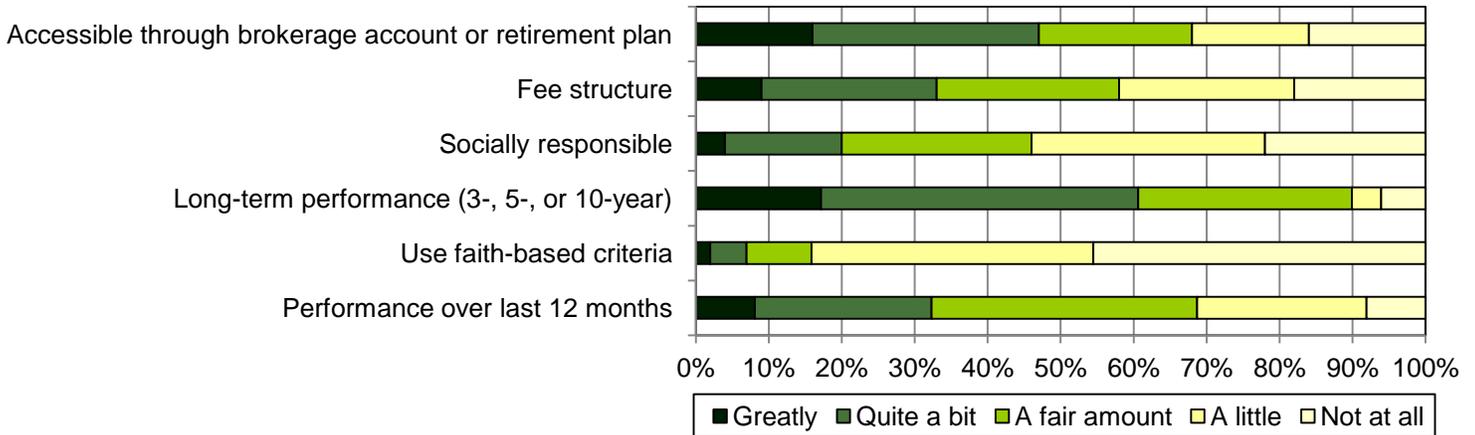
Familiarity with Types of Investing

- ✓ More ministers than members or elders are “completely” or “quite a bit” familiar with each of four investing types:
 - Socially-responsible investing (members, 20%; elders, 20%; pastors, 45%; specialized clergy, 52%)
 - Sustainable investing (18%; 17%; 25%; 36%)
 - Faith-based investing (13%; 16%; 35%; 38%)
 - Alternative investments (11%; 10%; 15%, 21%)
- ✓ Most others are at least “a little” familiar with each type of investing. The percentages that are “not at all” familiar are greater among members and elders than among ministers:
 - Socially-responsible investing (percent “not at all familiar”: members, 23%; elders, 26%; pastors, 3%; specialized clergy, 4%)
 - Sustainable investing (36%; 39%; 22%; 13%)
 - Faith-based investing (32%; 35%; 11%; 12%)
 - Alternative investments (51%; 50%; 38%; 36%)

Investing Practices

- ✓ Large majorities in all Panel groups have either invested in mutual funds (members, 83%; elders, 83%; pastors, 82%; specialized clergy, 86%) or plan to do so (6%; 2%; 4%; 3%).
- ✓ A majority of panelists in every group depend “quite a bit” or “greatly” on long-term performance (3, 5, or 10 years) to evaluate financial products and investments (members, 59%; elders, 60%; pastors, 64%; specialized clergy, 63%). (See elders’ responses in Figure 4.)
- ✓ In evaluating financial products and investments, fewer members and elders than ministers depend “greatly” or “quite a bit” on whether the products or investments are socially responsible (members, 17%; elders, 20%; pastors, 32%; specialized clergy, 40%) or use faith-based criteria (3%; 7%; 19%; 18%). Other sources of information used to evaluate financial products are shown in Figure 4.

Figure 4. Sources of Information to Evaluate Financial Products and Investments (Elders’ Responses)



	Members	Elders	Ordained Ministers
Number of surveys mailed	718	905	1,252
Number returned	314	395	607 [‡]
Response rate	43%	43%	48%

[‡]Of the 607 returned surveys, 408 came from pastors and 194 from specialized clergy

The survey was mailed June 2, 2008, with returns accepted through August, 2008. Results are subject to sampling and other errors. Small differences should be interpreted cautiously. As a general rule, differences of less than 8% between samples are not statistically meaningful.

For more numbers and interpretation of these results, a longer report with more charts is available for free on the web (www.pcusa.org/research/panel) or for \$15 from PDS (1-800-524-2612; order PDS#02056-08299). It includes tables showing percentage responses to each survey question separately for members, elders, pastors, and specialized clergy.

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