



The Presbyterian Panel

Listening to Presbyterians



REPORT

Churchwide Special Offerings The May 2011 Survey

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OVERVIEW

What is the Presbyterian Panel?

The Presbyterian Panel consists of three nationally representative samples of groups affiliated with the Presbyterian Church (U.S.A.): elders (“lay” leaders) currently serving on session, other members of congregations, and ministers of the Word and Sacrament. (The session is the governing body of a Presbyterian congregation.) For analysis, 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. Panel surveys are conducted quarterly, primarily by mail but with an online completion option.

For more information on methods used to draw the samples, see the technical notes in the *Religious and Demographic Profile of Presbyterians, 2008: Findings from the Initial Survey of the 2009-2011 Presbyterian Panel* (see next page for web availability and ordering information).

The Panel is maintained and directed by the office of Research Services of the PC(USA). The first Panel was created in 1973 to provide a means of informing leaders about the opinions and activities of Presbyterians across the country. Survey topics and questions are usually developed at the request of, and in consultation with, staff or elected members of national church entities. Ultimate decisions on content and disposition of Panel data, however, are made by Research Services. Standards developed by the American Association for Public Opinion Research guide Panel surveys.

Current Survey

The current survey is the eleventh completed by the 2009-2011 Panel. Questionnaires were distributed on May 5, 2011. Most panelists received their copy by regular mail, but a subset (n = 891, or 32%) that had signed up for the service was notified via email. Non-respondents were sent a postcard reminder on May 25, 2011. Panelists who had received email notification about the survey but had not yet responded also received two email reminders, on May 11, 2011, and June 15, 2011. Returns were accepted through July 25, 2011. Response rates for this survey are: members, 39%; elders, 39%; ministers, 48%. All panelists had the option of completing the survey on the web, and 38% of responding members, 46% of responding elders, 57% of responding pastors, and 50% of responding specialized clergy did so.

Sponsor and Topic

This survey was sponsored by the General Assembly Mission Council’s Special Offerings Advisory Task Force, which worked with the Alford Group, an independent consulting firm, on a review of the four PC(USA) churchwide special offerings. The task force and the Alford Group sought to learn more about giving patterns and attitudes towards the churchwide special offerings and to assess possible new ways of promoting and receiving the offerings. (In July, 2012, the General Assembly Mission Council became known as the Presbyterian Mission Agency.)

This Report

The first half of this report uses text and graphics to summarize and explicate findings. A full list of survey questions follows with tables that display the percentage distribution of responses to every question for each of the four Panel groups. Results are subject to sampling and other errors. In general, differences of less than 8% are not statistically meaningful.

Some analyses in this report, including those using political party identification (Figure 3, p. 4) and age (p. 13), rely on responses of panelists to the initial questionnaire they completed in the fall of 2008. For more information on this earlier survey and responses of panelists to questions on these topics, see the *Religious and Demographic Profile of Presbyterians, 2008* (see next page for web availability and ordering information). Other analyses rely on data on congregations that congregational leaders provide to the PC(USA) at the end of each year as part of the Session Annual Statistical Report (e.g. membership size; see the box on p. 5).

OVERVIEW

Suggested Citation

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Author Note

Perry Chang, Panel administrator, developed the questionnaire in consultation with the Alford Group, and he and Jack Marcum wrote this report. He was assisted by other members of the Research Services staff.

Staff of Research Services

At the time of publication, staff consisted of Jack Marcum, Coordinator; Deborah Coe (started January 2013); Katherine Duncan; Joelle Kopacz; Rebecca Moody; Christy Riggs; Ida Smith-Williams. At the time of the survey, staff also included Deborah Bruce (died July 2012) and Perry Chang (left January 2013).

Changing Terminology

On July 10, 2011, the part of the church's constitution dealing with governance was replaced with a new version that changed some common church terms. In particular, the former "elders" became "ruling elders," and "ministers of Word and Sacrament" became "teaching elders." This report continues to use the older terms because they were in effect at the time the survey was completed by the Panel.

Additional Copies

Additional copies of this *Report* may be purchased for \$10 from Presbyterian Distribution Services (PDS)—call 800-524-2612 and request item #2005611312. This *Report* is also available on the web for free download in Adobe Acrobat (PDF) format; go to www.pcusa.org/research/panel/ and click on the appropriate link. Copies of a four-page *Summary* of results are available for \$2 each directly from Research Services, or for free download from the same website. Call for information on quantity discounts on printed copies of either this *Report* or its *Summary* (800-728-7228, ext. 2040).

Profile Report

The *Religious and Demographic Profile of Presbyterians, 2008* is available for free download in Adobe Acrobat (PDF) format on the web (www.pcusa.org/media/uploads/research/pdfs/fall08panel.pdf) or may be purchased for \$10 from PDS—call 800-524-2612 and request item #0205609301.

Panel on the Web

Summaries and *Reports* of Panel surveys since 1993 and a listing of all surveys since the first Panel was created in 1973 are available at the Presbyterian Church (U.S.A.) website: www.pcusa.org/research/panel.

Interested in Learning More About Your Congregation or Presbytery?

- ✓ **10-Year Trend Report for Congregations**—available for free: www.pcusa.org/tenyeartrends.
- ✓ **10-Year Trend Report for Presbyteries**—available for free: www.pcusa.org/tenyeartrends.
- ✓ Research Services can help you conduct a congregational survey to learn more about your worshipers and identify your congregation's strengths. Call 800-728-7228, ext. 2040, and ask about the **U.S. Congregational Life Survey** or visit: www.uscongregations.org.

HIGHLIGHTS

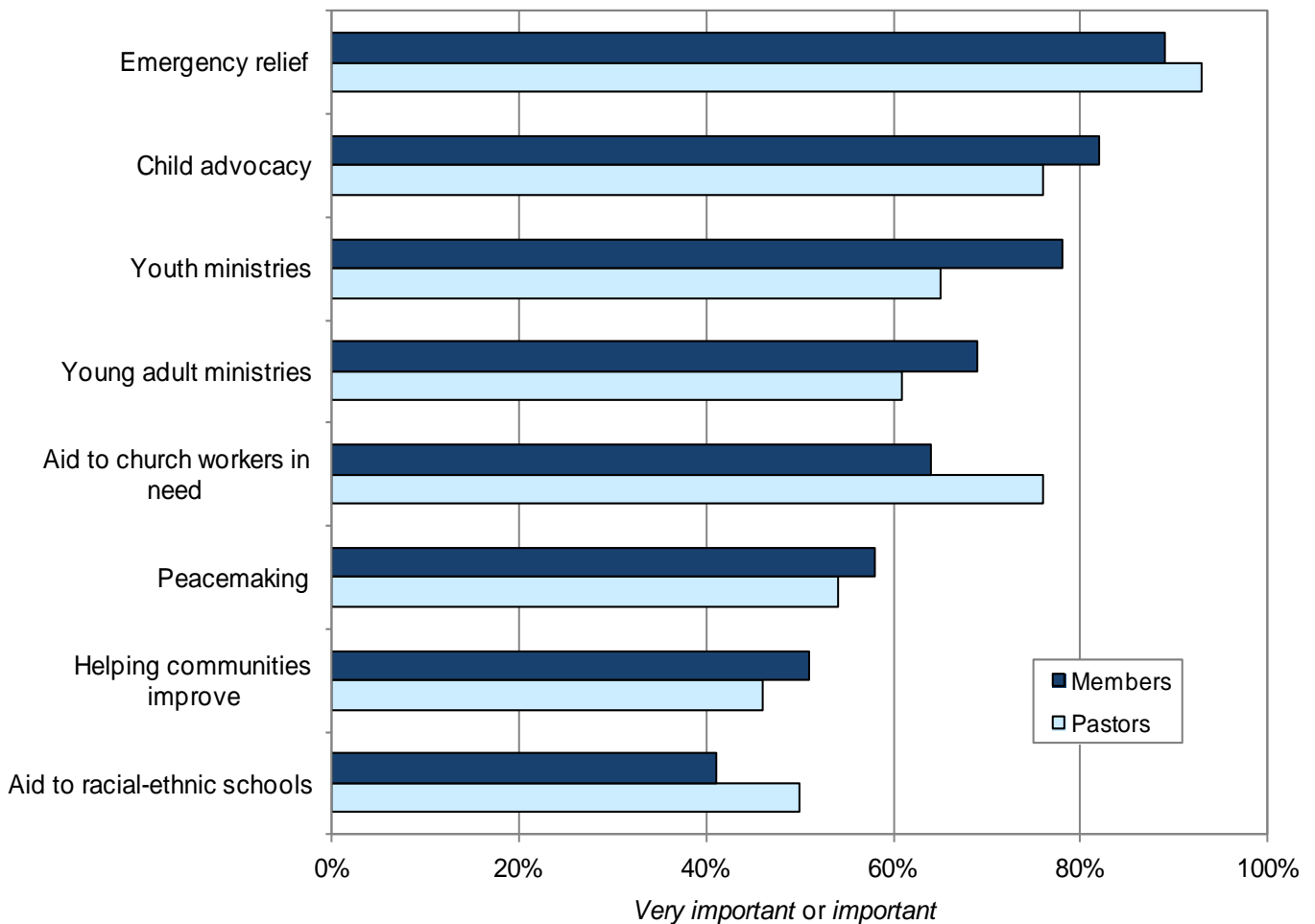
- ✓ Majorities of panelists in each group believe that it is *very important* or *important* for the Presbyterian Church (U.S.A.) to engage in six of eight activities that PC(USA) churchwide special offerings help fund: emergency relief, advocating on behalf of children, youth ministries, young adult ministries, financial assistance for church workers in need, and peacemaking. (p. 1)
- ✓ During the past 12 months, only minorities of panelists in each group have viewed eight of nine educational resources about PC(USA) ministries that churchwide special offerings help fund; the exception, among ministers, is the Board of Pensions website, which has information about its assistance program. (p. 2)
- ✓ Most educational resources have been viewed by more ministers than members or elders; the exception is the documentary film *Kepulihan* from Presbyterian Disaster Assistance. (pp. 2-3)
- ✓ More elders and pastors who are Democrats than those who are Independents or Republicans view emergency relief, advocating on behalf of children, peacemaking, financial assistance for church workers in need, helping communities improve, and aid to racial-ethnic schools and colleges as *very important* or *important* for the denomination to engage in at the national level. (p. 4)
- ✓ Large majorities of elders report that their congregation received the 2011 One Great Hour of Sharing Offering and the 2010 Christmas Joy Offering. (p. 5)
- ✓ A small majority of elders indicate that their congregation received the 2010 Christmas Joy Offering and four in nine say that their congregation received the 2010 Pentecost Offering. (p. 5)
- ✓ In each group at least three in five panelists whose congregation received a specific churchwide special offering report that they or another member of their household contributed to the offering. (p. 7)
- ✓ The median contributions reported by Panel groups to each special offering range from \$25 to \$50. (p. 7)
- ✓ More than three in five panelists in each group who personally contributed to the churchwide special offerings during the past year rate “a way to support mission directly” as something that motivated them *a great deal* or *quite a bit* to contribute. (p. 8)
- ✓ More than two-thirds of panelists who gave to two particular churchwide special offerings report that specific causes that these offerings support motivated them to give *a great deal* or *quite a bit*: the One Great Hour of Sharing Offering, because the money received supports Presbyterian Disaster Assistance, and the Peacemaking Offering, because the money received supports peacemaking ministries. (p. 9)
- ✓ More than nine in ten panelists in each group whose congregation received the 2011 One Great Hour of Sharing Offering recall seeing a bulletin insert about the offering. (p. 10)
- ✓ Only one in eight ministers—and even fewer members and elders—believe there is a ministry at the national level that the PC(USA) churchwide special offerings do not currently fund that they should fund. (p. 12)
- ✓ Three in five members and elders and about half of ministers would be *much more likely* or *more likely* to give to a churchwide special offering if their congregation were given the option of directing a portion of the funds received to a cause of their congregation’s choice or of increasing the portion of funds it can direct to such a cause. (p. 12)
- ✓ Asked which of six possible special offering educational resources they would be interested in reading or viewing in the next year, more panelists report that they would be *extremely interested* or *interested* in conventional printed resources than in other types of resources, except for ministers, who have a level of interest in video clips similar to their level of interest in printed resources. (p. 13)
- ✓ Majorities of panelists in each group or other members of their household contributed money during the past year to a non-PC(USA)-related ministry or cause. (p. 14)

OFFERING-SUPPORTED MINISTRIES

Importance of Funded Ministries

- ✓ Majorities of panelists in each group believe that it is *very important* or *important* for the Presbyterian Church (U.S.A.) to engage at the national level in six of eight activities that PC(USA) churchwide special offerings help fund (see Figure 1, which focuses on the responses of members and pastors):¹
 - Emergency relief (members, 89%; elders, 90%; pastors, 93%; specialized clergy, 93%).
 - Advocating on behalf of children (82%; 84%; 76%; 81%).
 - Youth ministries (78%; 77%; 65%; 73%).
 - Young adult ministries (69%; 71%; 61%; 65%).
 - Financial assistance for church workers in need (64%; 63%; 76%; 79%).
 - Peacemaking (58%; 62%; 54%; 67%).

Figure 1. Importance of PC(USA) Activities



- ✓ Financial support of racial-ethnic educational institutions and helping local communities improve are the two activities that the fewest panelists in each group see as *very important* or *important*:
 - Helping local groups organize and improve their communities (members, 51%; elders, 57%; pastors, 46%; specialized clergy, 53%).
 - Financial support of PC(USA)-related racial-ethnic schools and colleges (41%; 43%; 50%; 64%).

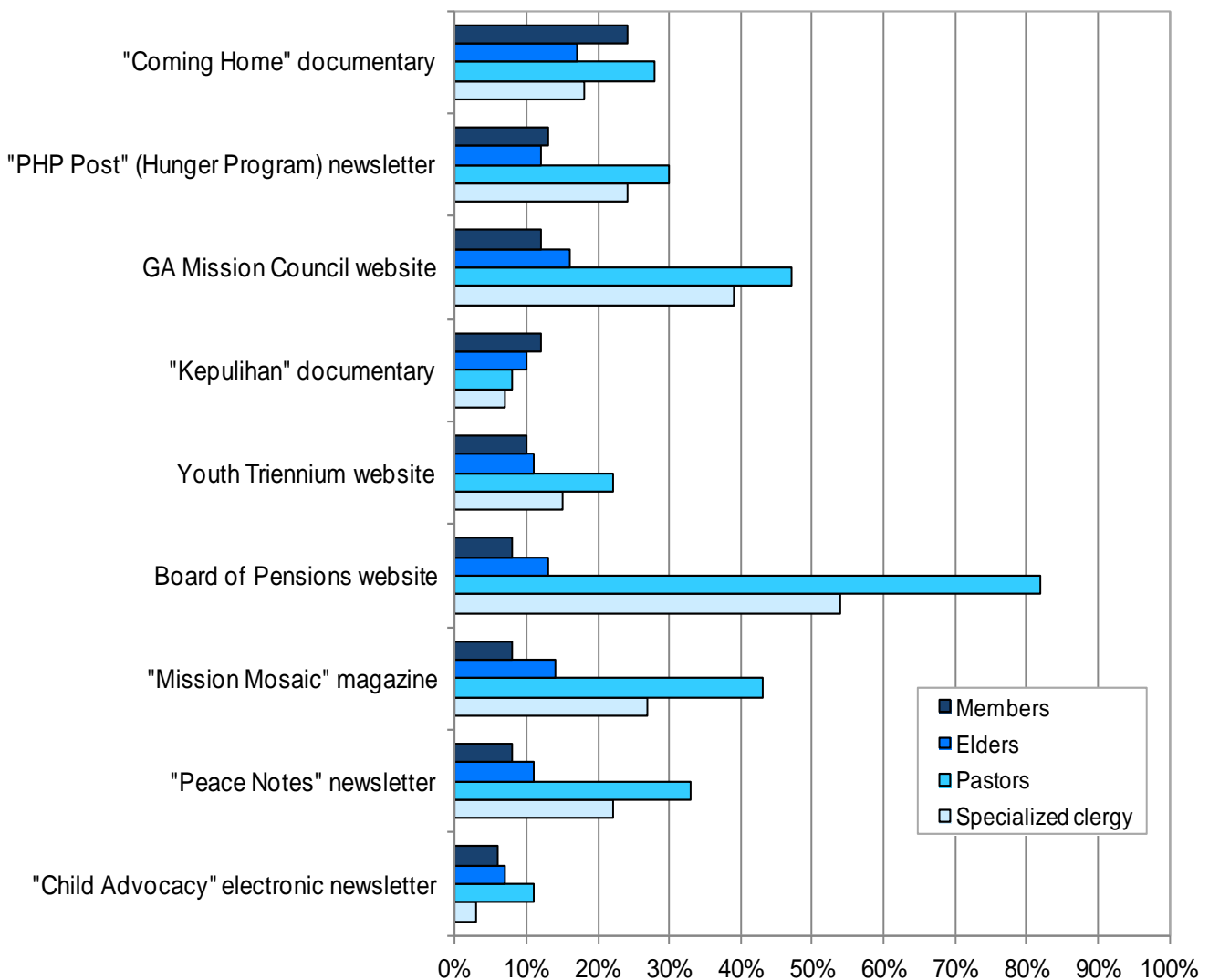
¹The question about the importance of the PC(USA) engaging in these activities asked about the activities in general and did not explicitly link them to a churchwide special offering.

OFFERING-SUPPORTED MINISTRIES

Educational Resources about Funded Ministries

- ✓ Panelists were asked whether, during the past year, they have read or viewed nine PC(USA) educational resources about ministries funded by the churchwide special offerings.
- ✓ With one exception, a greater share of pastors than panelists in any other group report having read or viewed each of these resources. A large majority of pastors report reading or viewing the Board of Pensions website (82%) (see further discussion of this finding on the next page), and sizable minorities report reading or reviewing the General Assembly Mission Council site (47%), *Mission Mosaic* magazine (43%), and *Peace Notes* newsletter (33%). (See Figure 2.)

Figure 2. PC(USA) Educational Resources That Relate to Special Offering-Funded Ministries Read or Viewed in the Past Year



- ✓ Typically, more specialized clergy than members and elders have read or viewed each resource, with three exceptions: the *Kepulihan* documentary, viewed by 7% of specialized ministers but 12% of members and 10% of elders; the *Coming Home* documentary, viewed by 18% of specialized clergy but 24% of members (and 17% of elders); and the *Child Advocacy* electronic newsletter, viewed by 3% of specialized clergy, compared to 6% of members and 7% of elders.

OFFERING-SUPPORTED MINISTRIES

Educational Resources about Funded Ministries (cont.)

- ✓ The only resource read or viewed by more members and elders than either group of ministers is the *Kepulihan* documentary. It has been viewed by slightly more members (12%) and elders (10%) than pastors (8%) and specialized clergy (7%).
- ✓ Compared to *Kepulihan*, more panelists in every group report viewing the other documentary on the list, *Coming Home: Hurricane Katrina Five Years Later* (it has been seen by 24% of members, 24%; elders, 17%; pastors, 28%; specialized clergy, 18%).
- ✓ Besides *Kepulihan*, the least read or viewed resource of the nine listed on the survey is Child Advocacy's electronic newsletter (viewed by 6% of members, 7% of elders, 11% of pastors, and 3% of specialized clergy).
- ✓ The share of ministers who have seen the Board of Pensions website—pastors, 82%; specialized clergy, 54%)—stands out because no other resource is reported read or viewed by a majority in any group. The vast majority of these visits to the Board's website, however, likely do not include a visit to the very small part of the site that contains information about the Board's Assistance Program, which the Christmas Joy Offering helps fund. Instead, it seems likely that most ministers went to the site to learn more about their pensions and other benefits provided by the Board. (Panelists were not asked whether they have specifically viewed the part of the site that includes information about the Assistance Program.)
- ✓ Most panelists who have read or viewed a particular resource report that it was a *positive experience* or a *neutral experience*.
- ✓ For example, large majorities of panelists in each group who have viewed the PC(USA) General Assembly Mission Council website recall that it was a *positive experience* (members, 42%; elders, 38%; pastors, 43%; specialized clergy, 46%) or a *neutral experience* (42%; 50%; 47%; 38%). Relatively few indicate that it was a *negative experience* (8%; 6%; 9%; 15%). (As with the Board of Pensions website, only a part of the GAMC website contains information about the churchwide special offering-funded PC(USA) activities, and panelists were not asked if they had viewed these particular parts of the site.)

PC(USA) Churchwide Special Offerings

The Presbyterian Church (U.S.A.) promotes four churchwide special offerings among its congregations:

The One Great Hour of Sharing Offering, usually received around Easter, helps fund emergency relief and community development through three PC(USA) ministries: Presbyterian Disaster Assistance, Presbyterian Hunger Program, and Self-Development of People.

The Pentecost Offering, usually received on Pentecost Sunday in May or June, helps fund two denominational programs: child advocacy and youth and young adult ministries. Congregations that receive the Pentecost Offering choose a ministry for at-risk children to receive 40% of their congregation's contributions.

The Peacemaking Offering, usually received on World Communion Sunday in early October, helps fund the Presbyterian Peacemaking Program and peacemaking programs in presbyteries and synods. One-quarter of a congregation's Peacemaking Offering contributions go to a peacemaking effort of the congregation's choosing.

The Christmas Joy Offering, usually received during Advent, helps fund five PC(USA)-related racial-ethnic schools and colleges and a Board of Pensions program to aid church workers (active and retired) and their family members who have financial needs.[‡]

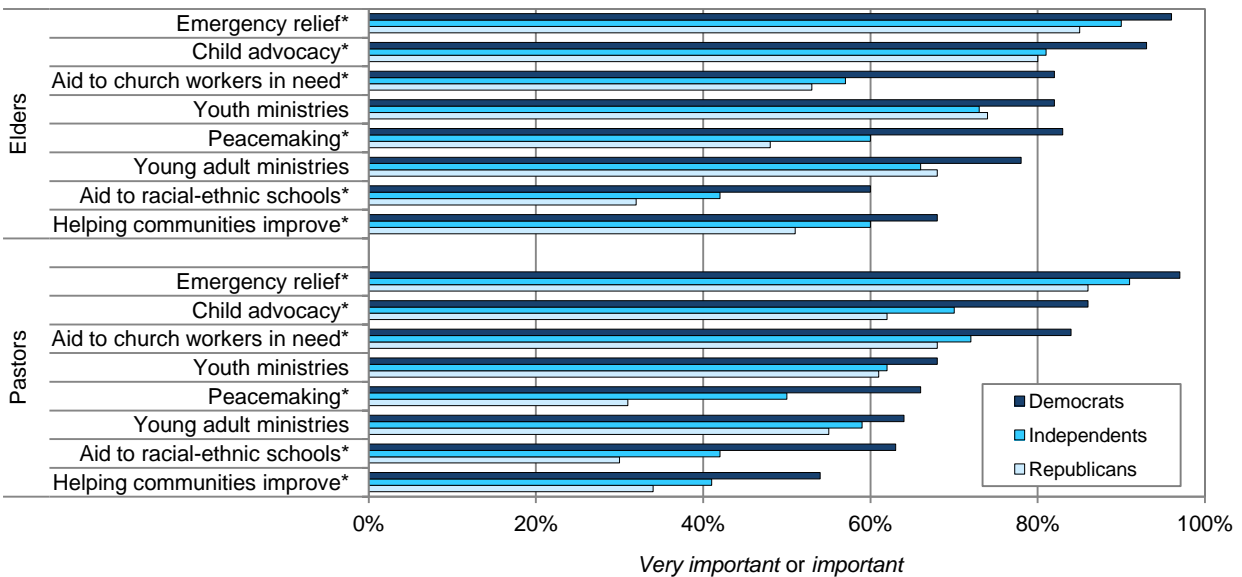
[‡]At the time of the survey, the offering funded six schools and colleges.

OFFERING-SUPPORTED MINISTRIES

Political Party Identification and the Importance of Funded Ministries

More Democratic than Independent and Republican elders and pastors believe it is *very important* or *important* for the denomination to engage at the national level in six of eight types of ministries that the special offerings fund: emergency relief, advocating on behalf of children, peacemaking, financial assistance to church workers in need, helping local groups organize and improve their communities, and financial support of PC(USA)-related racial-ethnic schools and colleges. (See Figure 3.)

Figure 3. Importance of Offering-Funded Ministries to Elders and Pastors, by Political Party Preference



*Statistically significant difference (p < .05)

Among members and specialized clergy (*not* shown in Figure 3), only two activities each show a significant difference in importance ratings by political party preference. Among members, the pattern for these two activities is the same as among elders and pastors: More Democratic members than their Independent and Republican peers rate peacemaking as *very important or important* for the PC(USA) to be involved in at the national level (peacemaking: Democrats, 73%; Independents, 69%; Republicans, 44%; child advocacy: 90%; 86%; 76%). Among specialized clergy, this same pattern is found for one activity, peacemaking (78%; 55%; 23%) but not the other, youth ministries; for the latter, Democrats and Republicans have similar responses, with Independents revealing a difference (77%; 57%; 78%).

The explanation for the different importance ratings by Democrats and Republicans seems straightforward, given the broad differences between the two parties on social and economic issues. That does not explain, however, why the pattern is found for six of the eight activities among pastors and elders, but only two among members and one among specialized clergy. Why should preferring one political party over another affect opinions about the importance of several ministries among two Panel groups but not the others?

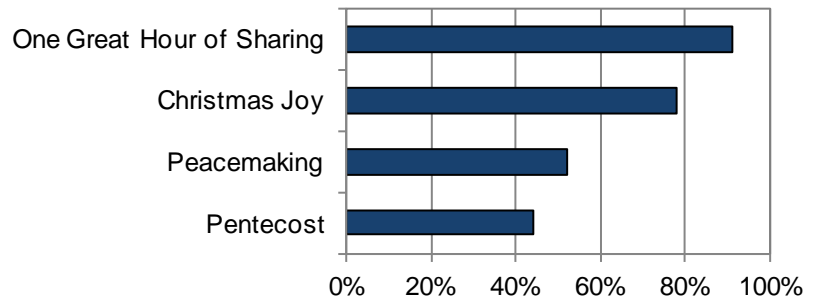
A review of responses to the May 2010 Panel survey on Compassion, Peace and Justice (by panelists who participated in both the May 2010 and May 2011 surveys) shows that more elders and pastors than members and specialized clergy are *very familiar* or *familiar* with four special offering-funded CP&J ministries: Child Advocacy, Presbyterian Disaster Assistance, the Presbyterian Peacemaking Program, and Self-Development of People. In addition, more Democratic than Independent or Republican pastors who are *very familiar* or *familiar* with each of the four CP&J ministries rate the activity that the ministry carries out as *very important* or *important*. In short, it may be that, among pastors, familiarity with special offerings-funded programs enhances the effect of being a Democrat on importance ratings. This finding seems to raise more questions than it answers, however, in part because the evidence does not support a similar explanation for elders. (A fuller analysis is beyond the scope of this report.)

GIVING TO SPECIAL OFFERINGS

Congregations Receiving Each Offering

- ✓ Large majorities of elders report that their congregation received the 2011 One Great Hour of Sharing Offering (91%) and the 2010 Christmas Joy Offering (78%).²
- ✓ A small majority of elders report that their congregation received the 2010 Peacemaking Offering (52%) and four in nine indicate that their congregation received the 2010 Pentecost Offering (44%).

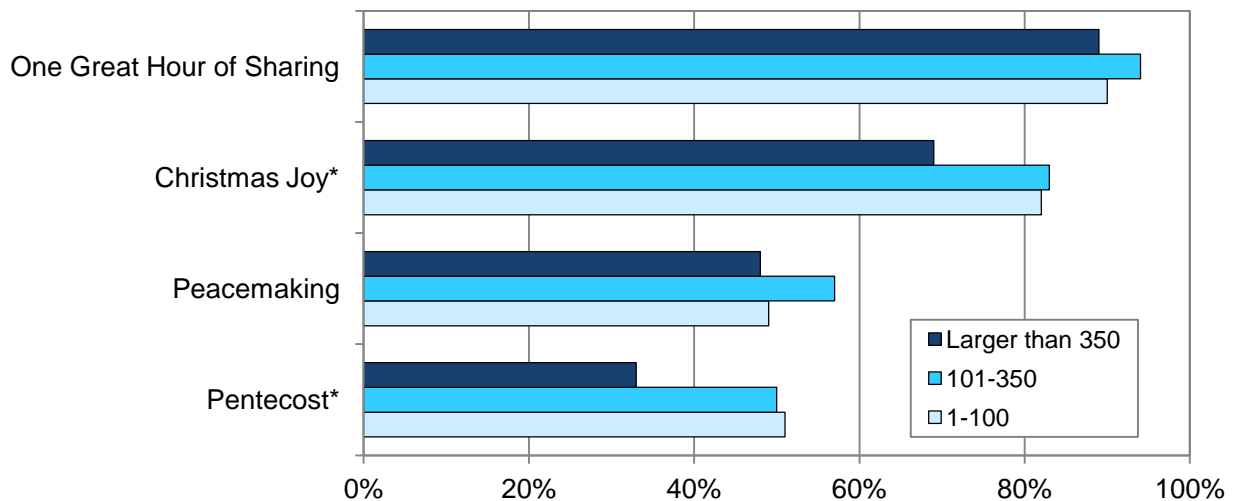
Figure 4. Congregational Participation in Churchwide Special Offerings, Elders' Responses



Membership Size and Congregational Participation in Special Offerings

More elders from small and medium-sized congregations than from large ones report that their congregation received the Christmas Joy and Pentecost offerings in 2010. On the other hand, similar proportions of elders from congregations of different sizes indicate that their congregation received the 2010 Peacemaking and 2011 One Great Hour of Sharing offerings (see Figure 5).

Figure 5. Congregational Participation in Churchwide Special Offerings, by Congregational Size (Membership), Elders' Responses



*Statistically significant difference ($p < .05$)

It's not clear why fewer large congregations participate in the Christmas Joy and Pentecost offerings. What is clear is that the relatively lower rate of participation of large congregations likely makes a disproportionate difference for overall contributions. If large congregations participated in these two offerings in the same proportions as other congregations and members and elders in these newly participating congregations gave in the same proportions as in other congregations, approximately one in 20 more Presbyterians would contribute to the Christmas Joy Offering (5% more) and the Pentecost Offering (6% more).

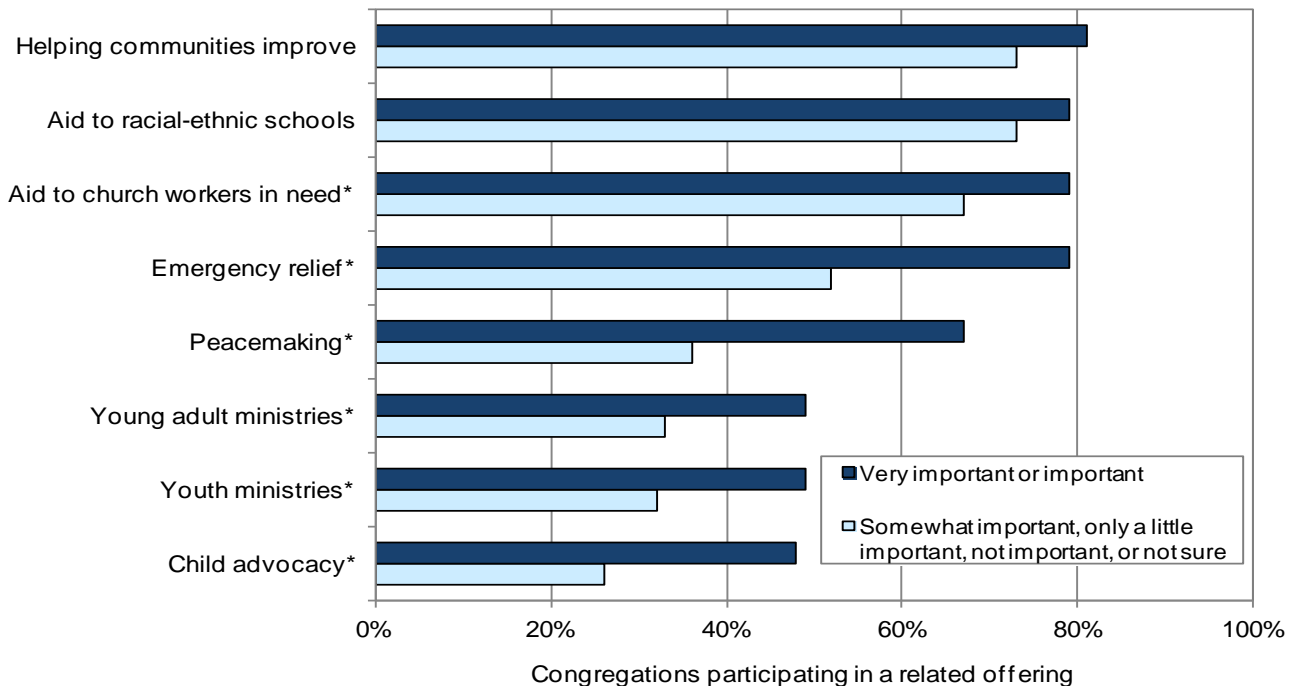
²Elders' responses are presented on this page and others that follow, because elders are presumed to be more knowledgeable than members about congregational matters. Although pastors are likely even more knowledgeable than elders, at least 10% of congregations have no pastor; hence, using elders' responses provides information about a larger percentage of congregations.

GIVING TO SPECIAL OFFERINGS

Importance of an Offering's Causes and Whether the Congregation Receives the Offering

The survey asked panelists how important they believe various causes that the churchwide special offerings help to support are for the denomination (by describing each cause in general, rather than linking it explicitly to the corresponding offering). The survey also asked panelists whether their congregation participated in each special offering. It may come as no surprise that, for each offering, more of the congregations whose pastor rates a cause that offering supports as *very important* or *important* participated in the offering than congregations whose pastor rates that cause as *somewhat important*, *only a little important*, *not important*, or *not sure*. For six of eight causes, more pastors who view the cause as *very important* or *important* report that their congregation participated in the corresponding offering (aid to church workers in need, emergency relief, peacemaking, young adult ministries, youth ministries, and child advocacy; see Figure 6). For members, this was the case with four of the eight causes (aid to racial-ethnic schools, peacemaking, young adult ministries, and youth ministries); for elders, three (aid to church workers in need, peacemaking, and child advocacy); and for specialized clergy, two (child advocacy and peacemaking). (The box on page 3 indicates which offerings support which causes.)

Figure 6. Congregational Participation in Churchwide Special Offerings, by Whether or Not the Pastor Believes It Is Very Important or Important for the Denomination to Engage in an Activity that the Offering Helps Support, Pastors' Responses



*Statistically significant difference ($p < .05$)

It seems possible, perhaps even likely, that there is some mutual causation behind this pattern. Pastors who support certain ministries may influence their congregations to receive the associated special offering. Receipt of that offering, in turn, may strengthen their support for those same causes through reading associated interpretive material. That, in turn, may increase the likelihood that these congregations would receive the same offering the next year. For example, pastors who support ministries for children may influence their congregations to receive the Pentecost Offering. Then, having read related educational materials during receipt of the offering, the same pastors may be even more encouraging that their congregations receive the Pentecost Offering again. In effect, there may be a self-reinforcing process at work. Such an explanation is consistent with the findings shown here, though it remains speculative without more details about how congregations make decisions on which special offerings to receive.

GIVING TO SPECIAL OFFERINGS

Contributions to the Offerings

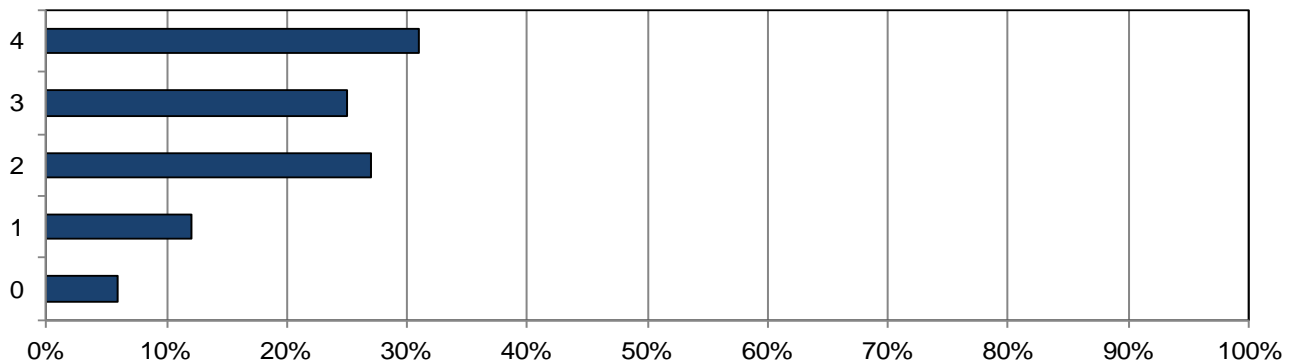
- ✓ In each group at least three in five panelists whose congregation received a specific churchwide special offering report that they or another member of their household contributed to the offering:³
 - Christmas Joy Offering (members, 79%; elders, 75%; pastors, 71%; specialized clergy, 70%).
 - One Great Hour of Sharing Offering (71%; 76%; 78%; 81%).
 - Pentecost Offering (64%; 77%; 68%; 64%).
 - Peacemaking Offering (60%; 68%; 71%; 70%).

- ✓ The median reported contribution to each special offering among those who gave ranges from \$25 to \$50.

Special Offering Participation by Congregations and Panelists

Three in ten elders (31%) report that their congregation participated in all four churchwide special offerings between summer 2010 and spring 2011. About one-quarter each indicate that their congregation participated in three offerings (25%) or two offerings (27%). (See Figure 7.)

Figure 7. Number of Churchwide Special Offerings in Which Congregations Participated During the Past Year, Elders' Responses



Among panelists who report that their congregation received all four churchwide special offerings, majorities of between 52% and 65% say that they or another member of their household contributed to all four offerings:

- Contributed to all four offerings (members, 55%; elders, 65%; pastors, 64%; specialized clergy, 52%).
- Contributed to three offerings (18%; 13%; 7%; 21%).
- Contributed to two offerings (6%; 4%; 6%; 10%).
- Contributed to one offering (10%; 10%; 8%; 7%).
- Contributed to none of the offerings (10%; 7%; 14%; 10%).

In these same congregations, only around one in ten in each group indicate that they gave to none of the offerings. Among members and specialized clergy, more report giving to three of the special offerings than to either two or one.

In sum, not every congregation takes every special offering, but in those that do, a large majority of individuals report giving to most or all of them. This finding suggests that the causes the offerings support are sufficiently compelling to most respondents that, when the opportunity is presented, they make a contribution. It also suggests that expanding the number of congregations that receive each offering might have a dramatic effect on overall giving to the offerings.

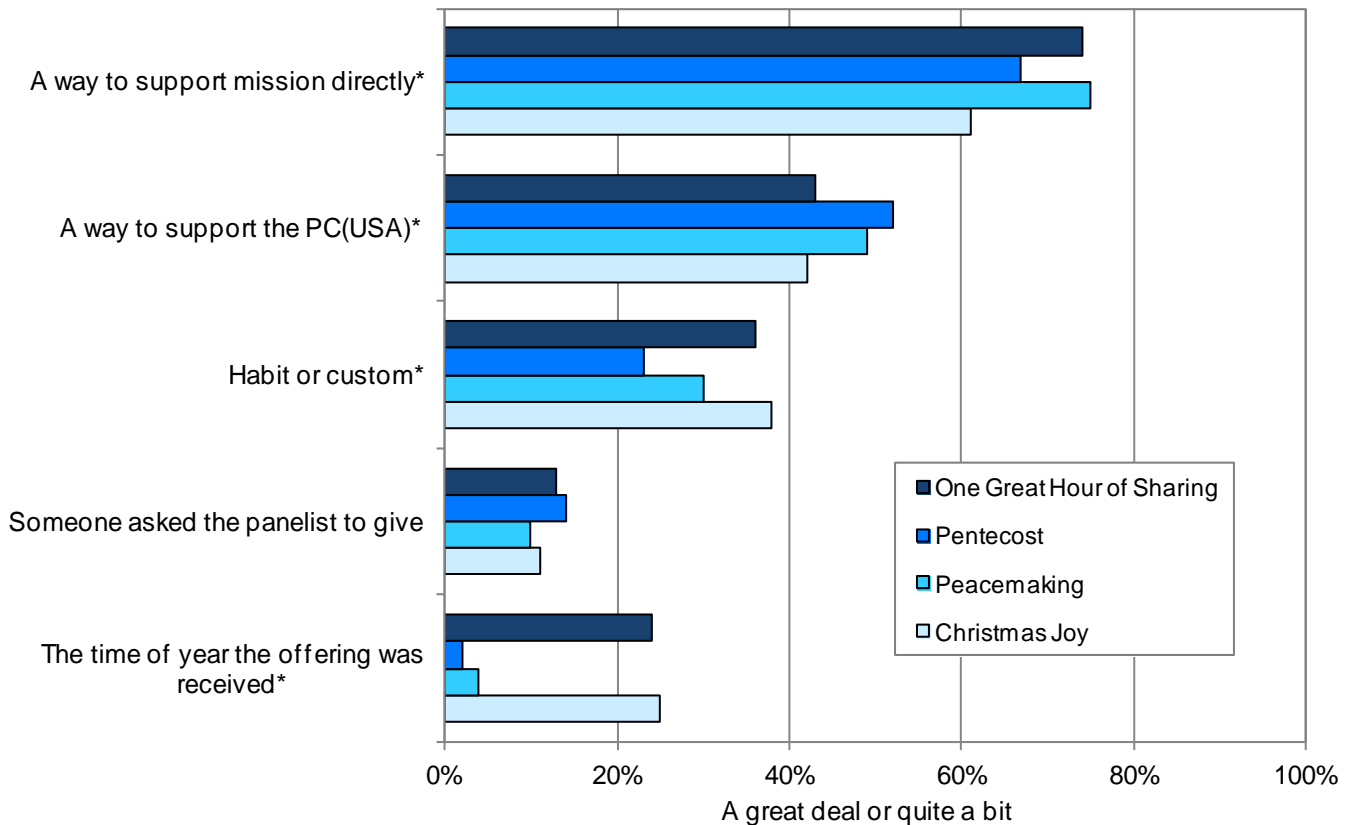
³Including all panelists whether or not their congregation received the offering, between half and seven in ten in each group indicate that they or another member of their household contributed to the 2010 Christmas Joy and 2011 One Great Hour of Sharing offerings. Between two in ten and four in ten in each group report contributions to the 2010 Pentecost and Peacemaking offerings.

MOTIVATIONS FOR GIVING

General Motivations

- ✓ Of five possible motivations for giving to a churchwide special offering, supporting mission directly was *a great deal* or *quite a bit* of a reason for the majority of panelists in each group who made a contribution to a particular offering during the past year (members: One Great Hour of Sharing, 74%; Pentecost, 67%; Peacemaking, 75%; Christmas Joy, 61%; elders: 73%; 62%; 62%; 63%; pastors: 76%; 66%; 66%; 61%; specialized clergy: 73%; 72%; 68%; 60%). (See Figure 8, which focuses on members' responses.)

Figure 8. Extent to Which Selected Factors Motivated Members Who Gave to Each Churchwide Special Offering During the Past Year



*Statistically significant difference ($p < .05$)

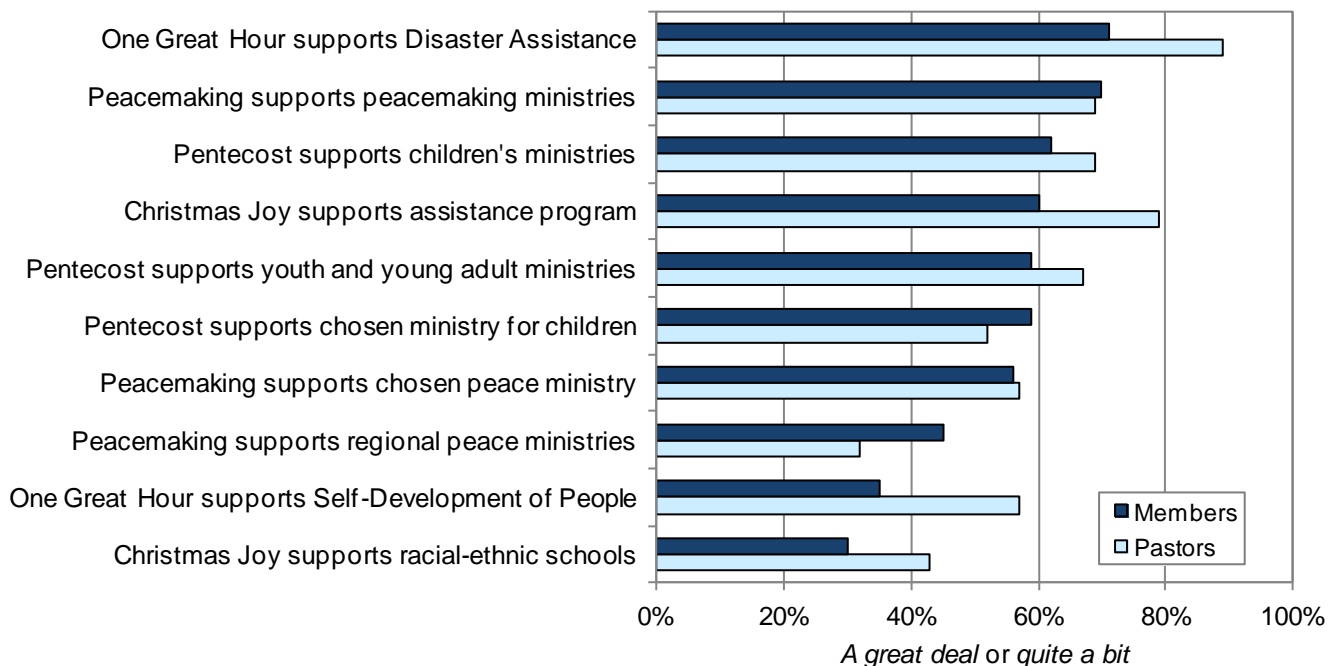
- ✓ More panelists in each group who contributed in the past year to the Christmas Joy Offering or the One Great Hour of Sharing Offering were motivated *a great deal* or *quite a bit* by the time of year the offering is received (Christmas Joy: members, 25%; elders, 32%; pastors, 32%; specialized clergy, 22%; One Great Hour of Sharing: 24%; 25%; 31%; 23%) than were those who contributed to the Pentecost Offering or the Peacemaking Offering during the same period (Pentecost: members, 2%; elders, 14%; pastors, 17%; specialized clergy, 5%; Peacemaking: 4%; 10%; 18%; 8%).
- ✓ More members who contributed to the Christmas Joy Offering or the One Great Hour of Sharing Offering in the past year were motivated *a great deal* or *quite a bit* by “habit or custom” (Christmas Joy: 38%; One Great Hour of Sharing: 36%) than were those who contributed to the Pentecost Offering or the Peacemaking Offering during the same period (Pentecost: 23%; Peacemaking: 30%). The influence of habit or custom on giving by elders, pastors, and specialized clergy to churchwide special offerings did not vary consistently by offering.

MOTIVATIONS FOR GIVING

Causes That Specific Offerings Support⁴

- ✓ At least two-thirds of the panelists who gave to each of two churchwide special offerings (One Great Hour of Sharing Offering and the Peacemaking Offering) report that the specific causes that each offering supports motivated them *a great deal* or *quite a bit* to give (see Figure 9, showing members' and pastors' responses):
 - To the 2011 One Great Hour of Sharing Offering, because the money received supports Presbyterian Disaster Assistance (members, 71%; elders, 77%; pastors, 89%; specialized clergy, 84%).
 - To the 2010 Peacemaking Offering, because the money received supports peacemaking (70%; 68%; 69%; 78%).

Figure 9. Extent to Which Causes That Specific Offerings Support Motivated Those Who Contributed in the Past Year



- ✓ Other specific causes supported by the offerings also motivated majorities of panelists either *a great deal* or *quite a bit* to contribute to the offering that each cause supports:
 - To the 2010 Pentecost Offering, because the money received supports ministries for children (members, 62%; elders, 58%; pastors, 69%; specialized clergy, 64%).
 - To the 2010 Christmas Joy Offering, because funds received support the PC(USA) Board of Pensions' Assistance Program that aids church workers and their family members who have financial needs (60%; 66%; 79%; 79%).
 - To the 2010 Pentecost Offering, because the money received supports ministries with youth and young adults (59%; 54%; 67%; 67%).

Contributions to Special Offerings That Congregations Choose Where to Allocate

- ✓ Knowing that portions of the money received in the Pentecost and Peacemaking offerings go to a related ministry of the congregation's choosing motivated between 50% and 59% of panelists in each group *a great deal* or *quite a bit* to contribute to each offering in 2010:
 - To the Pentecost Offering (members, 59%; elders, 58%; pastors, 52%; specialized clergy, 53%).
 - To the Peacemaking Offering (56%; 54%; 57%; 50%).

⁴Due to an error in constructing the survey, panelists who contributed to the One Great Hour of Sharing Offering in 2011 were not asked how much their motivation to give was affected by knowing that this offering supports the Presbyterian Hunger Program.

SPECIAL OFFERING RESOURCES

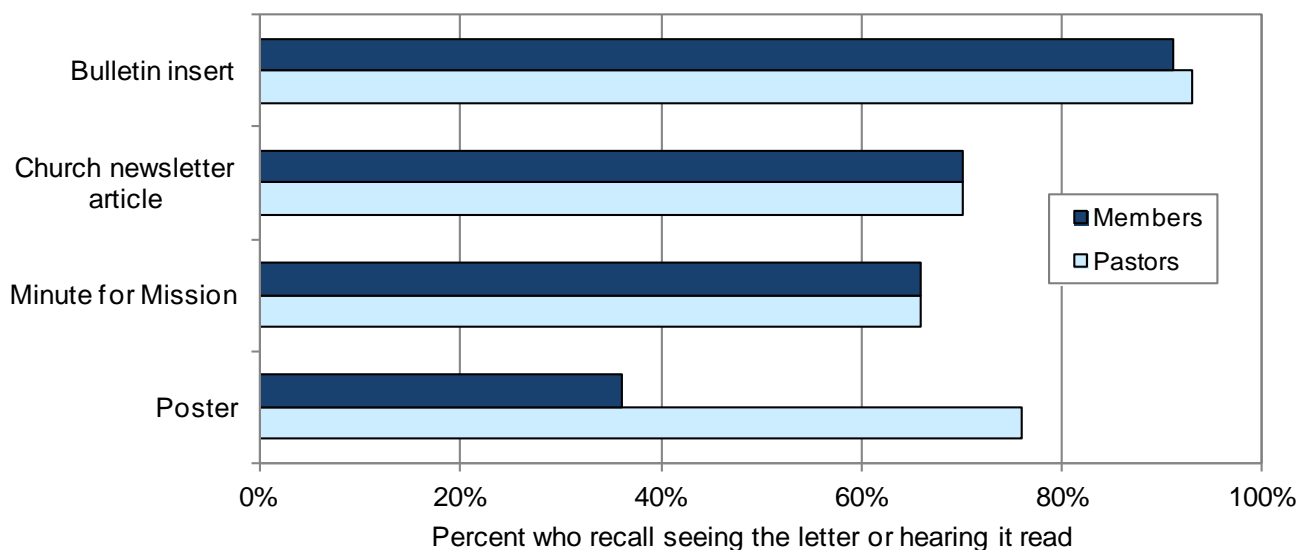
Christmas Joy Offering Thank-You Letter⁵

- ✓ Thank-you letters for a congregation's 2010 Christmas Joy Offering contributions reached the pastor more frequently than others in the congregation. Four in nine pastors whose congregation received the Christmas Joy Offering (44%) report that the congregation received a letter from the PC(USA) thanking it and that they read the letter or heard it read. One in 12 (8%) indicate the congregation received a thank-you letter but they did not read it or hear it read. Only 4% of pastors say their congregation did not receive such a letter. Four in nine (43%), however, *don't know*.
- ✓ Less than one in eight members (6%) and elders (16%) say that their congregation received a Christmas Joy Offering thank-you letter and that they read it or heard it read. More than three-quarters (members, 88%; elders, 76%) *don't know* whether their congregation received such a letter.

One Great Hour of Sharing Offering Promotion⁶

- ✓ More than nine in ten panelists in each group (members, 91%; elders, 96%; pastors, 93%; specialized clergy, 95%) whose congregation received the 2011 One Great Hour of Sharing Offering recall seeing a bulletin insert about the offering (see Figure 10, which focuses on responses from members and pastors).

Figure 10. Memory of Seeing Materials or Hearing a Presentation Promoting the 2011 One Great Hour of Sharing Offering



- ✓ Smaller majorities in each group saw or heard two other promotional resources:
 - A church newsletter article about the offering (members, 70%; elders, 64%; pastors, 70%; specialized clergy, 55%).
 - A Minute for Mission about the offering (66%; 71%; 66%; 66%).
- ✓ There are large differences by group in the percentages who report seeing another item, a promotional poster. Majorities of ministers (pastors, 76%; specialized clergy, 58%) but fewer members (36%) and elders (43%) indicate they saw a poster about the offering.

⁵The survey asked only about thank-you letters for the Christmas Joy Offering because that was the offering for which thank-you letters had been most recently distributed.

⁶The survey asked only promotional materials for the One Great Hour of Sharing Offering because that was likely the offering received most recently.

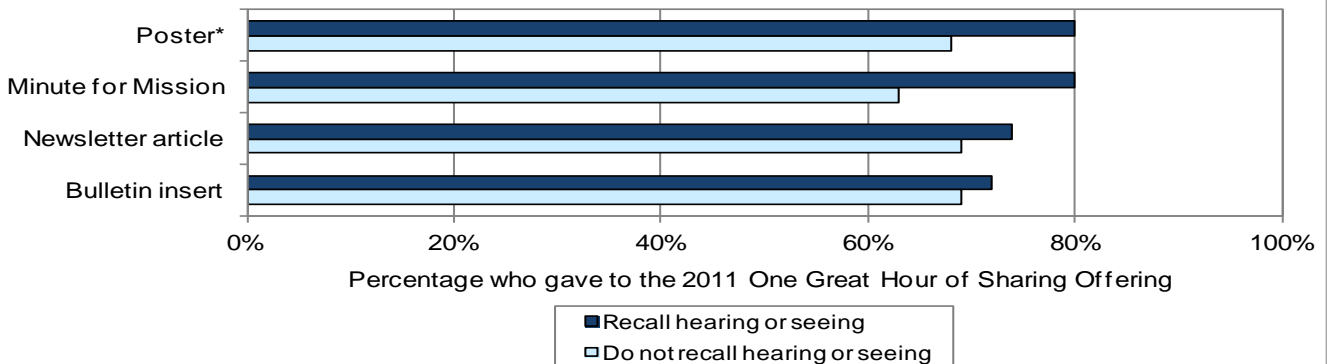
SPECIAL OFFERING RESOURCES

Giving to the One Great Hour of Sharing Offering and Recall of Offering Promotional Resources[‡]

Recall of promotions and reported giving to the 2011 One Great Hour of Sharing Offering are associated more among leaders (elders and pastors) than among others in receiving congregations.

Among pastors, a greater share of those who recall seeing or hearing a particular promotion (there were four asked about on the survey: bulletin insert, article in the church newsletter, Minute for Mission, and poster) than those who do not recall that promotion indicate that they or someone in their household contributed to the offering. More elders who recall seeing or hearing a bulletin insert, a Minute for Mission, or a poster report contributing. More specialized clergy who recall seeing or hearing a newsletter article or a Minute for Mission say they or a member of their household contributed. Only among members do those who recall seeing a poster—the promotion that the fewest panelists remember—report contributing in larger proportions than those who do not recall seeing this promotion. For each of the other three promotions, there are no significant differences in reported giving between members who recall the promotion and those who don't. (See Figure 11, which focuses on members' responses).

Figure 11. The Percentage of Members Who Report Giving to the 2011 One Great Hour of Sharing Offering by Recall of Related Promotional Resources



*Statistically significant difference ($p < .05$)

It is interesting that the Minute for Mission is the only one of the four promotions associated with different rates of giving in all four groups. It is also, arguably, the one promotion that would likely make the biggest impression, because it happens in worship services at a time set aside solely for that purpose. It would be hard *not* to notice a Minute for Mission if one is in attendance. The other three promotions, however, are printed items that may more easily be overlooked.

So, does hearing a Minute for Mission about One Great Hour of Sharing lead people who might not otherwise give to do so? And, if so, is this why more of those who remember such a promotion report giving to this offering? Perhaps. But causation might work the other way around, with those who give to OGHS more likely to recall other aspects of the special offering, including associated promotions. It's even possible that the connection between recall of a promotion and the likelihood of giving to a special offering is spurious; that is, due to some other factor entirely. In this case, it could be that those who attend worship services more regularly are more likely *both* to give money to special offerings *and* to be present when there is a Minute for Mission. What appears to be a linkage between recall of a promotion and the likelihood of giving may instead be the result of a third factor—frequency of worship attendance—that is itself positively associated with both recall of promotions and giving to special offerings

[‡]The survey asked only about promotional materials for the One Great Hour of Sharing Offering because that was likely the offering received most recently.

POSSIBLE INNOVATIONS

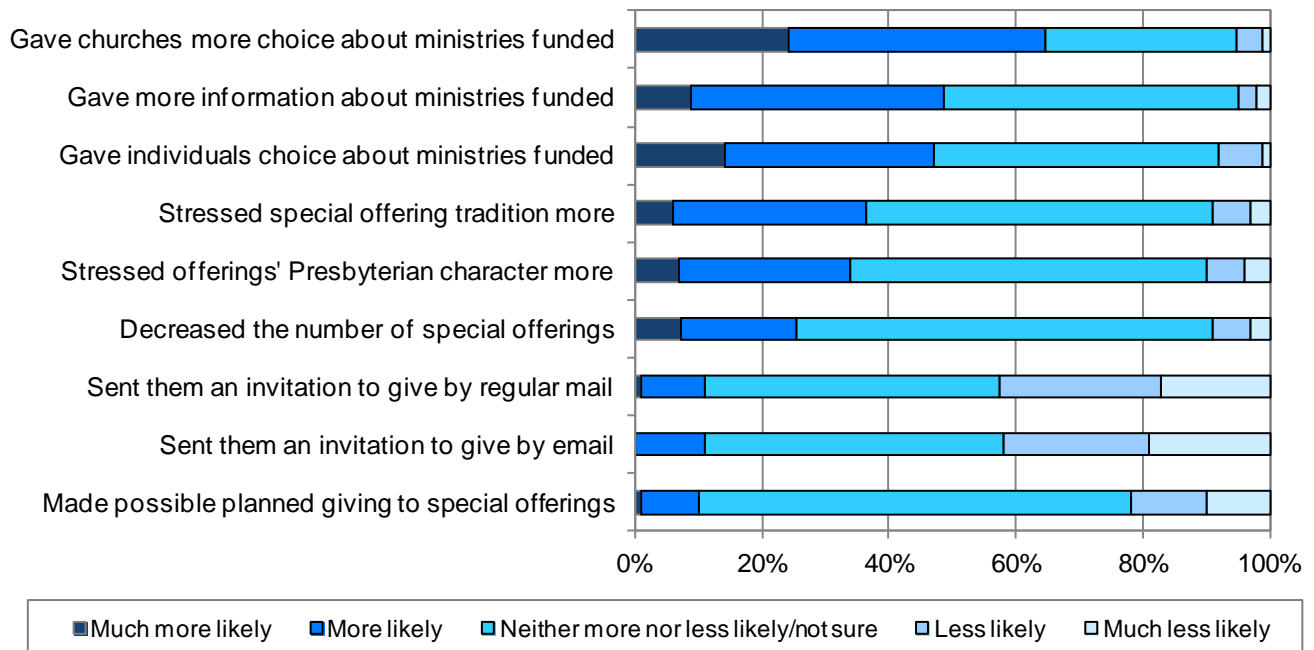
More Causes?

- ✓ Only one in eight ministers (pastors, 13%; specialized clergy, 15%) and even fewer members (7%) and elders (5%) believe there is a ministry at the national level of the PC(USA) that churchwide special offerings should fund but do not currently do so. On the other hand, around two-thirds of members (65%) and elders (65%) and around half of ministers (pastors, 45%; specialized clergy, 52%) are *not sure* about this issue.

Effect of Possible Changes on Likelihood of Contributing

- ✓ Three in five members (64%) and elders (62%) and almost half of pastors (48%) and specialized clergy (47%) report they would be *much more likely* or *more likely* to give to a churchwide special offering in the next 12 months if their congregation were given the option of either directing a portion of the funds received to a cause of their congregation's choice or of increasing the portion of funds received that it can direct to another cause. (See Figure 12, which focuses on members' responses.)

Figure 12. Likelihood of Members Contributing to Churchwide Special Offerings in the Next Year if Various Changes Were Made



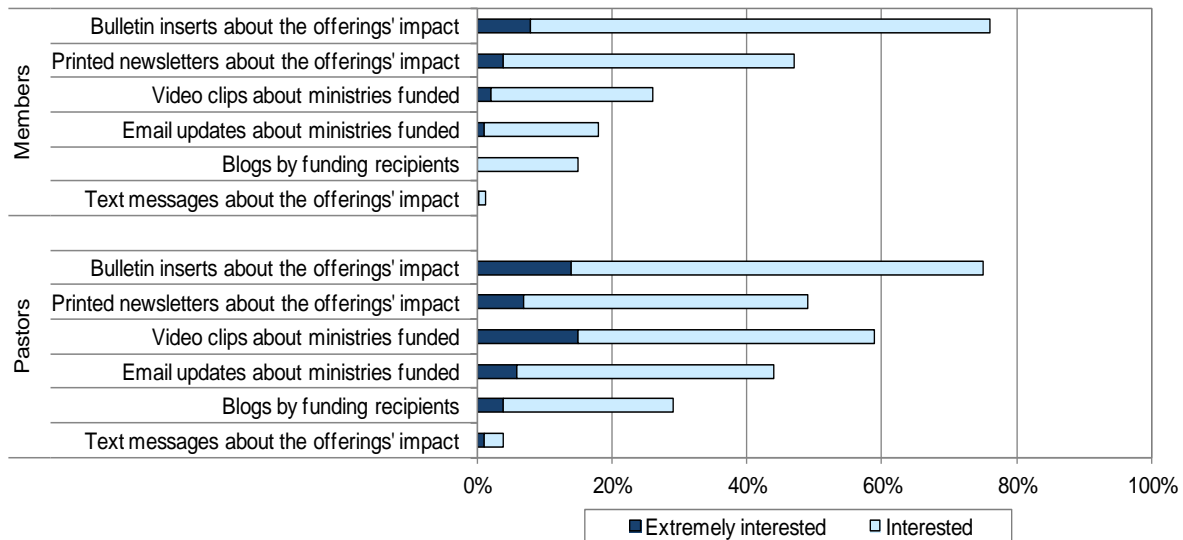
- ✓ Around half of panelists in each group indicate they would be *much more likely* or *more likely* to contribute money to churchwide special offerings in the next 12 months if the PC(USA):
 - Gave them and their congregation more information throughout the year about ministries supported by their churchwide special offering giving (members, 49%; elders, 48%; pastors, 45%; specialized clergy, 55%).
 - Gave them as individuals more choice about ministries they can support through their churchwide special offering giving (47%; 47%; 42%; 41%).
- ✓ More panelists in each group indicate they would be *much less likely* or *less likely* to give than *much more likely* or *more likely* to give to a special offering in the next year if the PC(USA):
 - Invited them by email to give to churchwide special offerings (members, *much less likely* or *less likely*, 42%, and *much more likely* or *more likely*, 11%; elders, 37% and 11%, respectively; pastors, 28% and 16%; specialized clergy, 33% and 22%).
 - Invited them by regular mail to give to churchwide special offerings (members, 42% and 11%; elders, 36% and 9%; pastors, 29% and 11%; specialized clergy, 35% and 18%).

POSSIBLE INNOVATIONS

Interest in Possible Promotional Resources

- ✓ Panelists were asked how interested they are in reading or viewing six possible new promotional resources about the churchwide special offerings during the next 12 months. No more than 15% of panelists in any group are *extremely interested* in any one of the six proposed resources. (See Figure 13 for results for members and pastors.)

Figure 13. Members' and Pastors' Interest in Reading or Viewing Possible Special Offerings Promotional Resources During the Next Year



- ✓ More panelists are interested in conventional printed resources than in other kinds, except for ministers, who have levels of interest in email updates and video clips that are similar to their levels of interest in printed resources.
- ✓ The interest levels of members and pastors are very similar when it comes to reading bulletin inserts and printed newsletters about the effects and beneficiaries of special offerings. For three other promotional resources, however, more pastors show a high level of interest than do members:
 - Video clips (*extremely interested* and *interested*: members, 28%; pastors, 59%)
 - Email updates (18%; 44%)
 - Blogs (15%; 29%)
- ✓ Hardly any members (1%) or pastors (4%) are *extremely interested* or interested in receiving text messages about the effects and beneficiaries of special offerings.

Age and Interest in Resources

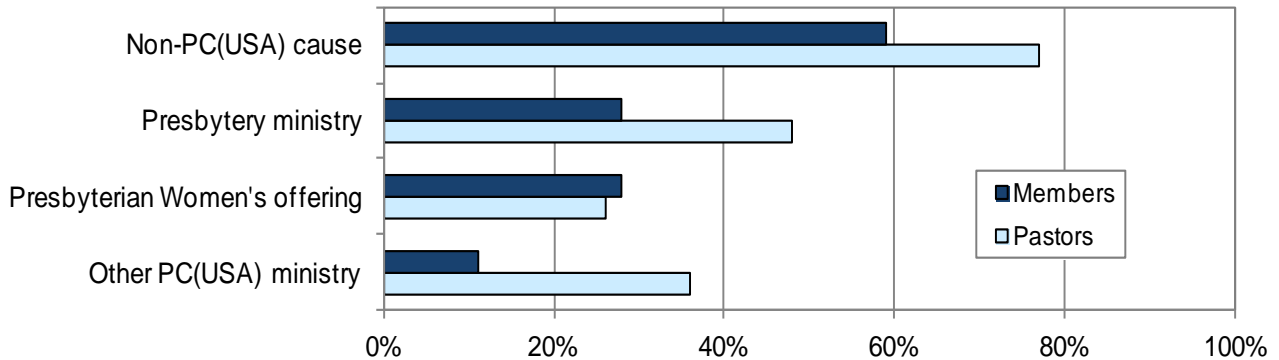
- ✓ Interest in viewing video clips about churchwide special offering beneficiaries varies by age. More panelists in each group below age 65 than those 65 or older would be *extremely interested* or *interested* in viewing such clips.
- ✓ Other than this finding about video clips, the link between age and interest in viewing or reading other possible new churchwide special offering promotional resources is inconsistent across Panel groups. For example, more members between ages 45 and 64 than younger or older members are *extremely interested* or *interested* in reading bulletin inserts about the impact of special offering-funded causes. There are no significant differences by age, however, in the degree of interest in bulletin inserts among either elders, pastors, or specialized clergy.

OTHER GIVING

Giving to Other Ministries or Causes

- ✓ Three in five members (59%) and elders (58%), three-quarters of pastors (77%), and five in six specialized clergy (84%) report that they or another person in their household contributed money during the past 12 months to a non-PC(USA)-related ministry or cause. (See Figure 14, which focuses on members and pastors.)

Figure 14. Contributions by Panelists or Other Household Members to Certain Causes During the Past Year

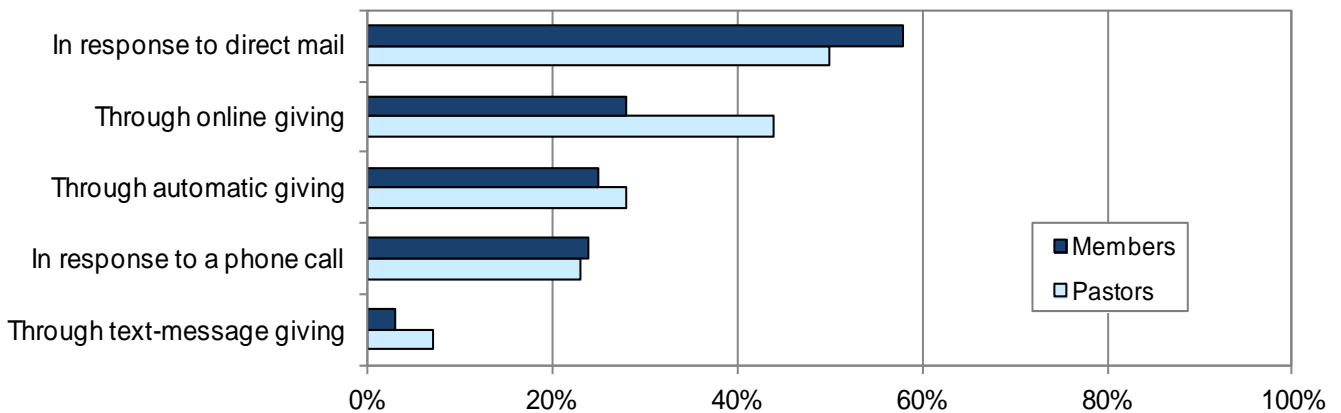


- ✓ More panelists in each group report that they contributed financially to a non-PC(USA)-related cause than to either a ministry of their presbytery (members, 28%; elders, 33%; pastors, 48%; specialized clergy, 44%), a Presbyterian Women's offering (28%; 30%; 26%; 19%) or another PC(USA) ministry (11%; 19%; 36%; 45%) during the past 12 months.

Methods of Making Charitable Contributions

- ✓ Half or more of panelists in each group indicate that they or another person in their household made a charitable contribution in response to a direct-mail solicitation in the past 12 months (members, 58%; elders, 62%; pastors, 50%; specialized clergy, 63%). Considerably fewer panelists say they made a charitable gift in the past year in response to a telephone solicitation (24%; 27%; 23%; 31%). (See Figure 15, which focuses on members and pastors.)

Figure 15. Charitable Contributions in Response to Solicitations or Through Selected Payment Methods During the Past Year



- ✓ Fewer than half of panelists have made charitable giving in the past year through either online giving (members, 28%; elders, 35%; pastors, 44%; and specialized clergy, 46%), automatic giving from a checking account or credit-card charge (25%; 26%; 28%; 32%), or text-message giving (3%; 6%; 7%; 4%).

THE PRESBYTERIAN PANEL
CHURCHWIDE SPECIAL OFFERINGS
MAY 2011
Survey Questions and Responses

	Members	Elders	Ministers
Number of survey invitations sent	625	902	1,242
Number of undeliverable surveys and ineligible respondents	0	4	10
Number of surveys completed	245	355	600 ‡
Response rate	39%	39%	48%
‡390 pastors; 208 specialized clergy; 2 could not be categorized			

	Members	Elders	Pastors	Specialized Clergy
Q1. How important is it for the Presbyterian Church (U.S.A.) to engage in each of the following ministries at the national level?				
a. Advocating on behalf of children				
Very important	46%	49%	38%	45%
Important	36%	35%	38%	36%
Somewhat important.....	12%	10%	15%	14%
Only a little important	2%	3%	4%	2%
Not important	3%	1%	4%	2%
Not sure	1%	2%	2%	1%
b. Emergency relief				
Very important	43%	54%	67%	67%
Important	46%	36%	26%	26%
Somewhat important.....	7%	8%	5%	6%
Only a little important	2%	*	1%	1%
Not important	1%	*	1%	—
Not sure	1%	1%	1%	1%
c. Financial assistance for church workers in need				
Very important	22%	22%	31%	34%
Important	42%	41%	45%	45%
Somewhat important.....	28%	27%	20%	18%
Only a little important	5%	5%	2%	2%
Not important	2%	2%	1%	—
Not sure	1%	3%	1%	1%

Note: Percentages may not add to 100 due to rounding

* = less than 0.5%; rounds to zero

— = zero (0.0); no cases in this category

+ = nonresponses of 10% or more on this question (reported percentages for all questions omit nonresponses)

n = number of respondents eligible to answer this question

◆ = percentages add to more than 100 because respondents could make more than one response

**Members Elders Pastors Specialized
Clergy**

Q1. How important is it for the Presbyterian Church (U.S.A.) to engage in each of the following ministries at the national level?
[Cont.]

d. Financial support of PC(USA)-related racial-ethnic schools and colleges

Very important	11%	13%	14%	22%
Important	30%	30%	36%	42%
Somewhat important.....	37%	31%	33%	24%
Only a little important	13%	14%	9%	9%
Not important	6%	8%	7%	3%
Not sure	2%	3%	1%	1%

e. Helping local groups organize and improve their communities

Very important	14%	21%	14%	20%
Important	37%	36%	32%	33%
Somewhat important.....	34%	26%	28%	25%
Only a little important	7%	10%	15%	13%
Not important	7%	5%	10%	6%
Not sure	1%	2%	2%	2%

f. Peacemaking

Very important	22%	29%	23%	38%
Important	36%	33%	31%	29%
Somewhat important.....	22%	22%	24%	20%
Only a little important	9%	8%	10%	8%
Not important	8%	6%	11%	3%
Not sure	3%	1%	1%	2%

g. Young adult ministries

Very important	27%	30%	24%	24%
Important	42%	41%	37%	41%
Somewhat important.....	24%	22%	22%	28%
Only a little important	3%	4%	9%	5%
Not important	3%	2%	6%	2%
Not sure	1%	1%	2%	1%

h. Youth ministries

Very important	38%	34%	28%	30%
Important	40%	43%	37%	43%
Somewhat important.....	16%	17%	20%	22%
Only a little important	2%	3%	7%	4%
Not important	3%	2%	6%	1%
Not sure	1%	1%	2%	1%

Note: Percentages may not add to 100 due to rounding

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Q2. Have you read or viewed each of the following PC(USA) products or websites during the past 12 months and, if so, is your evaluation of it positive or negative?

a. *Child Advocacy* e-newsletter

Yes, I have and it was a positive experience	2%	3%	3%	2%
Yes, I have and it was a neutral experience.....	3%	4%	7%	1%
Yes, I have and it was a negative experience	*	*	1%	—
No, I haven't done so or don't know	94%	93%	89%	97%

b. *Coming Home: Hurricane Katrina Five Years Later* documentary on television or DVD

Yes, I have and it was a positive experience	16%	10%	21%	17%
Yes, I have and it was a neutral experience.....	6%	6%	7%	2%
Yes, I have and it was a negative experience	1%	—	—	—
No, I haven't done so or don't know	76%	83%	72%	82%

c. *Kepulihan: Stories from the Tsunami* documentary on television or DVD

Yes, I have and it was a positive experience	7%	6%	4%	5%
Yes, I have and it was a neutral experience.....	4%	4%	3%	2%
Yes, I have and it was a negative experience	*	—	*	—
No, I haven't done so or don't know	88%	90%	92%	93%

d. *Mission Mosaic* (Presbyterian Disaster Assistance) magazine

Yes, I have and it was a positive experience	5%	6%	30%	20%
Yes, I have and it was a neutral experience.....	3%	8%	13%	6%
Yes, I have and it was a negative experience	*	*	1%	1%
No, I haven't done so or don't know	92%	86%	57%	73%

e. PC(USA) Board of Pensions website (at www.pensions.org)

Yes, I have and it was a positive experience	4%	4%	54%	32%
Yes, I have and it was a neutral experience.....	4%	8%	25%	20%
Yes, I have and it was a negative experience	1%	1%	3%	2%
No, I haven't done so or don't know	92%	87%	18%	46%

f. PC(USA) General Assembly Mission Council website (at gamc.pcusa.org)

Yes, I have and it was a positive experience	5%	6%	20%	18%
Yes, I have and it was a neutral experience.....	5%	8%	22%	15%
Yes, I have and it was a negative experience	1%	1%	4%	6%
No, I haven't done so or don't know	88%	84%	53%	61%

Note: Percentages may not add to 100 due to rounding

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+ = nonresponses of 10% or more on this question (reported percentages for all questions omit nonresponses)

n = number of respondents eligible to answer this question

◆ = percentages add to more than 100 because respondents could make more than one response

Q2. Have you read or viewed each of the following PC(USA) products or websites during the past 12 months and, if [Cont.] so, is your evaluation of it positive or negative?

g. *Peace Notes* newsletter (print or electronic version)

Yes, I have and it was a positive experience	2%	5%	12%	15%
Yes, I have and it was a neutral experience.....	4%	6%	17%	6%
Yes, I have and it was a negative experience	2%	*	4%	1%
No, I haven't done so or don't know	92%	89%	67%	78%

h. *PHP Post* (Presbyterian Hunger Program) newsletter (print or electronic version)

Yes, I have and it was a positive experience	5%	6%	14%	15%
Yes, I have and it was a neutral experience.....	6%	5%	15%	8%
Yes, I have and it was a negative experience	3%	1%	1%	1%
No, I haven't done so or don't know	87%	88%	70%	76%

i. Presbyterian Youth Triennium website (at www.presbyterianyouthtriennium.org)

Yes, I have and it was a positive experience	5%	5%	11%	8%
Yes, I have and it was a neutral experience.....	3%	5%	8%	6%
Yes, I have and it was a negative experience	2%	1%	2%	—
No, I haven't done so or don't know	90%	89%	78%	85%

Please check here and skip to Q13 if you are a *minister of the Word and Sacrament* who is not involved in a PC(USA) congregation.

Not checked			95%	66%
Checked			5%	34%

Q3. Did your congregation receive the Pentecost Offering in 2010 (usually received in May or June)?

			n=372	n=137
Yes	36%	44%	42%	50%
No (Skip to Q5).....	20%	28%	54%	31%
Don't know (Skip to Q5)	44%	28%	4%	20%

Q3a. If yes, did you or any other member of your household contribute to the Pentecost Offering in 2010?

	n=84	n=146	n=154	n=66
Yes	64%	77%	68%	64%
No (Skip to Q5).....	23%	18%	26%	26%
Don't remember (Skip to Q5)	13%	6%	6%	11%

Note: Percentages may not add to 100 due to rounding

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◆ = percentages add to more than 100 because respondents could make more than one response

	Members	Elders	Pastors	Specialized Clergy
Q3b. If yes, how much did you/your household give? (Please estimate if necessary. Write "DK" if you don't know at all.)				
	n=53	n=112	n=104	n=42
\$10 or less	18%	12%	8%	5%
\$11-\$20	16%	20%	13%	22%
\$21-\$30	22%	23%	28%	17%
\$31-\$50	12%	12%	18%	20%
\$51-\$100	6%	5%	7%	10%
\$101 or more	2%	1%	3%	2%
Don't know	26%	28%	23%	24%
Mean (excluding "don't know" responses).....	\$34	\$33	\$43	\$43
Median (excluding "don't know" responses).....	\$25	\$25	\$25	\$25
Q4. How much did each of the following motivate you to give to the 2010 Pentecost Offering? (Please check here <input type="checkbox"/> and skip to Q5 if you personally did not contribute.)				
	n=53	n=112	n=104	n=42
Not checked	91%	90%	94%	95%
Checked	9%	10%	6%	5%
a. A portion of the offering money received by your congregation goes to a local ministry of your congregation's choosing				
	n=48	n=101	n=98	n=40
A great deal	23%	26%	25%	33%
Quite a bit	36%	32%	27%	20%
Some	27%	24%	27%	31%
Only a little	2%	6%	8%	13%
Not at all	7%	7%	12%	—
Not sure	4%	5%	—	3%
b. A way to support mission directly	+			
	n=48	n=101	n=98	n=40
A great deal	29%	25%	32%	41%
Quite a bit	38%	37%	34%	31%
Some	26%	28%	24%	20%
Only a little	5%	3%	3%	5%
Not at all	2%	4%	6%	—
Not sure	—	2%	—	3%
c. A way to support the PC(USA)				
	n=48	n=101	n=98	n=40
A great deal	11%	19%	30%	41%
Quite a bit	41%	24%	32%	13%
Some	36%	35%	24%	38%
Only a little	9%	12%	8%	5%
Not at all	—	8%	5%	3%
Not sure	2%	1%	—	—

Note: Percentages may not add to 100 due to rounding

* = less than 0.5%; rounds to zero

— = zero (0.0); no cases in this category

+ = nonresponses of 10% or more on this question (reported percentages for all questions omit nonresponses)

n = number of respondents eligible to answer this question

◆ = percentages add to more than 100 because respondents could make more than one response

Q4. How much did each of the following motivate you to give to the 2010 Pentecost Offering? (Please check here [Cont.] and skip to Q5 if you personally did not contribute.)

d. Habit or custom	+			
	n=48	n=101	n=98	n=40
A great deal	9%	14%	16%	18%
Quite a bit	14%	24%	24%	15%
Some	35%	32%	29%	26%
Only a little	21%	13%	10%	23%
Not at all	21%	15%	20%	18%
Not sure	—	2%	1%	—
e. Someone asked you to give	+			
	n=48	n=101	n=98	n=40
A great deal	2%	6%	4%	3%
Quite a bit	12%	3%	7%	8%
Some	12%	21%	25%	21%
Only a little	14%	17%	10%	18%
Not at all	60%	52%	53%	47%
Not sure	—	1%	1%	3%
f. The money received in this offering supports ministries for children	+			
	n=48	n=101	n=98	n=40
A great deal	22%	24%	31%	26%
Quite a bit	40%	34%	38%	38%
Some	27%	23%	18%	26%
Only a little	2%	8%	2%	3%
Not at all	2%	3%	9%	5%
Not sure	7%	7%	2%	3%
g. The money received in this offering supports ministries for youth and young adults	+			
	n=48	n=101	n=98	n=40
A great deal	18%	20%	29%	26%
Quite a bit	41%	34%	38%	41%
Some	25%	28%	19%	23%
Only a little	4%	7%	2%	3%
Not at all	2%	3%	10%	5%
Not sure	9%	7%	2%	3%
h. The time of year the offering was received	+			
	n=48	n=101	n=98	n=40
A great deal	—	3%	3%	—
Quite a bit	2%	11%	14%	5%
Some	19%	16%	12%	15%
Only a little	12%	9%	8%	20%
Not at all	67%	56%	60%	51%
Not sure	—	5%	3%	8%

Note: Percentages may not add to 100 due to rounding

* = less than 0.5%; rounds to zero

— = zero (0.0); no cases in this category

+ = nonresponses of 10% or more on this question (reported percentages for all questions omit nonresponses)

n = number of respondents eligible to answer this question

◆ = percentages add to more than 100 because respondents could make more than one response

	Members	Elders	Pastors	Specialized Clergy
Q5. Did your congregation receive the Peacemaking Offering in 2010 (usually received in October)?			n=372	n=137
Yes	40%	52%	53%	58%
No (Skip to Q7).....	18%	20%	42%	28%
Don't know (Skip to Q7)	42%	28%	5%	15%
Q5a. If yes, did you or any other member of your household contribute to the Peacemaking Offering in 2010?	n=93	n=174	n=191	n=77
Yes	60%	68%	71%	70%
No (Skip to Q7).....	25%	24%	22%	23%
Don't remember (Skip to Q7)	14%	8%	7%	6%
Q5b. If yes, how much did you/your household give? (Please estimate if necessary. Write "DK" if you don't know at all.)	n=55	n=118	n=135	n=54
\$10 or less	15%	13%	5%	8%
\$11-\$20	24%	17%	16%	15%
\$21-\$30	23%	12%	24%	13%
\$31-\$50	11%	20%	22%	15%
\$51-\$100	9%	7%	12%	17%
\$101 or more.....	—	4%	4%	4%
Don't know	17%	27%	16%	26%
Mean (excluding "don't know" responses).....	\$32	\$42	\$52	\$53
Median (excluding "don't know" responses).....	\$25	\$25	\$25	\$35
Q6. How much did each of the following motivate you to give to the 2010 Peacemaking Offering? (Please check here <input type="checkbox"/> and skip to Q7 if you personally did not contribute.)	n=55	n=118	n=137	n=54
Not checked	93%	92%	94%	98%
Checked	7%	8%	6%	2%
a. A portion of the offering money received by your congregation goes to a local peacemaking ministry of your congregation's choosing	n=51	n=109	n=127	n=52
A great deal	30%	28%	28%	34%
Quite a bit.....	26%	26%	29%	16%
Some	17%	28%	29%	32%
Only a little.....	8%	7%	5%	10%
Not at all.....	8%	8%	8%	6%
Not sure	11%	4%	1%	2%
b. A portion of the offering money received by your congregation goes to peacemaking ministries of your presbytery or synod	n=51	n=109	n=127	n=52
A great deal	15%	17%	10%	22%
Quite a bit.....	30%	28%	22%	24%
Some	34%	37%	37%	36%
Only a little.....	8%	7%	14%	10%
Not at all.....	6%	9%	17%	6%
Not sure	6%	3%	1%	2%

Note: Percentages may not add to 100 due to rounding

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+ = nonresponses of 10% or more on this question (reported percentages for all questions omit nonresponses)

n = number of respondents eligible to answer this question

◆ = percentages add to more than 100 because respondents could make more than one response

Q6. How much did each of the following motivate you to give to the 2010 Peacemaking Offering? (Please check here [Cont.] and skip to Q7 if you personally did not contribute.)

c. A way to support mission directly

	n=51	n=109	n=127	n=52
A great deal	19%	30%	30%	40%
Quite a bit	56%	32%	36%	28%
Some	19%	28%	25%	24%
Only a little	4%	3%	5%	6%
Not at all	—	5%	5%	—
Not sure	2%	1%	—	2%

d. A way to support the PC(USA)

	n=51	n=109	n=127	n=52
A great deal	17%	22%	34%	41%
Quite a bit	32%	26%	30%	22%
Some	40%	30%	19%	33%
Only a little	6%	10%	6%	—
Not at all	2%	13%	10%	2%
Not sure	2%	—	1%	2%

e. Habit or custom

	n=51	n=109	n=127	n=52
A great deal	13%	12%	15%	20%
Quite a bit	17%	15%	26%	16%
Some	34%	26%	24%	33%
Only a little	8%	21%	12%	10%
Not at all	23%	26%	22%	18%
Not sure	4%	1%	2%	2%

f. Someone asked you to give

	n=51	n=109	n=127	n=52
A great deal	4%	5%	4%	6%
Quite a bit	6%	5%	8%	8%
Some	9%	14%	20%	16%
Only a little	11%	18%	10%	16%
Not at all	67%	56%	54%	49%
Not sure	2%	2%	3%	6%

g. The money received in this offering supports peacemaking ministries

	n=51	n=109	n=127	n=52
A great deal	32%	33%	37%	50%
Quite a bit	38%	35%	32%	28%
Some	19%	22%	20%	14%
Only a little	6%	6%	3%	2%
Not at all	2%	4%	8%	4%
Not sure	2%	1%	—	2%

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n = number of respondents eligible to answer this question

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Q6. How much did each of the following motivate you to give to the 2010 Peacemaking Offering? (Please check here [Cont.] and skip to Q7 if you personally did not contribute.)

h. The time of year the offering was received

	n=51	n=109	n=127	n=52
A great deal	2%	4%	7%	4%
Quite a bit	2%	6%	11%	4%
Some	11%	15%	19%	12%
Only a little	8%	10%	6%	16%
Not at all	68%	64%	52%	60%
Not sure	8%	1%	4%	4%

Q7. Did your congregation receive the Christmas Joy Offering in 2010 (usually received during Advent)?

		n=372	n=137
Yes	66%	78%	77%
No (Skip to Q10).....	8%	9%	21%
Don't know (Skip to Q10)	26%	13%	2%

Q7a. If yes, did you or any other member of your household contribute to the Christmas Joy Offering in 2010?

	n=154	n=262	n=281	n=98
Yes	79%	75%	71%	70%
No (Skip to Q9).....	15%	19%	23%	25%
Don't remember (Skip to Q9)	6%	6%	6%	5%

Q7b. If yes, how much did you/your household give? (Please estimate if necessary. Write "DK" if you don't know at all.)

	n=118	n=196	n=197	n=66
\$10 or less	10%	11%	2%	8%
\$11-\$20	13%	15%	14%	11%
\$21-\$30	20%	18%	22%	15%
\$31-\$50	8%	19%	21%	26%
\$51-\$100	16%	8%	13%	15%
\$101 or more.....	3%	2%	5%	6%
Don't know	30%	26%	21%	20%
Mean (excluding "don't know" responses).....	\$48	\$41	\$61	\$61
Median (excluding "don't know" responses).....	\$25	\$25	\$42	\$50

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	Members	Elders	Pastors	Specialized Clergy
Q8. How much did each of the following motivate you to give to the 2010 Christmas Joy Offering? (Please check here <input type="checkbox"/> and skip to Q9 if you personally did not contribute.)				
	n=118	n=196	n=197	n=66
Not checked	97%	93%	96%	96%
Checked	3%	7%	4%	4%
a. A way to support mission directly				
	n=114	n=183	n=189	n=63
A great deal	28%	29%	30%	33%
Quite a bit	33%	34%	31%	27%
Some	29%	27%	25%	27%
Only a little	1%	3%	8%	7%
Not at all	6%	5%	6%	5%
Not sure	3%	1%	1%	2%
b. A way to support the PC(USA)				
	n=114	n=183	n=189	n=63
A great deal	14%	18%	26%	34%
Quite a bit	28%	24%	30%	22%
Some	35%	36%	28%	34%
Only a little	7%	9%	6%	—
Not at all	12%	13%	10%	8%
Not sure	4%	1%	—	2%
c. Habit or custom				
	n=114	n=183	n=189	n=63
A great deal	17%	21%	23%	15%
Quite a bit	21%	19%	18%	25%
Some	26%	28%	28%	25%
Only a little	8%	9%	13%	7%
Not at all	24%	21%	17%	27%
Not sure	4%	2%	1%	2%
d. Someone asked you to give				
	+ n=114	n=183	n=189	n=63
A great deal	6%	7%	4%	5%
Quite a bit	5%	6%	8%	12%
Some	12%	15%	16%	18%
Only a little	8%	10%	20%	12%
Not at all	67%	59%	50%	47%
Not sure	3%	3%	2%	7%
e. The money received in this offering supports the PC(USA) Board of Pensions' assistance programs that aids church workers (active and retired) and their family members who have special economic needs				
	n=114	n=183	n=189	n=63
A great deal	36%	36%	49%	37%
Quite a bit	24%	30%	30%	42%
Some	26%	21%	18%	13%
Only a little	4%	6%	2%	3%
Not at all	4%	3%	1%	2%
Not sure	6%	3%	1%	3%

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Q8. How much did each of the following motivate you to give to the 2010 Christmas Joy Offering? (Please check [Cont.] here and skip to Q9 if you personally did not contribute.)

f. The money received in this offering supports the work of six PC(USA)-related racial-ethnic schools and colleges

	n=114	n=183	n=189	n=63
A great deal	14%	13%	20%	16%
Quite a bit	16%	17%	23%	33%
Some	36%	28%	35%	26%
Only a little	11%	17%	10%	8%
Not at all	14%	20%	11%	15%
Not sure	8%	6%	1%	2%

g. The time of year the offering was received

	n=114	n=183	n=189	n=63
A great deal	9%	10%	16%	7%
Quite a bit	16%	22%	16%	15%
Some	23%	24%	24%	31%
Only a little	12%	10%	6%	7%
Not at all	36%	30%	36%	39%
Not sure	4%	4%	3%	2%

Q9. Did your congregation receive a letter from the PC(USA) thanking the congregation for its 2010 contributions to the Christmas Joy Offering?

	n=154	n=212	n=281	n=98
Yes, and I read it or heard it read	6%	16%	44%	16%
Yes, but I didn't read it or hear it read	3%	6%	8%	6%
No	3%	3%	4%	3%
Don't know	88%	76%	43%	75%

Q10. Has your congregation received the One Great Hour of Sharing Offering in 2011 (usually received during Lent or on Easter Sunday)?

		n=372	n=137
Yes	80%	91%	87%
No (Skip to Q13)	4%	2%	12%
Don't know (Skip to Q13)	16%	7%	1%

Q10a. If yes, did you or any other member of your household contribute to the One Great Hour of Sharing Offering in 2011?

	n=186	n=311	n=321	n=116
Yes	71%	76%	78%	81%
No (Skip to Q12)	22%	22%	18%	17%
Don't remember (Skip to Q12)	7%	3%	4%	3%

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n = number of respondents eligible to answer this question

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Q10. Has your congregation received the One Great Hour of Sharing Offering in 2011 (usually received during Lent or on Easter Sunday)?

Q10b. If yes, how much did you/your household give? (Please estimate if necessary. Write “DK” if you don’t know at all.)

	n=128	n=232	n=245	n=92
\$10 or less	11%	12%	4%	4%
\$11-\$20	16%	14%	10%	15%
\$21-\$30	23%	18%	20%	6%
\$31-\$50	16%	18%	19%	29%
\$51-\$100	9%	10%	21%	19%
\$101 or more	6%	4%	9%	14%
Don’t know	19%	24%	17%	11%
Mean (excluding “don’t know” responses).....	\$48	\$53	\$92	\$87
Median (excluding “don’t know” responses).....	\$25	\$25	\$50	\$50

Q11. How much did each of the following motivate you to give to the 2011 One Great Hour of Sharing Offering? (Please check here and skip to Q12 if you personally did not contribute.)

	n=128	n=232	n=245	n=92
Not checked	94%	93%	94%	96%
Checked	6%	7%	6%	4%

a. A way to support mission directly

	n=121	n=215	n=229	n=87
A great deal	37%	39%	44%	48%
Quite a bit	37%	34%	32%	25%
Some	18%	21%	15%	18%
Only a little	1%	2%	4%	2%
Not at all	4%	3%	5%	5%
Not sure	3%	1%	—	2%

b. A way to support the PC(USA)

	n=121	n=215	n=229	n=87
A great deal	17%	21%	32%	34%
Quite a bit	26%	29%	24%	24%
Some	35%	26%	28%	27%
Only a little	6%	8%	6%	4%
Not at all	14%	14%	10%	9%
Not sure	2%	2%	1%	2%

c. Habit or custom

	n=121	n=215	n=229	n=87
A great deal	14%	22%	20%	19%
Quite a bit	22%	21%	19%	20%
Some	26%	23%	30%	31%
Only a little	7%	13%	11%	11%
Not at all	27%	21%	19%	19%
Not sure	3%	1%	1%	—

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Q11. How much did each of the following motivate you to give to the 2011 One Great Hour of Sharing Offering?
 [Cont.] (Please check here and skip to Q12 if you personally did not contribute.)

	n=121	n=215	n=229	n=87
d. Someone asked you to give	+			
A great deal	5%	7%	9%	7%
Quite a bit	8%	6%	7%	10%
Some	11%	17%	22%	14%
Only a little	11%	14%	12%	11%
Not at all	59%	54%	47%	53%
Not sure	6%	2%	3%	5%
e. The money received in this offering supports the work of Presbyterian Disaster Assistance	n=121	n=215	n=229	n=87
A great deal	30%	45%	65%	53%
Quite a bit	41%	32%	24%	31%
Some	17%	14%	8%	13%
Only a little	4%	4%	1%	2%
Not at all	4%	3%	2%	—
Not sure	4%	2%	*	1%
f. The money received in this offering supports the work of the PC(USA) Self-Development of People ministry	n=121	n=215	n=229	n=87
A great deal	12%	22%	30%	36%
Quite a bit	23%	23%	27%	27%
Some	25%	27%	20%	19%
Only a little	8%	10%	9%	6%
Not at all	22%	13%	13%	11%
Not sure	9%	5%	1%	1%
g. The One Great Hour of Sharing is ecumenical, with nine Christian denominations in the United States participating	n=121	n=215	n=229	n=87
A great deal	20%	19%	31%	28%
Quite a bit	25%	26%	20%	25%
Some	12%	20%	23%	20%
Only a little	12%	11%	7%	11%
Not at all	24%	19%	19%	14%
Not sure	8%	4%	1%	2%
h. The time of year the offering was received	n=121	n=215	n=229	n=87
A great deal	9%	12%	16%	11%
Quite a bit	15%	13%	15%	12%
Some	15%	20%	20%	21%
Only a little	9%	14%	9%	5%
Not at all	47%	38%	38%	49%
Not sure	4%	3%	4%	2%

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	Members	Elders	Pastors	Specialized Clergy
Q12. Do you recall hearing or seeing each of these materials or promotions for the offering before or while it was received in your congregation?				
a. Bulletin insert about the One Great Hour of Sharing Offering	n=186	n=311	n=321	n=116
Yes.....	91%	96%	93%	95%
No.....	9%	4%	7%	5%
b. Church newsletter article about the One Great Hour of Sharing Offering	n=186	n=311	n=321	n=116
Yes.....	70%	64%	70%	55%
No.....	30%	36%	30%	45%
c. Minute for Mission about the One Great Hour of Sharing Offering	n=186	n=311	n=321	n=116
Yes.....	66%	71%	66%	66%
No.....	34%	29%	34%	34%
d. Poster about the One Great Hour of Sharing Offering	n=186	n=311	n=321	n=116
Yes.....	36%	43%	76%	58%
No.....	64%	57%	24%	42%
e. Other (please specify): _____	n=186	n=311	n=321	n=116
	+	+	+	+
Yes.....	25%	20%	36%	28%
No.....	75%	80%	64%	72%
Q13. During the past 12 months have you or another member of your household contributed money to each of the following?				
a. A PC(USA) Presbyterian Women offering (please specify): _____				
Yes.....	28%	30%	26%	19%
No.....	58%	60%	68%	73%
Don't know.....	14%	9%	6%	7%
b. A ministry in your presbytery (please specify): _____				
Yes.....	28%	33%	48%	44%
No.....	50%	50%	46%	51%
Don't know.....	22%	17%	6%	5%
c. Another PC(USA) ministry (please specify): _____				
Yes.....	11%	19%	36%	45%
No.....	63%	61%	53%	44%
Don't know.....	25%	20%	10%	11%

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Q13. During the past 12 months have you or another member of your household contributed money to each of the following?
[Cont.]

d. A non-PC(USA) ministry or cause

Yes.....	59%	58%	77%	84%
No.....	26%	30%	17%	11%
Don't know.....	15%	12%	6%	5%

If you or any other member of your household has made a charitable contribution to any cause or organization (including your congregation) during the past 12 months, please continue with Q14. Otherwise, skip to Q16.

Q14. During the past 12 months have you or has another member of your household made a charitable contribution in each of the following ways and, if so, how many times?

a. In response to a direct mail solicitation

Yes, I have and I did so once.....	11%	16%	17%	13%
Yes, I have and I did so 2-6 times	31%	35%	26%	39%
Yes, I have and I did so 7-12 times	10%	5%	4%	7%
Yes, I have and I did so more than 12 times.....	4%	3%	1%	3%
Yes, I have and I don't know how many times	2%	2%	2%	2%
No, haven't done so or don't know if I did	42%	38%	50%	37%

b. In response to a telephone solicitation

Yes, I have and I did so once.....	9%	12%	13%	13%
Yes, I have and I did so 2-6 times	13%	13%	8%	15%
Yes, I have and I did so 7-12 times	*	1%	—	1%
Yes, I have and I did so more than 12 times.....	*	—	*	1%
Yes, I have and I don't know how many times	1%	2%	2%	2%
No, haven't done so or don't know if I did	76%	73%	77%	69%

c. Through an automatic giving process (for example, through a deduction from a checking account or a scheduled credit card charge)

Yes, I have and I did so once.....	4%	2%	3%	6%
Yes, I have and I did so 2-6 times	4%	5%	4%	6%
Yes, I have and I did so 7-12 times	9%	11%	10%	8%
Yes, I have and I did so more than 12 times.....	8%	7%	11%	10%
Yes, I have and I don't know how many times	*	1%	1%	1%
No, haven't done so or don't know if I did	75%	74%	72%	68%

d. Through online giving

Yes, I have and I did so once.....	7%	9%	12%	10%
Yes, I have and I did so 2-6 times	17%	21%	27%	27%
Yes, I have and I did so 7-12 times	2%	2%	4%	5%
Yes, I have and I did so more than 12 times.....	1%	1%	2%	2%
Yes, I have and I don't know how many times	*	1%	—	1%
No, haven't done so or don't know if I did	72%	65%	56%	54%

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n = number of respondents eligible to answer this question

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Q14. During the past 12 months have you or has another member of your household made a charitable contribution in [Cont.] each of the following ways and, if so, how many times?

e. Through text message giving

Yes, I have and I did so once.....	1%	2%	4%	2%
Yes, I have and I did so 2-6 times	1%	2%	2%	1%
Yes, I have and I did so 7-12 times	—	*	—	—
Yes, I have and I did so more than 12 times.....	—	—	—	—
Yes, I have and I don't know how many times	*	1%	1%	1%
No, haven't done so or don't know if I did	97%	94%	93%	96%

If you or any other member of your household has made a charitable contribution to any non-PC(USA) ministry or cause during the past 12 months, please continue with Q15. Otherwise, skip to Q16.

Q15. To what non-PC(USA) ministry or cause have you/your household contributed **most recently**? (Please list **only one**.)

[tabulated separately]

Q16. Is there a ministry at the national level that the PC(USA) churchwide special offerings do **not** currently fund that you believe they **should** fund?

Yes	7%	5%	13%	15%
No.....	28%	29%	42%	33%
Not sure.....	65%	65%	45%	52%

Q16a. [If “yes,”] What ministry(-ies)?

[tabulated separately]

Q17. Would you be more or less likely to contribute money to churchwide special offerings in the next 12 months if the PC(USA) made each of the following changes?

a. Decreased the number of churchwide special offerings

Much more likely	7%	4%	8%	6%
More likely	18%	18%	18%	13%
Neither more nor less likely or not sure	65%	70%	64%	68%
Less likely.....	6%	5%	7%	11%
Much less likely.....	3%	3%	3%	2%

b. Emphasized the history and tradition of the churchwide special offerings more

Much more likely	6%	3%	6%	8%
More likely	30%	33%	21%	28%
Neither more nor less likely or not sure	54%	55%	65%	56%
Less likely.....	6%	5%	6%	5%
Much less likely.....	3%	4%	2%	2%

Note: Percentages may not add to 100 due to rounding

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Q17. Would you be more or less likely to contribute money to churchwide special offerings in the next 12 months if the [Cont.] PC(USA) made each of the following changes?

c. Emphasized the *Presbyterian* character of the churchwide special offerings more

Much more likely	7%	5%	7%	8%
More likely	27%	30%	23%	31%
Neither more nor less likely or not sure	56%	56%	57%	50%
Less likely.....	6%	6%	8%	8%
Much less likely.....	4%	4%	4%	2%

d. Gave you and your congregation more information throughout the year about ministries supported by churchwide special offerings

Much more likely	9%	7%	9%	10%
More likely	40%	41%	36%	45%
Neither more nor less likely or not sure	47%	47%	51%	42%
Less likely.....	3%	3%	4%	2%
Much less likely.....	2%	2%	*	1%

e. Gave you as an individual more choice about what ministries you can support through your churchwide special offering giving

Much more likely	14%	13%	13%	9%
More likely	33%	34%	29%	32%
Neither more nor less likely or not sure	45%	48%	52%	50%
Less likely.....	7%	4%	5%	7%
Much less likely.....	1%	2%	1%	2%

f. Gave your congregation the option of directing a portion of the funds it receives to a local cause of your congregation's choosing or increasing the portion of funds it can direct to a local cause

Much more likely	24%	21%	15%	16%
More likely	40%	41%	33%	31%
Neither more nor less likely or not sure	30%	34%	46%	41%
Less likely.....	4%	3%	3%	10%
Much less likely.....	1%	2%	2%	2%

g. Invited you by email to give to a churchwide special offering

Much more likely	—	2%	2%	2%
More likely	11%	9%	14%	20%
Neither more nor less likely or not sure	47%	52%	56%	44%
Less likely.....	23%	21%	19%	18%
Much less likely.....	19%	16%	9%	15%

Note: Percentages may not add to 100 due to rounding

* = less than 0.5%; rounds to zero

— = zero (0.0); no cases in this category

+ = nonresponses of 10% or more on this question (reported percentages for all questions omit nonresponses)

n = number of respondents eligible to answer this question

◆ = percentages add to more than 100 because respondents could make more than one response

Q17. Would you be more or less likely to contribute money to churchwide special offerings in the next 12 months if the [Cont.] PC(USA) made each of the following changes?

h. Invited you by regular mail to give to a churchwide special offering

Much more likely	1%	1%	1%	2%
More likely	10%	8%	10%	16%
Neither more nor less likely or not sure	46%	55%	60%	48%
Less likely.....	25%	22%	20%	22%
Much less likely.....	17%	14%	9%	13%

i. Provided opportunities for you and others to give to churchwide special offerings through bequest giving or other planned giving methods

Much more likely	1%	2%	1%	2%
More likely	9%	12%	15%	16%
Neither more nor less likely or not sure	69%	68%	71%	65%
Less likely.....	12%	11%	9%	12%
Much less likely.....	10%	8%	5%	6%

j. Other (please specify): _____

	+	+	+	+
Much more likely	6%	4%	9%	9%
More likely	8%	4%	4%	3%
Neither more nor less likely or not sure	70%	76%	78%	69%
Less likely.....	4%	3%	3%	5%
Much less likely.....	12%	14%	5%	14%

Q18. How interested would you be in reading or viewing each of the following possible resources about churchwide special offerings during the next 12 months?

a. Blogs by special offering funding recipients and other beneficiaries

Extremely interested.....	—	1%	4%	2%
Interested	15%	19%	25%	23%
Not interested	70%	67%	64%	66%
Not sure or not applicable.....	14%	13%	6%	9%

b. Church bulletin inserts with stories about the impact of the offerings

Extremely interested.....	8%	9%	14%	12%
Interested	68%	74%	61%	62%
Not interested	16%	13%	19%	19%
Not sure or not applicable.....	9%	4%	5%	7%

c. Email updates about offering beneficiaries

Extremely interested.....	1%	2%	6%	6%
Interested	17%	23%	38%	35%
Not interested	69%	65%	50%	54%
Not sure or not applicable.....	13%	10%	6%	4%

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Q18. How interested would you be in reading or viewing each of the following possible resources about churchwide [Cont.] special offerings during the next 12 months?

d. Printed newsletters about the impact of the offerings

Extremely interested.....	4%	3%	7%	6%
Interested	43%	50%	42%	39%
Not interested	42%	39%	46%	48%
Not sure or not applicable.....	11%	8%	5%	7%

e. Text messages on your cell phone about the impact of the offerings

Extremely interested..... *		—	1%	1%
Interested	1%	2%	3%	5%
Not interested	83%	86%	87%	84%
Not sure or not applicable.....	15%	12%	9%	10%

f. Video clips about offering beneficiaries posted on the PC(USA) website or on YouTube or other video sharing sites

Extremely interested.....	2%	4%	15%	8%
Interested	24%	27%	44%	46%
Not interested	59%	58%	34%	35%
Not sure or not applicable.....	15%	11%	8%	11%

Q19. Please use this space or another page for any additional comments.

[tabulated separately]

Response from:

Paper	62%	54%	43%	50%
Web.....	38%	46%	57%	50%

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