

# Giving Metrics

Calculating and analyzing your giving metrics is the only way to see where your church currently stands - and whether any forward progress is being made. There are several Key Performance Indicators - also known as KPIs - that you should be following. Fortunately, you can pull many of these directly from your church management software.

## Why Use Church Management Software?

If you're not currently using this form of software, it's probably time that you do so. There are a variety of low-cost and free options out there, and your initial costs will seem minimal once you see a return on investment. These tools can help you track giving in your congregation to gauge the effectiveness of your campaigns.

The digital giving software provided by DonorWerx - known as SecureGive - keeps track of several key metrics. Even without diving deeper than the Organization Dashboard, you'll see your total donors, all transactions, average transaction amounts and more. Fortunately, there are some key giving metrics you can measure even without this software.

By going through your records, you'll find information that's vital for gauging a campaign's overall success. These metrics include your number of recurring givers, percentage of digital giving, level of donor retention and more. One of the easiest and most important giving metrics to measure, though, is your Giving Dollars Per Adult (GPA).

## Measuring Giving Dollars Per Adult

By calculating your Giving Dollars Per Adult - also known as GPA - you'll get an idea of the overall health of your church. And while this metric will not differentiate between donors who give generously and minimally, it will show you whether more needs to be done to engage your church members.

This is the equation for measuring Giving Dollars Per Adult:

$$\text{Giving Dollars Per Adult} = [\text{General Fund Budget (YTD Attendance - YTD Kids)}] \div 52$$

When you divide your budget by yearly attendance - not accounting for children - you end up with a yearly measurement of Giving Dollars Per Adult. This measurement is made more helpful, however, when it's viewed on a weekly basis. This is why the total is then divided by 52. This creates a manageable measurement you can compare against every week.

Of course, it's also important to remember that giving can vary seasonally. Just like different fish are more bountiful during certain months, your revenue will also differ based on the time of the year. Just think of all those Easter tithes! This concern is more appropriate for your budget, however, since your GPA will serve our initial purposes.

## Giving Metric Segments

Now that you have this measurement, you're likely wondering what it means. How do you know whether you're doing well or need drastic improvement? After in-depth research, we've found five distinct giving metric segments:

- If your GPA is **\$25 or less**, you're in the *bottom 10%* of congregations.
- If your GPA is **\$25-\$39**, you're in the *lower average* of congregations.
- Once you hit a GPA of **\$39-\$47**, you're *within the national average*.
- A GPA that's between **\$47-\$67** is considered *above average*.
- If you're averaging a GPA of **more than \$67**, you're in the *top 10%* of congregations.

If you've discovered that your ministry's Giving Dollars Per Adult metric isn't what it should be, there's no need to start worrying. And if your ministry is doing well, it's important to remember that you should always be growing. After all, even the most successful congregations can benefit from new ways of giving like CryptoDonations.

Once you've completed the Donor Experience Framework, you'll be ready to increase overall giving and start focusing more on what God called you to do. Make sure you review the example for calculating giving metrics provided and complete your own worksheet before moving on to the next lesson.