

# Estimating Giving Potential of Congregation

## Calculation

- |  |          |       |
|--|----------|-------|
| <b>1) Number of families/giving units:</b>   |          | _____ |
| <b>2) Median Household Income in your community:</b>   | <b>x</b> | _____ |
| <i>Collected during the US Census. Can be found at various websites including <a href="http://www.census.gov">www.census.gov</a> or <a href="http://wikipedia.org">wikipedia.org</a>.</i>      |          |       |
| <b>3) Preliminary total gross income for congregation:</b>   | <b>=</b> | _____ |
| <b>4) Income from professionals in congregation:</b>   | <b>+</b> | _____ |
| <i>Medical professionals, lawyers, CEO's, Engineers usually earn \$100,000 to \$200,000. List how many of these you have in your congregation and estimate their income. Record the total.</i> |          |       |
| <b>5) Total gross income for congregation:</b>   | <b>=</b> | _____ |
| <b>6) Total annual church offerings:</b>   |          | _____ |
| <i>Include giving to general fund/operating budget as well as designated gifts. Exclude income from endowments, church investments or foundations, grants, or capital campaigns.</i>           |          |       |
| <b>7) Total gross income for congregation:</b>   | <b>÷</b> | _____ |
| <b>8) Percent of income congregation is giving:</b>  | <b>=</b> | _____ |

## Imagine if...

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|---|-------|
| <b>If the entire congregation tithed, church income would be:</b>     | _____ |
| <i>(Total gross income for congregation X 10%)</i>                    |       |
| <b>If giving increased by 1%, income would go up:</b>                 | _____ |
| <i>(Total gross income for congregation X 1%)</i>                     |       |
| <b>If giving increased by 0.5%, income would go up:</b>               | _____ |
| <i>(Total gross income for congregation X 0.5%)</i>                   |       |
| <b>If giving increased by 1%, the church could finally afford to:</b> | _____ |
|   | _____ |
|   | _____ |