

2023 - 2024

NATIONAL DIOCESAN REPORT



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OVERVIEW

INTRODUCTION

Dear Friends in Christ,

It is with immense joy and gratitude that we present to you the 2023-2024 National Diocesan Report. This comprehensive analysis of stewardship and development practices across 75 Catholic dioceses and archdioceses in the United States is a testament to the unwavering dedication and commitment of our diocesan communities to fostering a culture of advancement and generosity.

The survey was conducted in collaboration with the International Catholic Stewardship Council (ICSC) and CCS Fundraising. The data were collected between July 2023 and June 2024 amid development office transitions, leading to an extended data collection period.

This is the third survey in the last decade. While we're encouraged by the participation of 75 compared to 64 and 63 in previous editions, the data allows us to make only directional observations. To provide deeper analysis, draw broader conclusions, and offer customized recommendations, these reports would benefit from a larger number of participants. We are grateful to those who have already completed the survey, and we still seek feedback from those who have not yet.

The analysis highlights both the achievements and challenges faced by arch/dioceses and provides strategic recommendations for enhancing stewardship initiatives. These findings underscore the tireless efforts of diocesan leaders, stewardship directors, and all those involved in advancing the mission of the Church.

We are incredibly proud of the progress made in areas such as offertory contributions, annual appeals, digital fundraising, planned giving, and major gifts. The increase in offertory from 2020 to 2022, the steady rise in annual appeal pledges and collections, and the growing embrace of digital fundraising platforms are just a few of the notable achievements detailed in this report.

As we look ahead, we are optimistic about the future of philanthropy. We remain confident that fundraisers and donors will continue to innovate, collaborate, and strive for greater impact. Together, we will build a more equitable, sustainable, and compassionate world. Your continued commitment to these principles is vital to the growth and sustainability of the Catholic Church in America.

Thank you for your dedication to fostering stewardship and for your interest in this important report. Together, we can continue to build vibrant, faith-filled communities that reflect our shared values and commitment to service.

With warm regards,

Michael Murphy, Executive Director, ICSC

Jim Kelley, Director of Development, Diocese of Charlotte; President Emeritus, ICSC

Patrick Grace, Executive Director, Catholic Community Foundation

Tom Kissane, Vice Chair, CCS Fundraising

EXECUTIVE SUMMARY

From 2020 to 2022, there was a significant **increase in offertory** contributions across many dioceses. Notably, dioceses such as Las Cruces, Dallas, and Boise reported increases exceeding 20%, reflecting robust engagement and generosity among parishioners.

Annual appeals saw considerable success, with total pledged amounts rising from \$278.1 million in 2019 to \$300.4 million in 2021. Despite a decrease in the number of donors, the average gift size increased significantly from \$390 to \$455.

The **average gift size** has increased as the number of **donors have decreased**; a trend that is evidenced across arch/diocesan groups and fundraising initiatives.

There was a growing embrace of **digital fundraising platforms**. Blackbaud products led in usage, followed by GiveCentral and Our Sunday Visitor. This trend demonstrates arch/dioceses' adaptability to technological advancements to enhance fundraising efforts.

Planned giving and major gifts emerged as high-potential investment areas. Thirty-six (36) dioceses reported \$77.8 million in realized gifts, with unrealized gifts of \$778.2 million. This indicates a strong potential for future revenue through strategic engagement with donors.

Arch/diocesan **staffing saw an increase**, with larger arch/dioceses averaging more than 10 advancement staff members compared to nearly seven among smaller arch/dioceses.

Foundations are a pillar of the Catholic philanthropic landscape, with 52 arch/dioceses managing a collective **\$3.8 billion in assets** across 6,535 endowments. The largest foundations, such as those in Miami and Dallas, manage assets exceeding \$300 million.

Campaigns remain a critical component of diocesan fundraising strategies. Thirteen (13) dioceses are **currently conducting campaigns**, with another 26 planning to launch within the next two to four years.

The Diocese of Corpus Christi and Honolulu reported particularly successful campaigns, raising more than 170% of their goal.

Dioceses face **challenges** such as optimizing staffing, developing strategic planning, and seeking better technology. **Innovations** include restructuring CRM documentation, leveraging technology for engagement, and updating communications to reflect parish demographics.

RELIGION WAS THE TOP SECTOR RECIPIENT OF GIVING, DESPITE ITS DECLINING SHARE

Understanding the broader landscape of religious giving is essential for an informed reading of this report and assessing of Catholic philanthropy at large. Giving to religion, which includes contributions to places of worship, ministries and missions, religious media, and related organizations, **remains the largest sector in charitable giving**. According to *Giving USA 2024*, between 2022 and 2023, this sector saw a 3.1% increase, reaching approximately **\$145.81 billion**. However, when adjusted for inflation, this figure represents a 1% decrease. The proportion of total giving attributed to religious organizations dropped from 27% in 2022 to 24% in 2023.

Over the past five years, **the annual growth rate for religious giving averaged 3.1%**, which is slower than the overall charitable giving growth rate of 5.3%. Despite this, the sector showed positive growth from 2021 to 2023, with a notable 7.8% increase.

Although the overall share of philanthropy given to religious causes has decreased, the rate of decline has widely lessened compared to the previous decade. According to *Giving in Faith: Exploring Key Trends in Religious Giving*, **over 95% of faith-based donors** gave to organizations or individuals, including places of worship, registered nonprofits, mutual aid groups, or directly to people in need. Among these donors, 60% contributed \$1,000 or more. Parishioners provided 83% of the total funding for their places of worship, while 17% came from external sources. Additionally, **98% of houses of worship offered at least one digital giving option**. Sixty percent (60%) of total annual contributions to houses of worship came from digital giving.

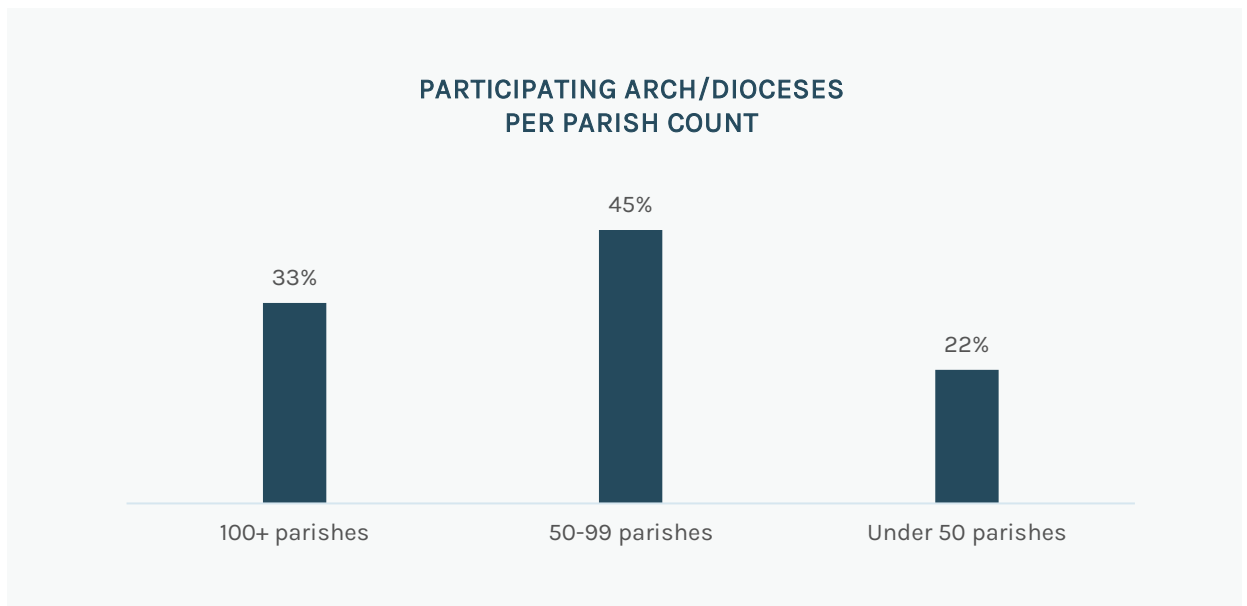
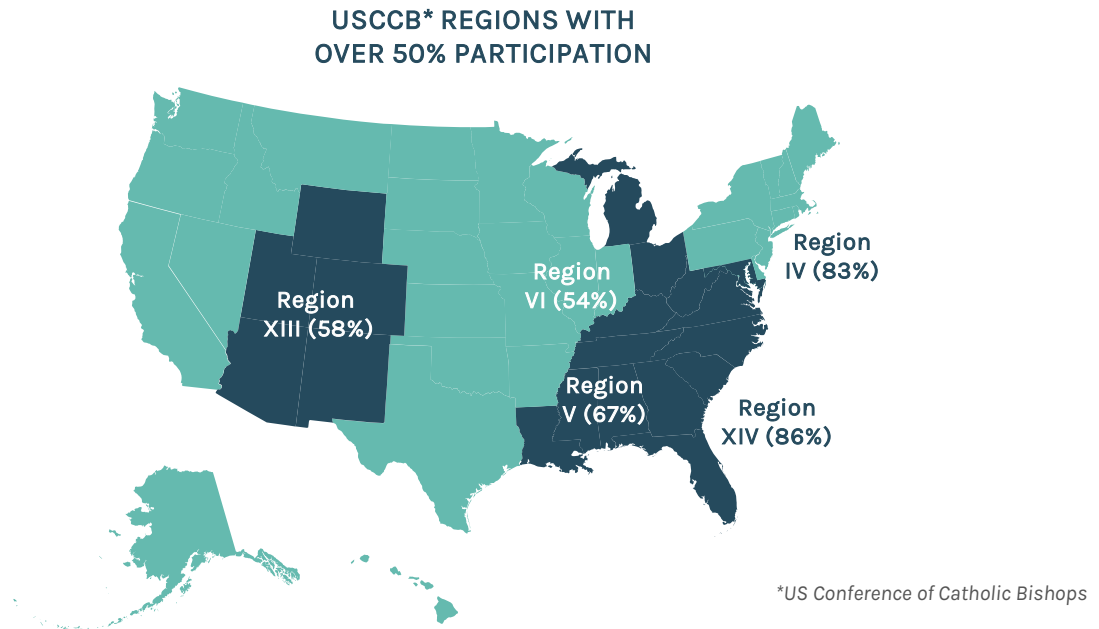
The *2024 CCS Fundraising Philanthropy Pulse* reported that many faith communities responded that strong retention and having an endowment were core indicators of success. Remarkably, **64% of faith organizations reported retaining** over half of their new donors in the past year, compared to 51% across all sectors. Religious organizations invested in community-based programs to appeal to a broader, generationally diverse audience and support sustained giving. This strategy appears effective, as *Gen Z and Millennials* report that they are likely to increase their giving to religious institutions.



75 DIVERSE ARCH/DIOCESES FROM ACROSS THE US ARE INCLUDED IN THIS REPORT

REPRESENTATION OF OUR 75 ARCH/DIOCESAN SAMPLE

The total number of parishes represented in our sample is 6,505, with an average of 87 parishes per arch/diocese. The number of parishes in each arch/diocese ranged from 27 in Shreveport, to 215 in the Archdioceses of Detroit and 205 in Cincinnati.

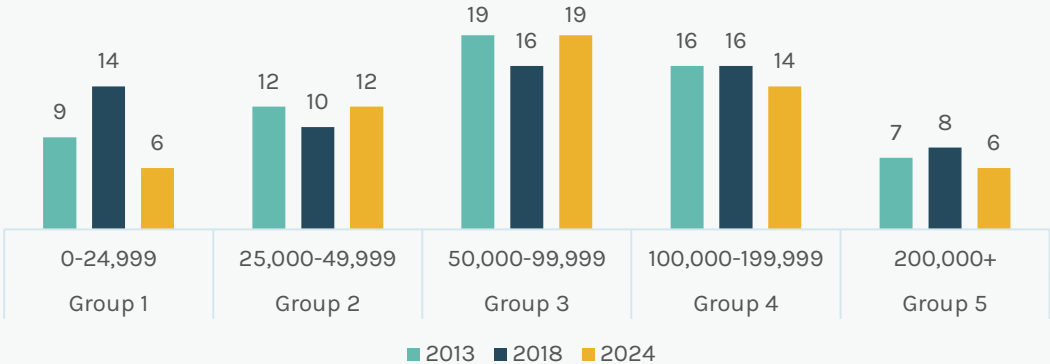


DATA WAS DIVIDED INTO 5 GROUPS BASED ON NUMBER OF HOUSEHOLDS

The data were subdivided, where specified, to situate arch/dioceses into groups based on the number of households.

PARTICIPATING ARCH/DIOCESES PER NUMBER OF HOUSEHOLDS

Data include those who offered household number from ICSC surveys in 2013, 2018, or 2024.

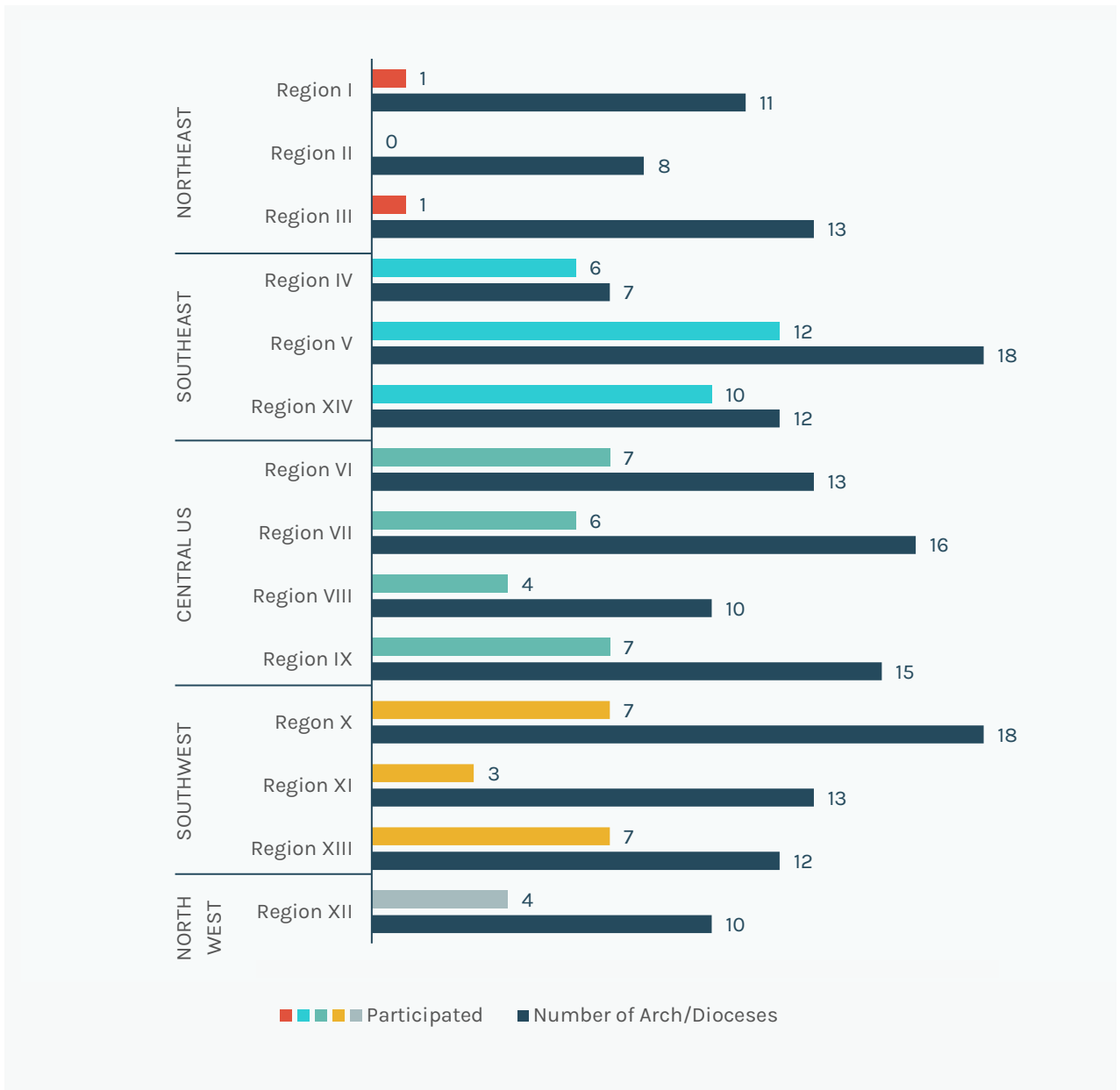


DESCRIPTIVE DATA PER GROUP

Group	Average Number of Households	Median Number of Households	Household Range
Group 1	17,209	18,000	Fewer than 25,000 households
Group 2	36,469	34,783	Between 25,000 and 49,999 households
Group 3	90,281	94,312	Between 50,000 and 99,999 households
Group 4	125,043	125,000	Between 100,000 and 199,999 households
Group 5	288,041	250,000	200,000 households or more

ALMOST HALF OF US ARCH/DIOCESES PARTICIPATED, WITH SOUTHEAST IN THE LEAD

There are 194 arch/dioceses in the US, and 176 Latin Catholic arch/dioceses. Seventy-five (75) out of 176 Latin Catholic arch/dioceses participated in the survey, a 43% participation rate. **The Southeast region had the highest participation rate at 76%.** The Central US followed with a 44% participation rate. Both the Northwest and Southwest regions had a 40% participation rate, while the Northeast had the lowest participation rate at 6%.

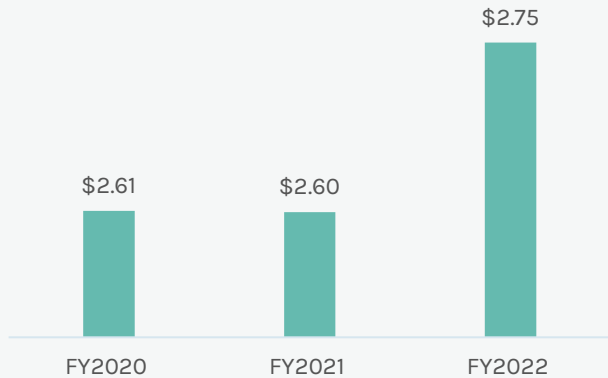




OFFERTORY

TOTAL OFFERTORY INCREASED 5.4% FROM 2020 TO 2022

TOTAL OFFERTORY YEAR OVER YEAR
(IN BILLIONS OF DOLLARS)



INSIGHT | Fifty-seven (57) arch/dioceses provided data for FY2020 - FY2022. We requested data over these three years to analyze the impact of the pandemic on giving and observe the subsequent recovery. Fifty-one (51) arch/dioceses reported that offertory increased between FY2020 and FY2022. One diocese reported no change, and five reported a decrease. Of those that reported increases, nine were up more than 10%, and four were up more than 20% during the time.

TOP FIVE ARCH/DIOCESES REPORTING THE LARGEST INCREASE IN OFFERTORY



28%

Diocese of Las Cruces, New Mexico



28%

Diocese of Dallas, Texas



27%

Diocese of Boise, Idaho



21%

Diocese of Charlotte, North Carolina

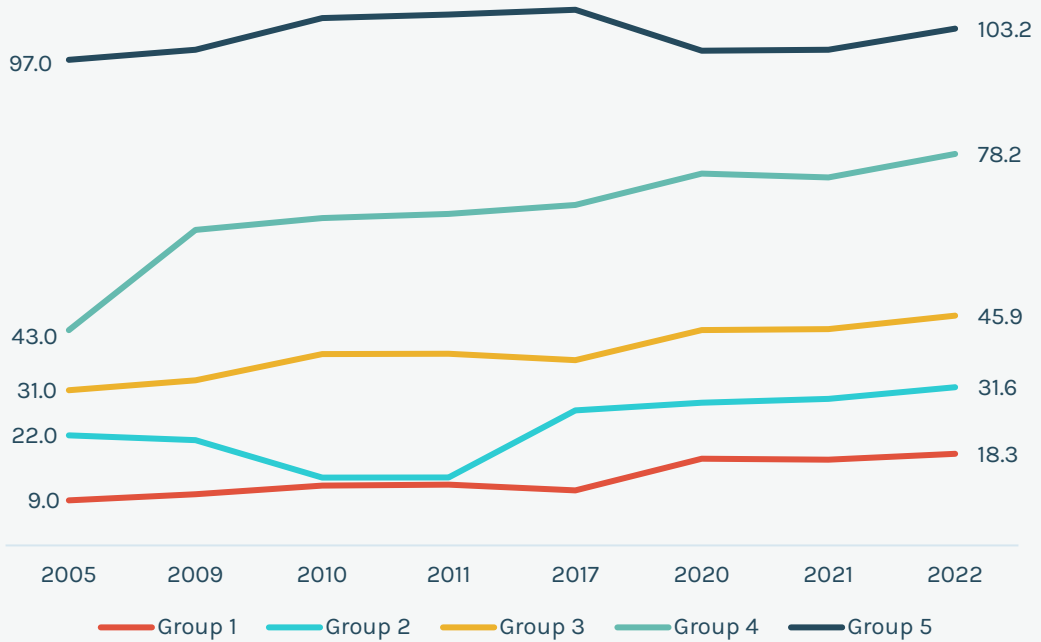


19%

Diocese of Corpus Christi, Texas

LONG-TERM AVERAGE OFFERTORIES TREND POSITIVE, BUT FAVOR SMALLER DIOCESES

AVERAGE OFFERTORY OVER TIME
(IN MILLIONS OF DOLLARS)



Outlier in Group 5 removed for standard reporting 2020-2022.

% CHANGE 2005-2022

Group (Households per Group)	% Change
Group 1 (0-24,999)	+103%
Group 2 (25,000-49,999)	+44%
Group 3 (50,000-99,999)	+48%
Group 4 (100,000-199,999)	+82%
Group 5 (200,000+)	+6%

INSIGHT | While offertory increased overall, groups two and four experienced the greatest increases.

To keep up with inflation and growing expenses, it is vital that arch/dioceses grow donor giving over time via offertory.

GROUP 2 EXPERIENCED THE LARGEST OFFERTORY GROWTH RATE AT 11%

TOTAL OFFERTORY BY GROUP 2020-2022

Group (Households per Group)	2020	2021	2022	Net Change	Percent Change
Group 1 (0-24,999)					
Total	\$225.5 M	\$222.0 M	\$237.9 M	+\$12.4 M	+5.5%
Group 2 (25,000-49,999)					
Total	\$256.3 M	\$263.7 M	\$284.3 M	+\$28.0 M	+10.9%
Group 3 (50,000-99,999)					
Total	\$688.8 M	\$691.9 M	\$734.6 M	+\$45.8 M	+6.6%
Group 4 (100,000-199,999)					
Total	\$891.4 M	\$882.3 M	\$938.4 M	+\$47.0 M	+5.3%
Group 5 (200,000+)					
Total	\$526.3 M	\$525.4 M	\$549.6 M	+\$23.3 M	+4.4%

INSIGHT | For over a decade, CCS has helped parishes in the US and UK conduct over 170 increased offertory programs. These programs engaged 1,040 volunteers and saw more than 9,740 commitment forms returned. Parishes increased giving by an average of 21%, resulting in a projected \$8,676,111 (in current US dollars) increase in annual offertory. Some parishes even experienced an increase that approaches capital campaign results when calculated over five years. [Learn more information](#) about how parishes in your network can increase offertory.

TOP 5 OFFERTORY PERFORMERS BY GROUP

Group (Households per Group)	# Registered Households	Total Offertory	Offertory Gift per Household
Group 1 (0-24,999)			
Archdiocese of Mobile	24,000	\$29,904,180	\$1,246
Diocese of Jackson	18,000	\$22,096,406	\$1,228
Diocese of Pensacola-Tallahassee	23,500	\$27,212,020	\$1,158
Diocese of Superior	22,000	\$25,000,000	\$1,136
Diocese of Colorado Springs	24,900	\$25,466,591	\$1,023
Group 2 (25,000-49,999)			
Diocese of Wichita	36,000	\$87,000,000	\$2,417
Diocese of Sioux Falls	32,000	\$30,300,000	\$947
Diocese of Des Moines	35,000	\$29,892,678	\$854
Diocese of Winona-Rochester	32,013	\$24,416,867	\$763
Archdiocese of Oklahoma City	45,000	\$33,282,450	\$740
Group 3 (50,000-99,999)			
Archdiocese of Kansas City	59,267	\$79,249,727	\$1,337
Diocese of Lansing	61,480	\$58,508,000	\$952
Diocese of Charleston	81,732	\$74,918,547	\$917
Diocese of Charlotte	66,460	\$60,087,552	\$904
Diocese of Richmond	87,119	\$69,000,000	\$792
Group 4 (100,000-199,999)			
Archdiocese of Washington	114,175	\$111,500,000	\$977
Archdiocese of Seattle	116,000	\$103,000,000	\$888
Archdiocese of Cincinnati	150,000	\$111,126,834	\$741
Archdiocese of St. Louis	154,949	\$108,221,615	\$698
Diocese of Arlington	151,150	\$98,500,000	\$652
Group 5 (200,000+)			
Diocese of Dallas	210,000	\$120,000,000	\$571
Archdiocese of Detroit	250,000	\$129,984,634	\$520
Diocese of Cleveland	234,000	\$106,000,000	\$453
Archdiocese of Baltimore	500,000	\$88,790,000	\$178
Archdiocese of Miami	480,905	\$71,100,000	\$148

Data is from fiscal year 2022. Top selected by a combination of the above offertory metrics.

TOP 20 AVERAGE ANNUAL OFFERTORY GIVING PER REGISTERED HOUSEHOLD

Arch/Dioceses	Groups	Average Offertory
Diocese of Wichita	Group 2	\$2,417
Archdiocese of Kansas City	Group 3	\$ 1,337
Diocese of Shreveport	Group 1	\$1,290
Archdiocese of Mobile	Group 1	\$1,246
Diocese of Jackson	Group 1	\$1,228
Diocese of Pensacola-Tallahassee	Group 1	\$1,158
Diocese of Superior	Group 1	\$1,136
Diocese of Salina	Group 1	\$1,085
Diocese of Colorado Springs	Group 1	\$1,023
Archdiocese of Washington	Group 4	\$977
Diocese of Lansing	Group 3	\$952
Diocese of Sioux Falls	Group 2	\$947
Diocese of Charleston	Group 3	\$917
Diocese of Charlotte	Group 3	\$904
Archdiocese of Seattle	Group 4	\$888
Diocese of Bismark	Group 1	\$861
Diocese of Des Moines	Group 2	\$854
Diocese of Marquette	Group 1	\$835
Diocese of Sioux City	Group 2	\$833
Diocese of Richmond	Group 3	\$792
Diocese of Fargo	Group 1	\$785
Diocese of Winona-Rochester	Group 2	\$763
Archdiocese of Cincinnati	Group 4	\$741
Archdiocese of Oklahoma City	Group 2	\$740
Diocese of La Crosse	Group 3	\$725



ANNUAL APPEAL

ANNUAL APPEAL GIFTS INCREASED BY 17%, NUMBER OF DONORS DECREASED BY 16%

INSIGHT | The overall decline in the number of donors has been attributed to economic uncertainties and shifting donor demographics. Economic factors such as inflation and changes in disposable income have made it more challenging for smaller donors to contribute. Despite the drop in the number of individual donors, major donors have become increasingly important.

From 2019-2021, goals declined slightly, while total pledged amounts increased from \$278.1 million in 2019 to \$300.4 million in 2021. The percentage of change in total pledged dollars also saw an upward trend, increasing by 12%. Amounts collected rose similarly, from \$269.9 million in 2019 to \$295.9 million in 2021. These growth trends were likely influenced by the COVID-19 pandemic. **Despite a decrease in the number of donors from 712,344 in 2019 to 600,239 in 2021, the average gift size increased significantly from \$390 to \$455.**

ANNUAL APPEAL DATA YEAR OVER YEAR 2019-2021

	2019	2020	2021	Net Change	Percent Change
Goal	\$269,011,862	\$260,489,685	\$262,100,997	-\$6.9 M	-2.6%
Total Pledged	\$278,138,815	\$287,413,808	\$300,395,598	+\$22.3 M	8%
Percent Pledged to Goal	103%	110%	115%	+12%	11.6%
Collected	\$269,879,948	\$284,845,153	\$295,895,914	+\$26.0 M	9.6%
Percent Collected to Pledged	97%	99%	99%	+2%	2.1%
Number of Donors	712,344	666,348	600,239	-112,105	-15.7%
Average Gift Size	\$390	\$431	\$455	+\$65	16.7%

MID-SIZED ARCH/DIOCESES IN GROUP 3 SAW THE LEAST DONOR ATTRITION

ANNUAL APPEAL DATA YEAR OVER YEAR 2010-2021

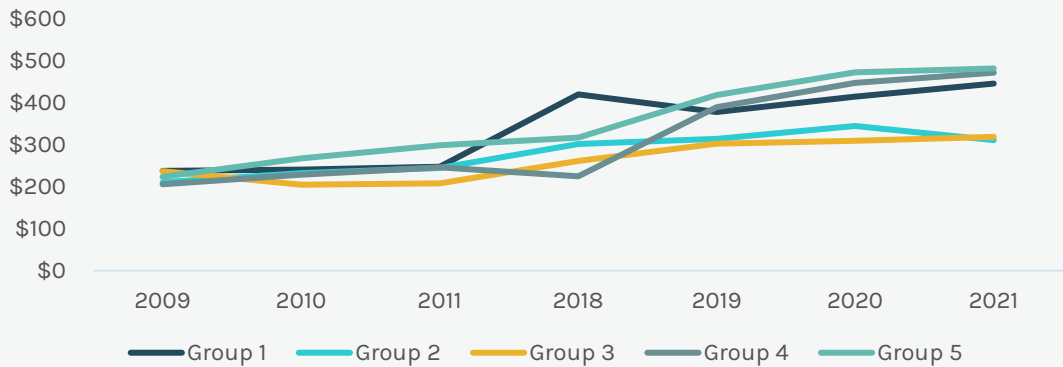
Group (Households per Group)	2010	2018	2019	2020	2021	Net Change	Percent Change
Group 1 (0-24,999)							
Goal	\$1.4 M	\$1.7 M	\$2.0 M	\$1.9 M	\$2.0 M	+\$0.6 M	43%
Total Pledged	\$1.5 M	\$1.7 M	\$2.3 M	\$2.3 M	\$2.4 M	+\$0.9 M	60%
Collected	-	-	\$2.2 M	\$2.2 M	\$2.3 M	-	-
Number of Donors	5,958	3,844	5,332	4,983	4,827	-1,131	-19%
Average Gift Size	\$82	\$420	\$378	\$415	\$446	+\$364	444%
Group 2 (25,000-49,999)							
Goal	\$1.9 M	\$2.4 M	\$2.4 M	\$2.3 M	\$2.4 M	+\$0.5 M	26%
Total Pledged	\$2.0 M	\$2.2 M	\$2.9 M	\$2.8 M	\$2.7 M	+\$0.7 M	35%
Collected	-	-	\$2.5 M	\$2.4 M	\$2.6 M	-	-
Number of Donors	7,285	7,444	7,622	6,766	6,944	-341	-5%
Average Gift Size	\$246	\$302	\$314	\$345	\$311	+\$65	26%
Group 3 (50,000-99,999)							
Goal	\$4.3 M	\$4.9 M	\$3.8 M	\$4.1 M	\$4.0 M	-\$0.3 M	-7%
Total Pledged	\$5.0 M	\$3.4 M	\$3.7 M	\$3.8 M	\$3.9 M	-\$1.1 M	-22%
Collected	-	-	\$4.0 M	\$4.2 M	\$4.2 M	-	-
Number of Donors	20,072	12,689	12,549	12,151	11,597	-8,475	-42%
Average Gift Size	\$176	\$262	\$303	\$310	\$319	+\$143	81%
Group 4 (100,000-199,999)							
Goal	\$7.1 M	\$5.8 M	\$10.4 M	\$10.4 M	\$10.2 M	+\$3.1 M	44%
Total Pledged	\$6.6 M	\$6.1 M	\$10.1 M	\$10.2 M	\$10.8 M	+\$0.6 M	64%
Collected	-	-	\$9.7 M	\$10.2 M	\$10.6 M	-	-
Number of Donors	32,715	29,479	25,800	23,540	23,289	-9,426	-29%
Average Gift Size	\$218	\$225	\$390	\$448	\$472	+\$254	117%
Group 5 (200,000+)							
Goal	\$12 M	\$12.9 M	\$10.3 M	\$10.8 M	\$11.0 M	-\$1.0 M	-8%
Total Pledged	\$11.6 M	\$18.0 M	\$13.0 M	\$13.6 M	\$12.5 M	+\$0.9 M	8%
Collected	-	-	\$10.2 M	\$10.6 M	\$10.8 M	-	-
Number of Donors	48,457	47,453	26,464	23,840	23,763	-24,694	-51%
Average Gift Size	\$254	\$317	\$419	\$473	\$482	+\$228	90%

LONG-TERM ANNUAL APPEAL TRENDS

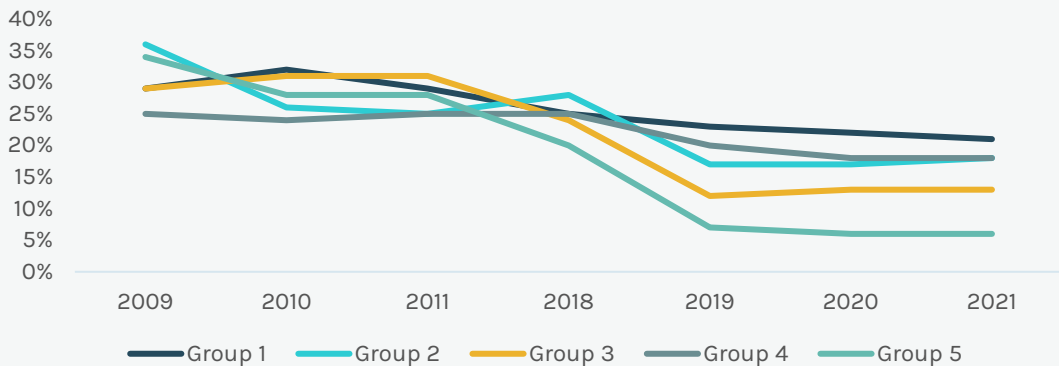
REAFFIRM: DOLLARS UP, DONORS DOWN

INSIGHT | The “dollars up, donors down” trend seen across all sectors in recent years was reflected in Catholic philanthropy. The overall participation decreased by approximately 49%, while the average gift size increased by about 83% from 2009 to 2021.

ANNUAL APPEAL AVERAGE GIFT SIZE OVER TIME



ANNUAL APPEAL PARTICIPATION RATE OVER TIME



% CHANGE 2009-2021

Group (Households per Group)	Participation	Average Gift Size
Group 1 (0-24,999)	-28%	+87%
Group 2 (25,000-49,999)	-50%	+47%
Group 3 (50,000-99,999)	-55%	+35%
Group 4 (100,000-199,999)	-28%	+129%
Group 5 (200,000+)	-82%	+115%

TOP 5 ANNUAL APPEAL PERFORMERS BY GROUP

Arch/Diocese by Group	#HH	#Donors	Total Pledged	Avg. Gift
Group 1 (0-24,999)				
Archdiocese of Mobile	24,000	7,141	\$4,827,480	\$676
Diocese of Colorado Springs	24,900	5,281	\$3,142,089	\$595
Diocese of Pensacola-Tallahassee	23,500	7,013	\$3,967,515	\$566
Diocese of Bismark	20,865	9,526	\$3,548,045	\$372
Diocese of Superior	22,000	6,500	\$2,350,000	\$362
Group 2 (25,000-49,999)				
Diocese of Des Moines	35,000	9,435	\$4,759,592	\$504
Diocese of Boise	27,355	6,874	\$3,672,458	\$534
Archdiocese of Oklahoma City	45,000	8,209	\$3,963,442	\$483
Diocese of Knoxville	27,265	7,136	\$3,088,661	\$433
Diocese of Sioux Falls	32,000	12,675	\$5,280,000	\$417
Group 3 (50,000-99,999)				
Archdiocese of Kansas City	59,267	13,844	\$6,990,097	\$505
Diocese of Charlotte	66,460	13,363	\$6,726,413	\$503
Diocese of Wilmington	62,000	13,025	\$5,699,800	\$438
Diocese of Rockford	84,000	14,316	\$5,672,269	\$396
Diocese of Lansing	61,480	17,748	\$6,137,000	\$346
Group 4 (100,000-199,999)				
Diocese of Venice	104,850	20,908	\$15,786,913	\$755
Diocese of Arlington	151,150	35,676	\$21,751,422	\$610
Diocese of Orlando	138,814	34,561	\$18,111,814	\$524
Archdiocese of Seattle	116,000	29,000	\$13,800,000	\$476
Archdiocese of St. Louis	154,949	36,778	\$17,161,064	\$467
Group 5 (200,000+)				
Archdiocese of Miami	480,905	19,697	\$13,663,829	\$694
Diocese of San Jose	247,297	17,988	\$9,482,435	\$527
Diocese of Cleveland	234,000	35,000	\$14,300,000	\$409
Archdiocese of Baltimore	500,000	26,544	\$9,446,040	\$356
Archdiocese of Detroit	250,000	N/A	\$19,624,215	N/A

Data is from fiscal year 2022. Top performers selected by a combination of the above offertory metrics.

TOP 20 TOTAL ANNUAL APPEAL GIFTS

Arch/Diocese	Study Group	Total Gifts
Diocese of Arlington	Group 4	\$21,751,422
Archdiocese of Detroit	Group 5	\$19,624,215
Diocese of Orlando	Group 4	\$18,111,814
Archdiocese of St. Louis	Group 4	\$17,161,064
Diocese of Venice	Group 4	\$15,786,913
Diocese of Cleveland	Group 5	\$14,300,000
Archdiocese of Seattle	Group 4	\$13,800,000
Archdiocese of Miami	Group 5	\$13,663,829
Archdiocese of Washington	Group 4	\$11,141,035
Diocese of Phoenix	Group 4	\$10,366,767
Dlocese of St. Petersburg	Group 4	\$9,600,000
Diocese of San Jose	Group 5	\$9,482,435
Archdiocese of Baltimore	Group 5	\$9,446,040
Diocese of Joliet	Group 4	\$8,872,869
Diocese of Dallas	Group 5	\$8,296,403
Archdiocese of Kansas City	Group 3	\$6,990,097
Diocese of Charlotte	Group 3	\$6,726,413
Diocese of Austin	Group 4	\$6,452,373
Diocese of Lansing	Group 3	\$6,137,000
Archdiocese of Cincinnati	Group 4	\$6,135,018

ARCH/DIOCESES WHO REPORT HAVING PERFORMED AN ADDITIONAL APPEAL

INSIGHT | Many dioceses and archdioceses successfully manage exceptional annual appeals while also conducting two or three additional fundraising efforts.

Name of Arch/Diocese	Catholic Schools Appeal	Priest Retirement Appeal	Seminary Education Appeal	Catholic Charities Appeal	Religious Men/Women Appeal	Other Appeals
Archdiocese of Baltimore	Yes	Yes	Yes	Yes		
Archdiocese of Cincinnati						Yes
Archdiocese of Detroit			Yes	Yes		
Archdiocese of Mobile			Yes	Yes		
Archdiocese of Oklahoma City	Yes	Yes	Yes		Yes	Yes
Archdiocese of San Antonio	Yes		Yes			
Archdiocese of Seattle		Yes	Yes	Yes	Yes	Yes
Archdiocese of Washington		Yes				
Diocese of Alexandria		Yes	Yes	Yes	Yes	Yes
Diocese of Arlington		Yes		Yes		
Diocese of Baker		Yes				Yes
Diocese of Bismark						Yes
Diocese of Charlotte	Yes	Yes	Yes	Yes		Yes
Diocese of Cheyenne		Yes	Yes	Yes		Yes
Diocese of Cleveland	Yes		Yes	Yes		Yes
Diocese of Corpus Christi			Yes			Yes
Diocese of Dallas	Yes	Yes		Yes		Yes
Diocese of Davenport		Yes	Yes			Yes
Diocese of Des Moines	Yes		Yes			Yes
Diocese of Green Bay		Yes	Yes	Yes	Yes	
Diocese of Helena		Yes	Yes	Yes	Yes	
Diocese of Houma-Thibodaux				Yes		
Diocese of Jackson			Yes			
Diocese of La Crosse						Yes

Name of Arch/Diocese	Catholic Schools Appeal	Priest Retirement Appeal	Seminary Education Appeal	Catholic Charities Appeal	Religious Men/Women Appeal	Other Appeals
Diocese of Lansing			Yes			
Diocese of Las Cruces			Yes			
Diocese of Lexington			Yes			Yes
Diocese of Manchester	Yes					
Diocese of Nashville	Yes		Yes			
Diocese of Orlando						Yes
Diocese of Owensboro			Yes			
Diocese of Paterson						Yes
Diocese of Phoenix	Yes	Yes	Yes			Yes
Diocese of Raleigh			Yes			Yes
Diocese of Rockford	Yes	Yes	Yes	Yes	Yes	Yes
Diocese of Salina			Yes			Yes
Diocese of San Angelo		Yes	Yes	Yes	Yes	
Diocese of San Diego	Yes	Yes	Yes	Yes		Yes
Diocese of San Jose		Yes				
Diocese of Shreveport	Yes	Yes	Yes			Yes
Diocese of Sioux City	Yes	Yes	Yes			Yes
Diocese of Springfield			Yes			
Diocese of St. Petersburg						Yes
Diocese of Superior	Yes					Yes
Diocese of Toledo		Yes				
Diocese of Tyler			Yes			
Diocese of Wheeling-Charleston	Yes					
Diocese of Wichita	Yes	Yes	Yes			
Diocese of Wilmington	Yes			Yes		
Diocese of Winona-Rochester	Yes		Yes			

TOP 5 ANNUAL APPEAL PERFORMERS BY ADDITIONAL APPEAL TYPE

INSIGHT | The Diocese of Arlington led all fundraising efforts with \$7.2 million for Catholic Charities, significantly outpacing other dioceses. Contributions for Catholic Schools were also strong, especially from the Diocese of Wichita and Charlotte








Appeal	Group	Total Raised
Catholic Schools		
Diocese of Wichita	Group 2	\$3,800,000
Diocese of Charlotte	Group 3	\$3,512,618
Archdiocese of San Antonio	Group 4	\$2,530,000
Archdiocese of Oklahoma City	Group 2	\$2,005,148
Diocese of Phoenix	Group 4	\$1,741,418
Priest Retirement		
Diocese of Charlotte	Group 3	\$1,205,542
Diocese of San Diego	N/A	\$1,000,000
Archdiocese of Seattle	Group 4	\$900,000
Diocese of Wichita	Group 2	\$800,000
Archdiocese of Washington	Group 4	\$770,000
Seminarian Education		
Diocese of Green Bay	Group 3	\$1,200,000
Diocese of Charlotte	Group 3	\$1,135,273
Archdiocese of San Antonio	Group 4	\$1,000,000
Diocese of Lansing	Group 3	\$790,000
Archdiocese of Baltimore	Group 5	\$550,000
Catholic Charities		
Diocese of Arlington	Group 4	\$7,200,000
Archdiocese of Mobile	Group 1	\$5,136,470
Diocese of Charlotte	Group 3	\$2,425,735
Diocese of Wilmington	Group 3	\$1,440,000
Archdiocese of Baltimore	Group 5	\$1,000,000



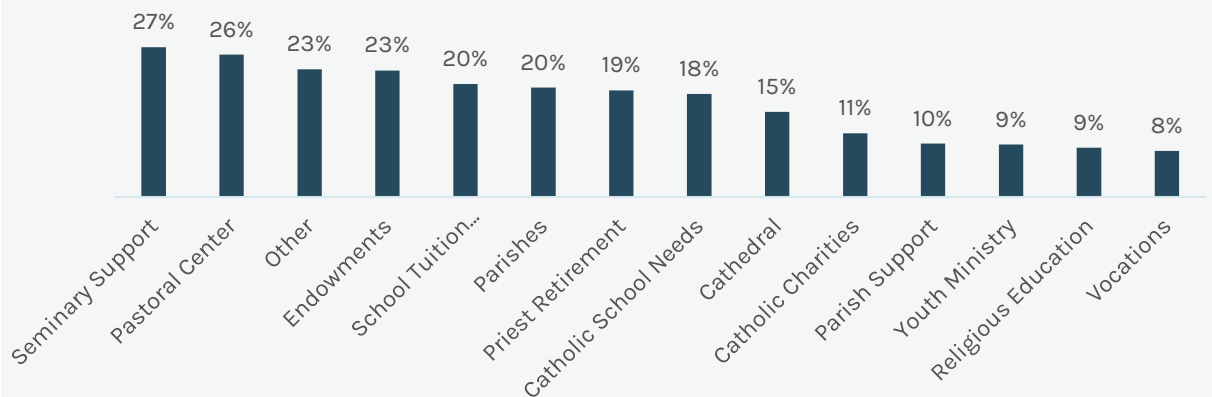
CAMPAIGNS

HALF OF ALL RESPONDENTS ARE IN A CAMPAIGN OR PLAN ON ONE WITHIN 4 YEARS

AVERAGE CAMPAIGN INFORMATION

	 Average Goal	 Average Revenue	 Average Collected	 Average # of Gifts	 Average Gift	 Revenue Over Goal	 Collected Over Goal
2024	\$47.59 M	\$54.28 M	\$43.75 M	32,993	\$1,645	114%	92%
2018	\$50 M	\$51.50 M	-	-	-	103%	-
2011	\$46.82 M	\$59.95 M	-	-	\$2,552	128%	-
2007	\$38.15 M	\$45.62 M	\$31.12 M	21,993	\$1,414	120%	82%
Net Change	+\$9.44 M	+\$8.66 M	+\$12.63 M	+11,000	+\$231	-6%	+10%
Percent Change	+25%	+19%	+41%	+50%	+16%	-5%	+12%

ALLOCATION OF CASE FOR SUPPORT ELEMENTS, BY PERCENTAGE OF ARCH/DIOCESES



Thirteen (13) arch/dioceeses are currently conducting campaigns, including the Archdiocese of Mobile and the Dioceses of Dallas, Davenport, Des Moines, Green Bay, Helena, La Crosse, Lansing, Lexington, Orlando, Springfield, Toledo, and Wichita. Additionally, 26 archdioceses anticipate launching campaigns in the next two to four years. Across all respondents, 19 campaigns did not reach the goal. Since 1995, 60 arch/dioceeses have conducted campaigns, with only one diocese reporting never having run a campaign.

CAMPAIGN DATA VARIED BASED ON SIZE OF ARCH/DIOCESE

MOST RECENT CAMPAIGN DATA

GROUP 1 (0-24,999)

Average Goal	\$15,833,333
Average Pledged	\$20,328,833
Average Collected	\$16,020,952
Average Number of Gifts	4,451
Average Gift Size	\$3,430

GROUP 2 (25,000-49,999)

Average Goal	\$29,104,500
Average Pledged	\$30,838,950
Average Collected	\$24,792,229
Average Number of Gifts	30,033
Average Gift Size	\$2,450

Group 3 (50,000-99,999)

Average Goal	\$48,333,333
Average Pledged	\$63,313,693
Average Collected	\$42,079,786
Average Number of Gifts	38,847
Average Gift Size	\$2,865

GROUP 4 (100,000-199,999)

Average Goal	\$70,500,000
Average Pledged	\$79,498,396
Average Collected	\$67,251,389
Average Number of Gifts	35,316
Average Gift Size	\$6,620

Group 5 (200,000+)

Average Goal	\$100,312,571
Average Pledged	\$112,454,676
Average Collected	\$95,174,664
Average Number of Gifts	37,264
Average Gift Size	\$3,093

TOP 5 AVERAGE GIFT SIZE

\$18,786

Diocese of Orlando,
Florida

\$5,739

Diocese of Wichita,
Kansas

\$4,781

Archdiocese of Mobile,
Alabama

\$4,180

Diocese of Dallas,
Texas

\$3,486

Diocese of Green Bay,
Wisconsin

LEADING DIOCESES SECURED APPROXIMATELY DOUBLE THEIR GOALS

PERCENT OF CAMPAIGN GOAL MET AMONG 5 MOST SUCCESSFUL CAMPAIGNS

205%

Diocese of Corpus Christi, Texas

177%

Diocese of Honolulu, Hawaii

170%

Diocese of Superior, Wisconsin

166%

Diocese of Richmond, Virginia

162%

Diocese of Toledo, Ohio



SAINT PETER'S CATHOLIC CHURCH, HAWAII

THE DIOCESE OF TOLEDO'S LEAD GIFT SUCCESS

A lead gift can be the single most impactful tool to help advance your institutional goals. Securing a lead gift might not be easy, but there is a clear path to success if you lock in your strategy, have the right support, and follow your plan. [Learn more here](#) to follow the story of how a Catholic parish, diocese, and school identified the right gift amount, donor engagement, and case language to transform their vision into reality with a lead gift.

THE DIOCESE OF HONOLULU'S STORY

Discover how CCS assisted the Diocese of [Honolulu](#) with a feasibility study then helped to raise \$50M on its \$30M goal to expand facilities and programs for the community, and support training for leaders and clergy.

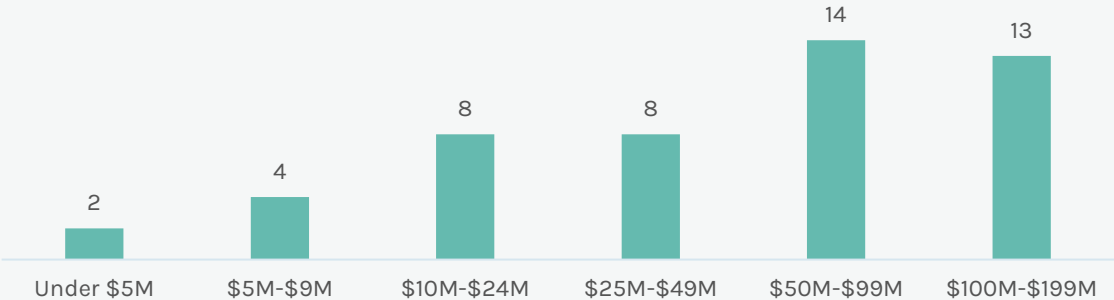


FOUNDATIONS

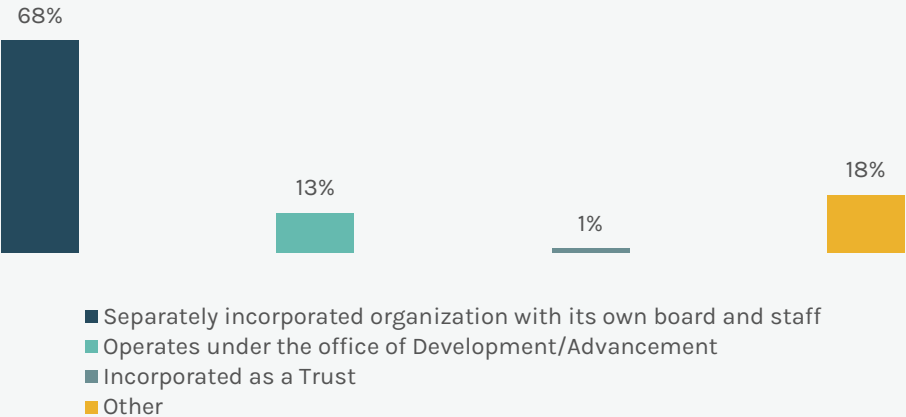
FOUNDATIONS ARE WIDELY USED, WITH AN AVERAGE OF \$143.9M UNDER MANAGEMENT

INSIGHT | Fifty-two (52) arch/dioceses report having a foundation, with 42 of them separately incorporated with their own board and staff. One, the Diocese of Bismarck, is incorporated as a trust, while 18 operate under the direction of the Diocese Development Office. Collectively, these 52 archdioceses manage \$3,814,993,345 in assets and oversee 6,535 endowments. The largest Catholic foundations are the Catholic Community Foundation in the Archdiocese of Miami with \$305,660,759 and The Catholic Foundation in Dallas with \$260,000,000.

NUMBER OF ARCH/DIOCESES PER SIZE OF ASSETS UNDER MANAGEMENT



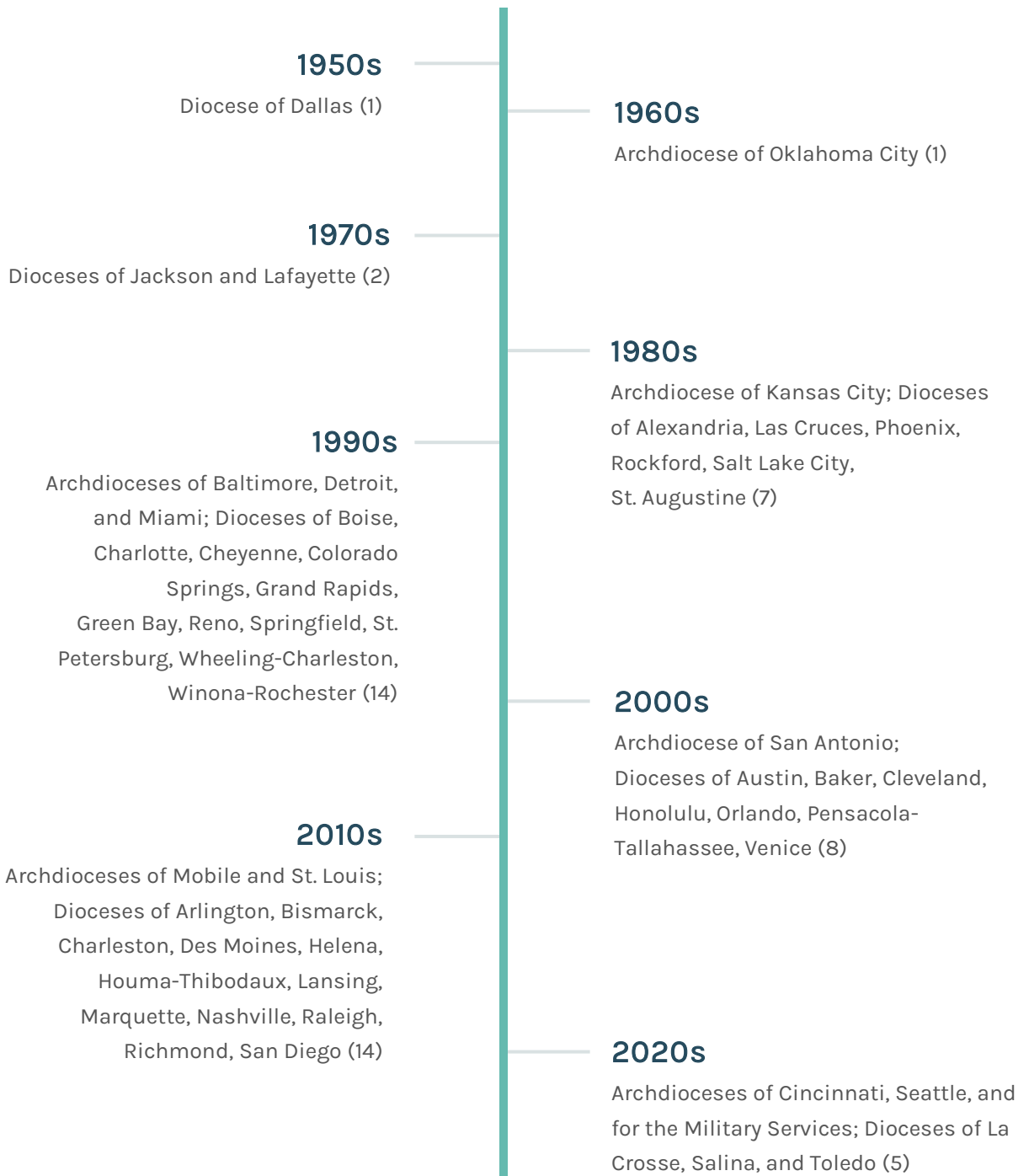
DIVERSITY OF ARCH/DIOCESES AND FOUNDATION STRUCTURE



*Multi-select available

FOUNDATIONS HAVE BECOME INCREASINGLY POPULAR SINCE THE 1950s

THE NUMBER OF FOUNDATIONS INCORPORATED BY DECADE IS AS FOLLOWS:



TOP 20 LARGEST FOUNDATIONS

INSIGHT | The below list indicates the largest reported arch/diocesan foundations.

Arch/dioceses on this list represent a range of sizes. Notably, the Archdiocese of Miami, Diocese of Phoenix, and Archdiocese of San Antonio are from particularly non-philanthropic cities according to [Fidelity Charitable](#), underscoring the strength of their asset acquisition.

Name of your Arch/Diocese or Foundation	Arch/Diocese:	Total Assets
Catholic Community Foundation in the Archdiocese of Miami	Archdiocese of Miami	\$305,660,759
Diocese of Dallas	Diocese of Dallas	\$260,000,000
Catholic Community Foundation of the Diocese of Richmond	Diocese of Richmond	\$211,000,000
Catholic Community Foundation/Diocese of Cleveland	Diocese of Cleveland	\$193,000,000
Catholic Foundation for the Diocese of Green Bay, Inc.	Diocese of Green Bay	\$180,000,000
Archdiocese of Detroit	Archdiocese of Detroit	\$163,017,295
Archdiocese of Mobile	Archdiocese of Mobile	\$137,150,614
Archdiocese of San Antonio	Archdiocese of San Antonio	\$135,000,000
Archdiocese of Kansas City in Kansas	Archdiocese of Kansas City	\$130,000,000
Diocese of Rockford	Diocese of Rockford	\$126,000,000
Diocese of Des Moines	Diocese of Des Moines	\$125,000,000
Catholic Foundation of West Michigan	Diocese of Grand Rapids	\$115,000,000
Archdiocese of Baltimore	Archdiocese of Baltimore	\$112,522,190
Catholic Foundation of the Diocese of Lansing	Diocese of Lansing	\$100,036,596
The Catholic Foundation of Central Florida Inc.	Diocese of Orlando	\$100,000,000
Diocese of St. Petersburg	Diocese of St. Petersburg	\$100,000,000
Foundation of the Roman Catholic Diocese of Charlotte	Diocese of Charlotte	\$82,359,556
Archdiocese of Oklahoma City	Archdiocese of Oklahoma City	\$76,758,681
The Foundation of Raleigh, NC	Diocese of Raleigh	\$70,000,000
Diocese of Phoenix	Diocese of Phoenix	\$68,686,287

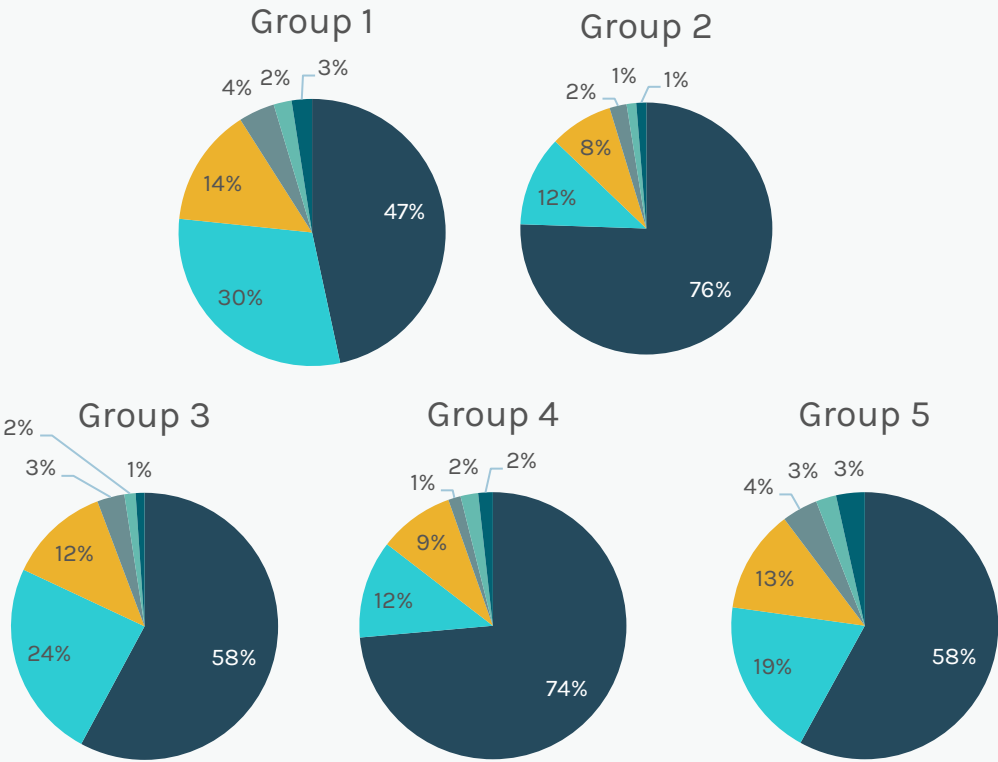
A large, ornate chandelier hangs from the ceiling of a grand, vaulted interior space. The chandelier is multi-tiered with numerous glowing lights, creating a warm, golden glow. The ceiling features intricate architectural details, including arched vaults and decorative panels with geometric patterns. The overall atmosphere is one of elegance and grandeur.

**MAJOR, DIGITAL,
AND PLANNED GIVING**

23,918 PACE-SETTING GIFTS WERE REPORTED IN 2022

INSIGHT | The data show that most major gifts in each group are concentrated in the lower gift size categories, with 47% to 76% of gifts ranging from \$1,000 to \$4,999. However, there is a significant presence of higher-tier gifts, particularly in Group 5, where 19% of gifts fall within the \$25,000 to \$49,999 range, indicating a strong but less common trend of high net worth giving.

AVERAGE AMOUNT OF MAJOR GIFTS PER ARCH/DIOCESE GROUP



KEY: GIFT SIZE

- \$1,000-\$4,999
- \$5,000-\$9,999
- \$10,000-\$24,999
- \$25,000-\$49,999
- \$50,000-\$99,999
- \$100,000+

\$778.24 MILLION ARE EXPECTED BY ARCH/DIOCESAN RESPONDENTS

AVERAGE PLANNED GIFTS PER ARCH/DIOCESE GROUP (IN MILLIONS OF DOLLARS)



INSIGHT | Eighty-five percent (85%) of arch/dioceses oversee planned giving, up from 65% in 2007. Thirty-six (36) arch/dioceses report a total of \$77.8 million in realized gifts, while 32 arch/dioceses report \$778.2 million in unrealized gifts in 2022. Additionally, 11 arch/dioceses report unrealized gifts between \$10-\$30 million, compared to 9 reporting between \$1-\$5 million. According to author Stephen Pidgeon, the average charitable bequest ranges from \$37,000 to \$78,360.

UP TO \$92 MILLION IN FUTURE CASH CONFIRMED AND CONSIDERED AT THE ARCHDIOCESE OF KANSAS CITY

CASE STUDY | The Catholic Foundation of Northeast Kansas (CFNEK) engaged CCS to perform a gift planning assessment, which uncovered donor prospects and approximately \$43 million to \$92 million in undocumented gifts.

Together with CCS, the Foundation uncovered 440 priority legacy giving households through predictive modeling data analysis with potential giving capacity of \$22M. We crafted an enhanced planned giving program roadmap to brand the Foundation as the gift planning expert across the archdiocese and local Catholic organizations.



“We hired CCS Fundraising because of their extensive experience with Catholic fundraising and specifically for their professional approach with high-end donors. We are very pleased with the information and road map provided by CCS.”

- Bill Maloney, Executive Director, Catholic Foundation of Northeast Kansas

The Challenge

CFNEK sought CCS’s help to increase endowment, scholarship, and donor-advised fund (DAF) assets for the long-term sustainability of parishes, schools, and ministries. CFNEK had not previously documented planned gifts or promoted DAFs and other noncash assets and aimed to raise awareness and strengthen relationships within the archdiocese.

The Solution

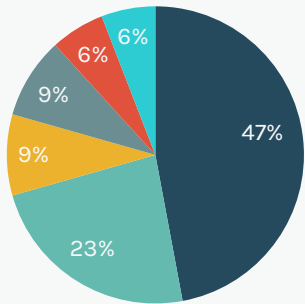
CCS conducted 51 interviews and an e-survey, identifying potential future gifts between \$43M and \$92M from 198 donors, along with 440 households for legacy giving with a capacity of \$22M. We also interviewed seven Catholic foundations to benchmark best practices and crafted a gift planning roadmap, recommending two additional fundraising roles for CFNEK.

The Impact

Since partnering, CFNEK has started visiting donors, documenting gifts, marketing its DAF, and implementing a communications plan. The foundation has established relationships across parishes and created new endowments and scholarships for parish schools.

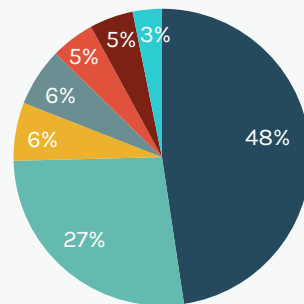
DIGITAL FUNDRAISING PLATFORMS ARE POPULAR, WITH BLACKBAUD AT THE LEAD

CRM USAGE BY NUMBER OF ARCH/DIOCESES



- Blackbaud Raiser's Edge or NXT
- Foundant
- GabrielSoft
- ParishSoft
- Portfolio by Amergent
- Salesforce

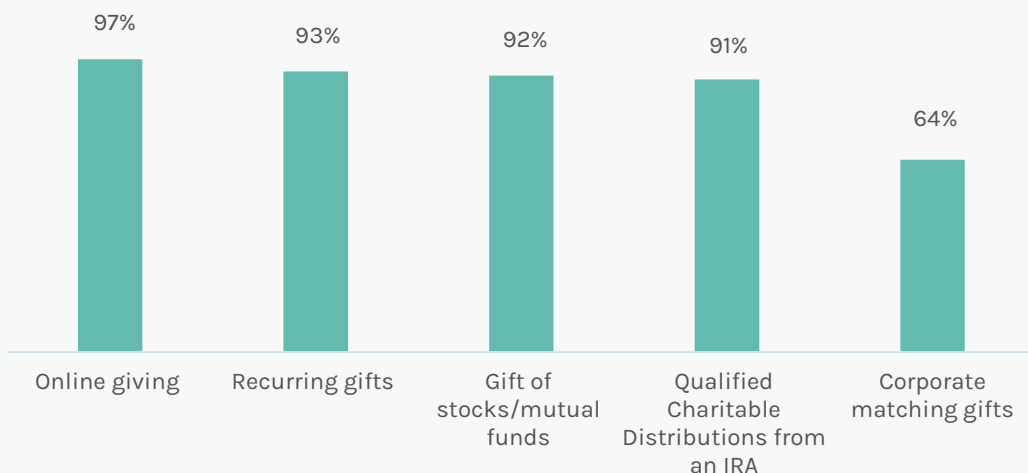
GIVING PLATFORM USAGE BY NUMBER OF ARCH/DIOCESES



- Blackbaud Products
- Our Sunday Visitor
- eCatholic
- Acceptiva
- GiveCentral
- Vanco
- PushPay

Platform included if used by two or more arch/dioceeses.

TYPES OF GIFTS ACCEPTED BY PERCENTAGE OF ARCH/DIOCESES

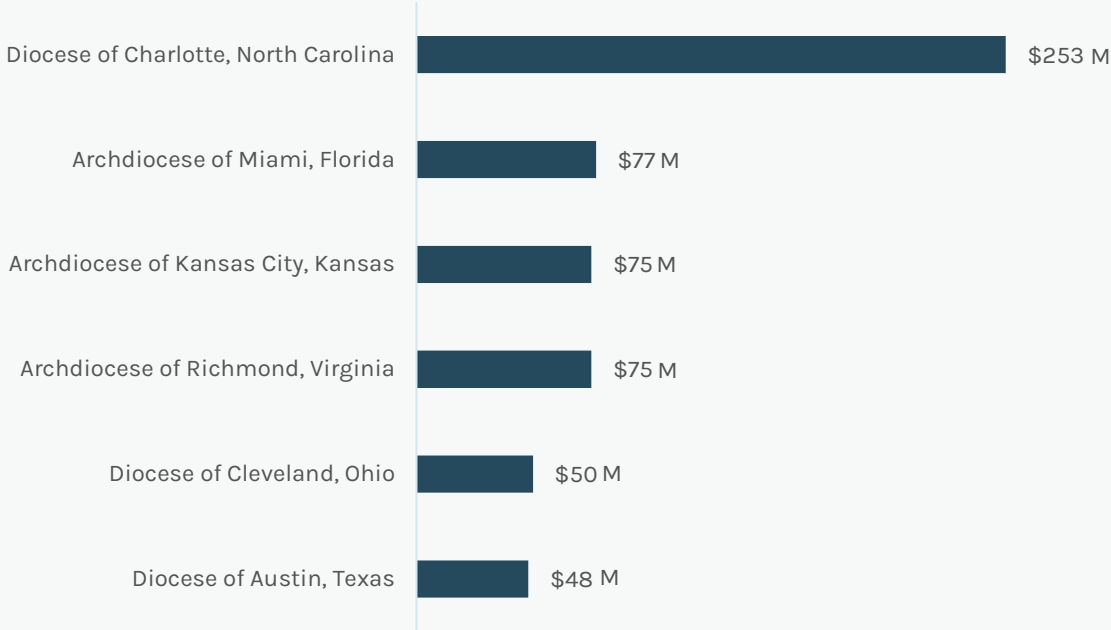


GROWTH SEEN IN CGAs, DAFs, AND LEGACY SOCIETIES ACROSS ARCH/DIOCESES

INSIGHT | A total of 38 arch/dioceses offered Charitable Gift Annuities (CGAs), involving 537 participants. Notably, the Diocese of Bismarck had the highest participation, with 156 individuals. Additionally, 27 arch/dioceses offer Donor-Advised Funds (DAFs), with 654 members across 22 dioceses. The Diocese of Joliet leads with the most DAFs, totaling 284.

Forty-one (41) arch/dioceses have established legacy societies, collectively boasting a total of 20,823 members, averaging 508 members per society. The Diocese of Wichita, which launched its Legacy Society in 2022, has already attracted 125 members. The largest legacy societies are found in Charlotte with 1,652 members, Orlando with 1,256 members, and Miami with 829 members.

UNREALIZED GIFT ESTIMATES AMONG TOP ARCH/DIOCESES (IN MILLIONS OF DOLLARS)



TOP 20 LARGEST LEGACY SOCIETIES

Arch/Diocese	Group	#Members
Diocese of Charlotte	Group 3	1,652
Diocese of Orlando	Group 4	1,256
Archdiocese of Miami	Group 5	829
Archdiocese of Kansas City	Group 3	820
Diocese of Toledo	Group 3	650
Diocese of Richmond	Group 3	400
Diocese of Arlington	Group 4	375
Archdiocese of Washington	Group 4	361
Diocese of Cleveland	Group 5	340
Diocese of St. Augustine	Did not provide	320
Diocese of Salt Lake City	Group 3	310
Diocese of Boise	Group 2	300
Diocese of Joliet	Group 4	284
Diocese of Des Moines	Group 2	266
Diocese of Colorado Springs	Group 1	260
Diocese of San Jose	Group 5	250
Diocese of St. Petersburg	Group 4	200
Diocese of Rockford	Group 3	150
Diocese of Austin	Group 4	148
Diocese of Wichita	Group 2	125

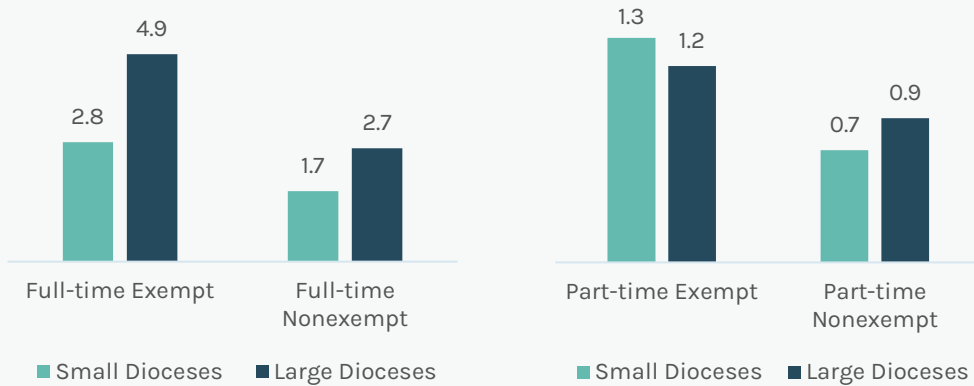


STAFF AND STRATEGY

STAFF SIZES AVERAGE BETWEEN 6-10 EMPLOYEES ACROSS DIOCESES

INSIGHT | Larger arch/dioceses (\$40 million and above in assets) average almost 10 advancement staff members total between full and part-time staff. Smaller arch/dioceses average almost seven advancement staff members. On average, this is an increase of three stewardship and development staff members across all sized dioceses since the 2017 survey. Compared to other sectors, Catholic staff sizes run lean. For example, large universities that raise over \$100 million annually typically have 50-100+ full-time and 10-30 part-time fundraising staff. Mid-sized universities (\$20-\$100 million in annual revenue) usually have 20-50 full-time and 5-15 part-time fundraising staff.

FULL-TIME AND PART-TIME STAFF SIZES



PERSONNEL RESPONSIBLE FOR PLANNED AND MAJOR GIVING



TOP 5 LARGEST STAFF SIZES BY GROUP

Arch/Diocese by Group	Total Staff People	Full-Time Exempt	Part-Time Exempt	Full-Time Non-Exempt	Part-Time Non-Exempt
Group 1 (0-24,999)					
Diocese of Bismark	5	2		2	1
Diocese of Salina	5	2	1	2	
Diocese of Colorado Springs	4	2		1	1
Archdiocese of Mobile	3	1		2	
Diocese of Cheyenne	3	3			
Diocese of Reno	3			3	
Group 2 (25,000-49,999)					
Archdiocese of Oklahoma City	12	8		1	3
Diocese of Wichita	10	7		3	
Diocese of Knoxville	4	2		2	
Diocese of Tyler	4	2		2	
Diocese of Sioux City	4	1		1	2
Diocese of Winona-Rochester	3	1		2	
Group 3 (50,000-99,999)					
Diocese of Green Bay	15	9		6	
Diocese of Charlotte	12	7	1	3	1
Diocese of Richmond	9	5		4	0
Diocese of Charleston	8	4		3	1
Diocese of Houma-Thibodaux	6	5	1		
Diocese of Manchester	6	4		1	1
Group 4 (100,000-199,999)					
Diocese of Phoenix	15	12		3	
Archdiocese of Seattle	15	10		3	2
Diocese of Orlando	14	9		5	
Archdiocese of San Antonio	11	4		6	1
Diocese of Arlington	10	5		5	
Group 5 (200,000+)					
Archdiocese of Baltimore	14	9	1	4	
Diocese of Cleveland	12	8		4	
Diocese of Dallas	9	7		2	
Archdiocese of Miami	9	8			1
Archdiocese of Detroit	8	7	1		

Groups with a tie have additional arch/dioceses.

NEW INNOVATIONS ARISE IN THE FACE OF CHALLENGES

CHALLENGES ON THE HORIZON

Optimizing Staffing

Hiring, training, and retaining staff was a main difficulty facing many dioceses.

Focusing on Strategic Planning

Some dioceses found it challenging to identify their needs and build strategic plans to meet these needs.

Seeking Engagement

Parishes experienced a decline in church attendance, and dioceses felt an overall decline in Catholic population.

Utilizing Technology

Respondents are seeking better technology, including overall software and data management systems.

INNOVATIONS TO MEET THE MOMENT

CRM Documentation Restructured

Solicitations and gifts were tracked through the development office and diocesan foundation, rather than decentralized at parishes.

Technology Leveraged

QR codes were used across mailings and giving materials. Dioceses also used personalized “thank you” videos.

Culture Considered

Communications materials were updated to meet parish demographics. One diocese held a Spanish Stewardship Conference.

Utilizing Technology

Communications were automated and pre-made materials were prepared for parishes. Communication campaigns centered around anniversaries and new innovations.



CONCLUSION

KEY RECOMMENDATIONS

ONE | ENGAGE YOUR CURRENT AND PROSPECTIVE MAJOR DONORS

Now is the time to inspire your deepest supporters. Prioritize engagement opportunities and communications with major donors, ensuring both their immediate support as well as their lasting commitment to your mission. Predictive AI and statistical modeling offer powerful tools to help nonprofits leverage their resources more effectively and achieve fundraising success. [Read more about how to implement these resources here.](#)

TWO | RENEW YOUR CASE FOR SUPPORT

Donor profiles are evolving in line with demographic shifts among the Catholic community. To effectively engage with donors and align with their interests, consider integrating tailored concerns and culturally-appropriate messaging closely related to your unique mission into your case for support. View a [new approach to writing a compelling case for support here.](#)

THREE | LEVERAGE YOUR BOARD

The fundamental pillars of all successful fundraising efforts include a compelling case, strong governance, a comprehensive plan, and a robust donor pipeline. But what happens when you have worked your way through your pipeline and still need new ways to uncover new donor prospects? The easiest connections to leverage are existing ones, and using these relationships to reinvigorate your prospect pipeline can be a game changer. Learn more about [engaging volunteer leadership here.](#)

FOUR | TAP INTO GIFT PLANNING

Gift planning is crucial for nonprofits. According to Giving USA, bequests represent 7-9% of total donations over the past 40 years. With an aging donor base and legacy gift opportunities for arch/dioceses and parishes, integrating planned giving into fundraising can boost revenue and deepen donor relationships.

Legacy gifts comprised more than 16% of overall fundraising and 11% of campaigns. For more information, read the *The State of Planned Giving in Fundraising: Legacy Gifts as the Future Cash Opportunity*, offering a glimpse into best practices in gift planning culture and legacy giving across sectors nationwide.

FIVE | REVISIT SUCCESSFUL PANDEMIC-ERA STRATEGIES FOR DONOR RETENTION

Leverage direct-to-camera videos from key leaders, such as the Bishop, to emphasize the importance of donor participation and encourage further support with clear links for donations and additional information. Ministry leaders can share personalized impact stories through segmented videos tailored to specific audiences. Additionally, an end-of-year video serves as a powerful tool to inspire continued, first-time, or repeat gifts to the appeal. To ensure message consistency across parishes, priests should be equipped with Zoom training sessions, including prepared scripts, donation links, and suggested social media timelines. These sessions should feature pastors who have consistently exceeded annual appeal targets, showcasing their strategies and video presentations.

THANK YOU TO OUR SURVEY RESPONDENTS

WE ARE GRATEFUL FOR YOUR PARTICIPATION IN THIS REPORT.

Without your efforts, we would not be able to create this helpful resource for you and your peers. We deeply appreciate your partnership and leadership among Catholic institutions.

Archdiocese for the Military Services
Archdiocese of Atlanta
Archdiocese of Baltimore
Archdiocese of Cincinnati
Archdiocese of Detroit
Archdiocese of Kansas City
Archdiocese of Miami
Archdiocese of Mobile
Archdiocese of Oklahoma City
Archdiocese of San Antonio
Archdiocese of San Juan, Puerto Rico
Archdiocese of Seattle
Archdiocese of St. Louis
Archdiocese of Washington
Diocese of Alexandria
Diocese of Arlington
Diocese of Austin
Diocese of Baker
Diocese of Baton Rouge
Diocese of Biloxi
Diocese of Bismark
Diocese of Boise
Diocese of Charleston
Diocese of Charlotte
Diocese of Cheyenne
Diocese of Cleveland
Diocese of Colorado Springs
Diocese of Corpus Christi
Diocese of Dallas
Diocese of Davenport
Diocese of Des Moines
Diocese of Fargo
Diocese of Grand Rapids
Diocese of Green Bay
Diocese of Helena
Diocese of Honolulu
Diocese of Houma-Thibodaux
Diocese of Jackson
Diocese of Joliet

Diocese of Knoxville
Diocese of La Crosse
Diocese of Lafayette
Diocese of Lansing
Diocese of Las Cruces
Diocese of Lexington
Diocese of Manchester
Diocese of Marquette
Diocese of Nashville
Diocese of Orlando
Diocese of Owensboro
Diocese of Paterson
Diocese of Pensacola-Tallahassee
Diocese of Phoenix
Diocese of Raleigh
Diocese of Reno
Diocese of Richmond
Diocese of Rockford
Diocese of Salina
Diocese of Salt Lake City
Diocese of San Angelo
Diocese of San Diego
Diocese of San Jose
Diocese of Shreveport
Diocese of Sioux City
Diocese of Sioux Falls
Diocese of Springfield
Diocese of St. Augustine
Diocese of St. Petersburg
Diocese of Superior
Diocese of Toledo
Diocese of Tucson
Diocese of Tyler
Diocese of Venice
Diocese of Wheeling-Charleston
Diocese of Wichita
Diocese of Wilmington
Diocese of Winona-Rochester

GLOSSARY OF TERMS

WE OFFER THE BELOW GLOSSARY FOR THOSE UNFAMILIAR WITH THE BELOW TERMS DURING THE DISTRIBUTION OF THIS REPORT.

Advancement Staff: Employees within arch/dioceses responsible for fundraising, donor relations, and related activities.

Annual Appeals: Fundraising campaigns conducted annually by arch/dioceses to solicit donations from parishioners and other supporters.

Average Gift Size: The average amount of money donated per contribution during a fundraising campaign.

Campaigns: Organized efforts by arch/dioceses to raise a significant amount of money over a specified period, often for specific projects or needs.

Case for Support: A document or statement used in fundraising by arch/dioceses to articulate the reasons why donors should contribute to a particular campaign or cause, highlighting the impact of their donations.

CRM (Customer Relationship Management): Systems used by arch/dioceses to manage and analyze interactions with donors and supporters, often involving technology to track and improve these relationships.

Digital Fundraising Platforms: Online tools and software used by arch/dioceses to facilitate donations and fundraising efforts, such as Blackbaud, GiveCentral, and Our Sunday Visitor.

Endowments: Funds donated to foundations or arch/dioceses where the principal amount is kept intact and only the income generated is used for specific purposes.

Foundations: Organizations established by arch/dioceses to manage and distribute funds for charitable purposes, often managing endowments for long-term financial support.

Giving Platform: Online or digital systems used by arch/dioceses to facilitate donations and fundraising efforts, enabling donors to contribute easily through various channels.

Legacy Societies: Groups of donors who have included arch/dioceses in their estate planning, often recognized for their commitment to long-term giving.

Major Gifts: Large, often one-time donations that significantly contribute to a fundraising campaign within arch/dioceses, typically given by high-net-worth individuals.

Offertory Contributions: Regular donations made by parishioners during church services, typically collected during the offertory portion of the mass within arch/dioceses.

Pledged Amounts: The total sum of money that donors commit to giving during a fundraising campaign within arch/dioceses, though the actual money may be received over a period of time.

Planned Giving: A fundraising strategy within arch/dioceses that involves donors committing future gifts as part of their financial or estate planning, such as bequests or trusts.

Realized Gifts: Donations that have already been received and are available for use by arch/dioceses.

Unrealized Gifts: Commitments to donate that have not yet been received by arch/dioceses, often referring to future gifts promised through planned giving.

CLOSING REMARKS

ABOUT ICSC

The International Catholic Stewardship Council (ICSC) is a renowned organization dedicated to promoting and supporting the principles of Catholic stewardship within the global Catholic community. With over 60 years of service, ICSC provides vital education, resources, and guidance to dioceses, parishes, and Catholic institutions, helping them cultivate a culture of stewardship rooted in faith and generosity. Through its annual conferences, webinars, and various educational programs, ICSC fosters an environment where stewardship is understood, embraced, and practiced, empowering Catholic leaders and faithful to enhance their spiritual and material well-being in service to the Church and society.

ABOUT CCS

Founded as a Catholic institution, CCS Fundraising has empowered many of the world's greatest organizations to advance some of the most important causes in history for 76 years. As leading consulting experts in campaign and development strategy, we plan and implement fundraising initiatives to help organizations make a bigger impact—locally, nationally, and globally.

Members of the CCS team are highly experienced and knowledgeable across sectors, disciplines, and regions. Our unique, customized approach provides each nonprofit partner with dedicated professionals who help mission-driven organizations meet their most pressing challenges and achieve their most ambitious goals. While the results of our work are immediate, our impact is enduring.



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