

Coping with COVID-19: Insights from Church Leaders

To present a more complete picture of the impact of COVID-19 on church finances, staffing, programming, engagement, and communications, we gathered feedback from over 1,400 church leaders from across the country.



FINANCES

60% OF RESPONDENTS SAID GIVING WAS A TOP CHALLENGE

Almost 60 percent of respondents indicated that a **reduction of giving income** is one of the top challenges facing their church.

Many churches have **struggled** with how to **seamlessly process payments** for their virtual children's programs and religious education. This fact indicates the **importance of technology** as faith communities adapt to the realities of COVID-19.

PPP

64% OF ALL CATHOLIC PARISHES RECEIVED A PPP LOAN

Approximately 64% of all Catholic parishes indicated that they had received a loan from the Paycheck Protection Program.

WORSHIP SERVICES

74%

OF CHURCHES ARE HOLDING A MIX OF ONLINE & IN-PERSON SERVICES

Across all denominations, 74 percent of responding churches are holding some combination of online services and in-person, socially distanced gatherings.

LIVE

93%

INDICATED LIVESTREAMED SERVICES ARE IMPORTANT

Over 93 percent of survey respondents indicated that online worship and livestreamed services are important options for engaging with members and parishioners. Though there is a greater reliance on in-person Mass among Catholic churches.

As services continue and capacity levels increase based on state and local guidelines, churches are now exploring options for COVID-19 contact tracing and communications.

TECHNOLOGY

GREATEST OPPORTUNITY FOR CHURCHES

Perhaps the greatest opportunity for churches to improve member communications is through mobile apps. Interest in mobile apps peaked during COVID-19 but they remain underutilized.

80%

OF RESPONDENTS USE SOCIAL MEDIA TO ENGAGE WITH CHURCH MEMBERS

Social media is a widely accepted and utilized engagement resource for all denominations. Approximately 80 percent of respondents highlighted that Facebook and other social media channels were a significant way to virtually build engagement with members.

As a **family of software companies** dedicated to **empowering churches, ministries, and faith-based organizations** in a digital world, Ministry Brands is excited to lead a national dialogue on the challenges and opportunities facing churches in these **unprecedented times**.

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Feel free to reach out to Maia Tihista at info@ministrybrands.com with any questions about Ministry Brands' survey findings, or for more information about how the company is leading churches towards a new way of approaching technology.

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Survey data compiled from 1,400 churches nationwide between July - September 2020.

