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.

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

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.

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.

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

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.

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