

Massachusetts Conference UCC
Where is OCWM and attendance growth coming from?

What follows is a comparison of last 3 yrs (2004-2006) to previous 3 yrs (2001-2003), worship attendance and OCWM giving.

Data set was the 352 churches who reported worship attendance for all of last 6 years. Data set included 58 ONA churches (N.B. out of 68 in the Conference) who reported worship attendance for all of last 6 yrs.

2004 - 2006 Compared to 2001 – 2003:

138 churches increased OCWM
This was 39% of total

29 ONA churches increased OCWM
This was 50% of ONA churches

109 churches increased worship attendance
This was 31% of the total

23 ONA churches increased worship attendance.
This was 40% of ONA churches

Of the 109 churches with increased worship attendance 60 increased OCWM
This represents 55% of these growing churches

Of the 23 ONA churches who increased worship attendance, 16 increased OCWM
This was 70% of the growing ONA churches.

ONA churches represent 16% of all churches but 38% of all OCWM

The growing ONA churches added an average of 14 new attendees
The growing non-ONA churches added an average of 10 new attendees

For all growing churches the average OCWM per attendee is \$43.45
In growing ONA churches, the average OCWM per attendee is \$80.29
In growing non-ONA churches the average OCWM per attendee is \$40.18

For all churches (in data set) the average OCWM per attendee is \$51.57
For all ONA churches the average OCWM per attendee is \$91.74
For all non-ONA churches the average OCWM per attendee is \$40.72

For 225 churches reporting stewardship pledge information in 2005:
Average pledge for all churches was \$1,472.79
Average pledge in ONA churches was \$1,679.95
64 % of all churches reported deficits
50% of ONA churches reported deficits

Reported by Andrew Gustafson, Associate Conference Minister for Stewardship and Financial Development