



The Church Tech Stack

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Findings

Church Budgets

In Church Law & Tax's 2019 report *How Churches Spend Their Money*, a survey of US-based Christian churches of diverse denominations, "about 60% of US churches have an annual operating budget of \$750,000 or less. About 11% have an annual operating budget of \$100,000 or less—the same percentage as those that have an annual budget of more than \$3 million."¹ Additional details on church budgets are shown in the table below.

TABLE 1: ANNUAL OPERATING BUDGET BY CHURCH SIZE²

	All churches* (average)	200 or fewer	201-500	501-1,000	More than 1,000
Under \$50,000	4.4%	11.9%	0.5%	0%	0%
\$50,001 - \$100,000	6.5%	15%	0.5%	0%	0%
\$100,001 - \$250,000	17%	36.3%	3.9%	0.9%	0%
\$250,001 - \$500,000	18.7%	29.1%	19.7%	0%	0%
\$500,001 - \$750,000	11.3%	5.3%	30.5%	5.4%	2.3%
\$750,001 - \$1,000,000	9.1%	1.7%	22.2%	16.1%	1.1%
\$1,000,001 - \$2,000,000	16.3%	0.8%	19.7%	58%	14.6%
\$2,000,001 - \$3,000,000	6.1%	0%	2.5%	12.5%	27%
\$3,000,001 - \$5,000,000	5.2%	0%	0.5%	5.4%	24.7%
Over \$5,000,000	5.5%	0%	0%	1.8%	30.3%

*Based on 1,909 respondents

In the same report, churches reported spending 1.7% of their budgets on technology (hardware, software, and a/v) and 1.5% of their budgets on communications (advertising, web design, etc.).³ These allocations remain fairly constant across all church sizes, as seen in the table below.

TABLE 2: CHURCH BUDGET ALLOCATION BY CHURCH SIZE⁴

Church size	200 or fewer	201-500	501-1,000	More than 1,000
Technology (hardware, software, and A/V)	1.7%	1.6%	1.7%	2%
Communications (e.g., advertising, web design)	1.5%	1.2%	1.4%	1.4%

Some mega-churches have substantial operating budgets and dedicate a significant portion of them to technology. For example, in 2005, *The Economist* reported that Fellowship Church, a large evangelical church in Grapevine, TX, spent 15% of its \$30m annual budget on technology.⁵

The National Association of Temple Administrators (NATA), a professional organization for synagogue executive directors in Reform Judaism, conducts a biennial salary survey of over 200 members. In the 2019 survey, the mean temple operating budget was \$2.9 million, although reported operating budgets ranged from under \$1 million to \$5 million or more.⁶ Information about the budget allocated to technology was not available.

Church Management Software

The church management software market is sizable, although different market research firms estimate it quite differently.

Global Industry Analysts estimates the global market for church management software in 2020 at US\$827.1 billion. They expect a CAGR of 1.7% over the period 2020-2027, with a global market of US\$932.2 billion by 2027. Within this market, the US represents US\$224.1 billion in 2020. China is projected to reach a market size of US\$178.1 billion by 2027. Other sizable markets include Japan, Canada, and Germany.⁷

TechNavio's estimate, on the other hand, expects a CAGR of 3% from 2020-2024, or US\$126.48 million in growth over this period.⁸ Our calculations suggest that this translates to a 2019 market size of US\$794.1 million. Both reports are behind a paywall, so we are not able to look closely at their methodology and market definitions to try to understand the reasons for this sizable discrepancy.

TechNavio describes the competitive landscape as fragmented.⁹ Illustrating the point, Capterra lists 203 church management software products.¹⁰ A table of top vendors identified by Capterra, Global Industry Analysts, TechNavio, and [Digital.com](https://www.digital.com) is provided below. Vendors mentioned by more than one report have been bolded. Note that Capterra listed specific software offerings while Global Industry Analysts and TechNavio listed vendors.