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**Increasing Church Revenue and Worship Attendance:
An empirical study of Canadian Baptists**

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Increasing Church Revenue and Worship Attendance: An empirical study of Canadian Baptists¹

By: Alan Chan², Bruce Fawcett³, Shu-kam Lee⁴

Abstract:

This paper explores how Christian churches can increase their donation revenue and worship attendance. Using data collected annually (2001-2006) from among Canadian Baptist churches in Eastern Canada, this study estimates the interacting simultaneous equations using two-stage least square. A descriptive statistics summary is also provided. The major findings of this study are that (1) Sunday worship attendance is the only significant variable that affects the level of local church giving in our dataset; (2) Midweek youth Bible study attendance and Sunday School attendance are the significant and direct variables that affect the level of Sunday worship attendance; and (3) The equilibrium level of worship attendance and giving predicted by our proposed model is yet to be achieved. The paper concludes with a discussion on effective ways church leaders can allocate scarce resources to promote growth within churches.

KEYWORDS: Church attendance, Church revenue, Baptist, Canada, Sunday School, Bible study, Two-stage Least Square

¹ We want to thank Dr. Sam Reimer of Atlantic Baptist University for his assistance and the Convention of Atlantic Baptist Churches for permission to use data from their annual church report.

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1.0 Introduction

Voluntary donations and worship attendance⁵ are two important indicators of the health of a Christian church⁶. Donations are essential to churches because without adequate revenue, it is difficult for ministries to grow or even survive. Declining financial support may be one of the early signals that a church is in decline. Likewise, attendance at weekly worship services may be another important measure of a church's health and viability. While some churches flourish, many churches face struggles in either attendance or revenue, and sometimes both. To secure a bright future, it is critically important for struggling churches to find ways to increase both donation revenue and worship attendance. However, these two variables are endogenous variables and they interact with one another. This paper aims to study the relationship between worship attendance and revenue so that churches can allocate resources more efficiently.

Chaves (1999) argues that changes in giving by parishioners reflect involvement changes. In his study, Chaves demonstrates that lower than expected religious giving is correlated with declining religious involvement. Essentially, what Chaves argues is that religious involvement is one important influence on the level of giving within local churches. If there are more people attending weekly worship services, the church will receive more revenue in aggregate amount. In his paper, attendance is exogenously determined. Even though free riding⁷ may exist in larger churches, generally total revenue increases with attendance. The rate of increase, however, is decreasing.

Wilhelm, Rooney, and Tempel (2007), on the other hand, examine the opposite side of the relationship of these two variables and conclude that changes in religious giving changes the degree of religious involvement. Attendance is endogenous; but giving is exogenous. As one increases amounts of giving to a local congregation, the more open one is to being more involved in the life of that local congregation. Iannaccone, Olson, and Stark (1995) include resource allocation in their analysis. They demonstrate that the allocation of time and money have significant impact on congregational size. For instance, if a church has greater financial resources, it can employ more staff who build relationships with more people and as a consequence, more people will attend their worship services. In this current paper, however, we propose an economic model in which both attendance and giving are both endogenously determined.

Many other studies have also indicated that religious giving and involvement change together across time including Clain and Zech (1999), Forbes and Zampelli (1997), Iannaccone (1997), Olsen and Caddell (1994), and Sullivan (1985). Gruber (2004), however, suggests that giving and involvement are substitutes. Gruber demonstrates that a tax cut will increase church attendance, but will result in less giving to local churches.

⁵ In this paper, it is argued that worship service attendance is one of the best measurements of religious involvement at the aggregate level.

⁶ The authors believe that God can provide everything, including financial resources, that churches need in order to carry His work. However, not all churches are properly managed and as a result, can fail to minister effectively.

⁷ Free-riding refers to the phenomena whereby the per capita amount of revenue decreases with congregation size.

Thus far, all major studies exploring the relationship between local church donation revenue and worship attendance have based their conclusions on data collected within the United States of America. In this study, however, data collected from Canadian Baptist churches in Eastern Canada are utilized to explore the relationship between donations and worship attendance in a Canadian context. The data presented in this study were collected in the years 2001 through 2006 from among member churches of The Convention of Atlantic Baptist Churches. A discussion of the data and how they were collected can be found in Section 3.0.

An analysis of these data reveals that donations and worship attendance are highly correlated. These two variables are both endogenous variables and are determined by some other exogenous factors determined by church leaders such as budget allotments provided to different ministries of the church and the size of the pastoral staff. An application of the two-stage least square regression analysis reveals that Sunday worship attendance is significantly affected by donations, Sunday School attendance, and the number of youth attending a weekly Bible study program. However, donations are only a function of Sunday worship attendance, and are not influenced by any other variable.

This study does not limit the study of church attendance to an examination of Sunday worship attendance. It also examines the impact of the attendance of different age groups at church programs on financial giving. This study estimates the “financial returns to different ministries” and suggests a way for church leaders to balance their use of resources among different age groups. When a church devotes resources to attract working age individuals, the decision can be viewed as a financial investment of short-term benefit. Should these adults choose to join a local congregation, they can immediately contribute financially. Conversely, when a church devotes resources to promote programs for teenagers or young adults, the decision can be viewed as a financial investment likely to yield longer-term results.

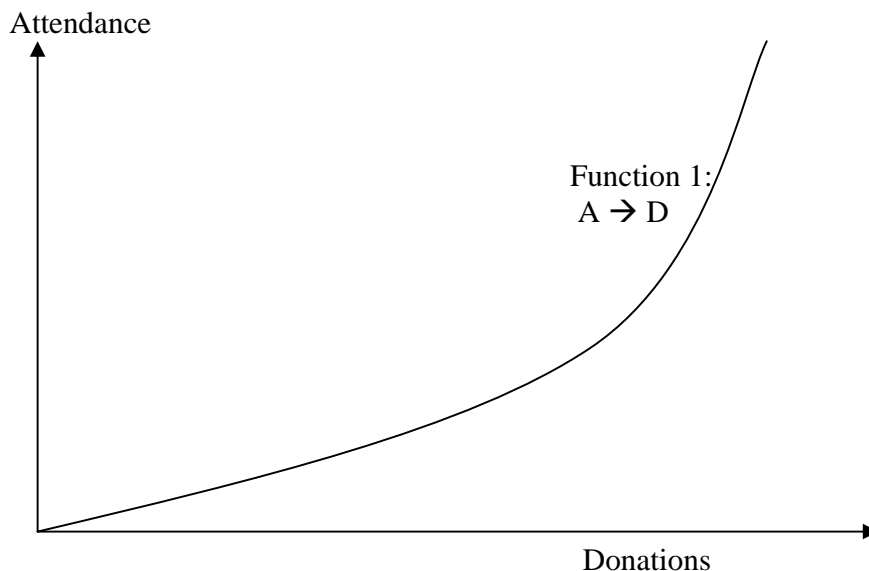
The rest of this article is organized as follows: section 2 provides a theoretical model to explore how donations and religious involvement interact with each other, section 3 discusses the data, section 4 reveals the empirical analysis, section 5 states the empirical findings, section 6 talks about the calibrated model, and section 7 concludes the paper and suggests possible implications for churches.

2.0 Theoretical Model

In this simple theoretical model⁸, there are two dimensions: attendance (A) and donations (D). There are two functions acting simultaneously and the equilibrium level of A and D is found at the intersection of these two functions.

Function 1 is a transformation function that changes attendance to donations. In other words, the level of donations is determined by worship attendance. It is assumed that this function is increasing with decreasing rates. One possible explanation of the decreasing rate is that when there are more and more people attending Sunday worship services, free riding occurs. In other words, the average donation per person decreases. This function can be illustrated graphically in the Figure 1:

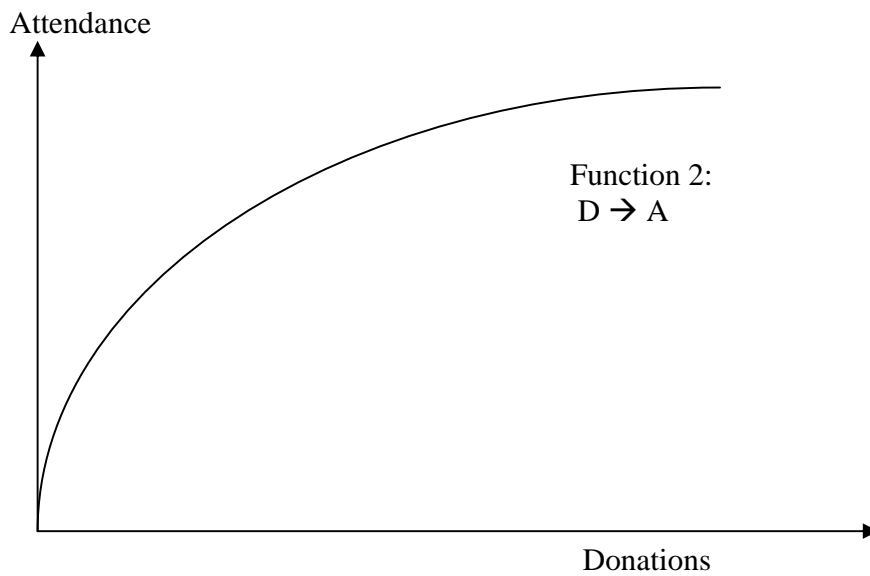
Figure 1



Function 2 is a transformation function that works in the opposite direction. It shows how donations affect Sunday worship attendance. This function is also increasing at a decreasing rate. One possible explanation is that it is easier for a consistent church attendee to invite people to attend worship services for a single occasion special event than to attend every week.

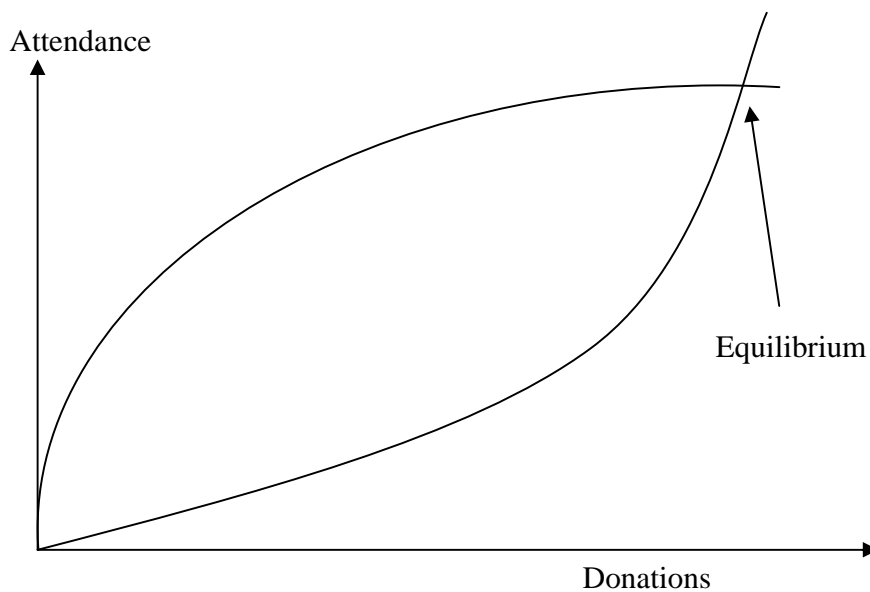
⁸ The model used in this study is a modification of the economic model of dictators developed Ronald Wintrobe (1998) and applied to the area of religion. Wintrobe uses repression and loyalty to classify four different types of dictatorial economies: Tyrants, Totalitarian, Tinpot, and Timocrat. His framework argues that power can generate money and at the same time, money can generate power. This approach is applied to the present paper's study of the interaction between church revenue and attendance. In other words, giving can generate worship attendance and in return, worship attendance can generate giving. Both variables are endogenous and are simultaneously determined by some other exogenous variables.

Figure 2



These two functions interact and the equilibrium occurs at the intersection as illustrated in the figure 3:

Figure 3

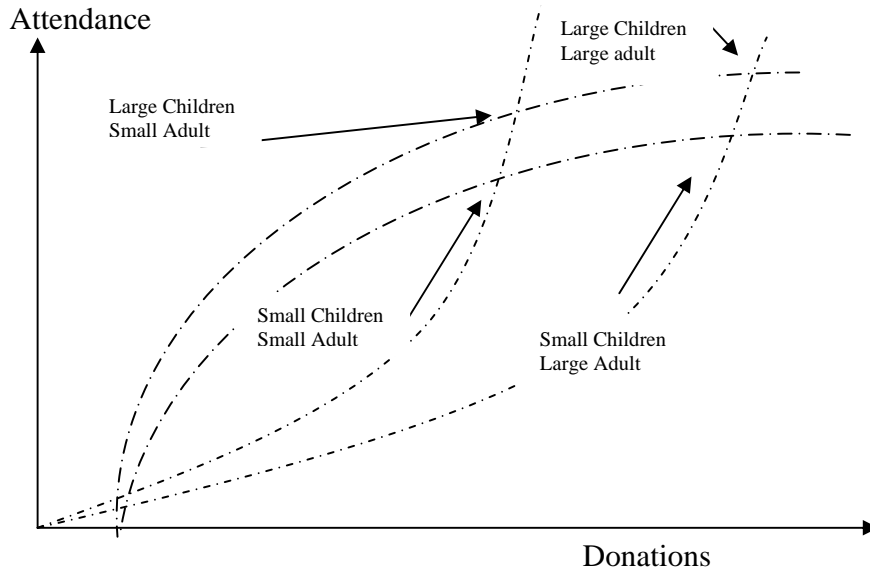


The equilibrium occurs at the intersection of the two curves. It should be noted that this equilibrium is stable because any deviations of donations and attendance will be self-adjusting over time.

The location of the transformation functions may have important implications on the current situation of the church. For example, if a church has been focusing on children's

ministries there may be a more effective function 2 ($D \rightarrow A$). In other words, given the same level of aggregate donations, the church can attract more attendees. On the other hand, if a church has been focusing on adult ministries, it may have a more effective function 1. This means given the same level of attendance will generate a larger aggregate donation amount. A summary of analysis is illustrated in figure 4:

Figure 4



This theoretical model predicts that churches with comparatively large adult ministries but small children's ministries will have a higher level of revenue, but a lower level of attendance. Churches with a large children's ministry will have a higher level of attendance, but less revenue.

3.0. Data and Data Analysis

Data used in this study were collected from member churches of The Convention of Atlantic Baptist Churches. The Convention is ministry partnership of 502 Canadian Baptist churches located in Canada's four eastern-most provinces: Newfoundland, Prince Edward Island, Nova Scotia, and New Brunswick. Through the Convention these churches operate a variety of ministries including a university, a seminary, a network of residences for senior citizens, and a Foundation that functions like a credit union. They also support each other through sharing staff in areas such as ministry to youth, leadership training, and mission activity.

Each January the Convention office, located in Saint John, New Brunswick, circulates an Annual Report form by post (see Appendix 1) to all member churches, asking them to report on issues such as finances, membership, and attendance at various local church programs for children, youth, and young adults. The Convention leadership uses these data to help them decide what programs and initiatives should be offered to best support member churches. Attendance averages are requested for the following: average Sunday worship attendance (main service), average youth group attendance (Grades 6-12), number of youth and leaders involved in short-term mission trips, average Sunday School attendance, number of Grade 6-12 youth in weekly Bible study programs, total participating in Vacation Bible School-type events, and total participating in young adult groups. In addition, members churches are also asked to report their membership according to the following categories: received by baptism, received by letter, received otherwise, removed by death, removed by letter of transfer, removed otherwise, total membership, and resident membership (active and inactive).

Typically, approximately 70% to 80% of member churches return a completed report to the Convention office. Once a form is received, a Convention staff person enters the data from each church into an Excel spreadsheet. The data are presented by church, with summaries by geographic region, in two broad categories: revenue and attendance. The data are circulated throughout the constituency early each summer in an appendix to the annual Yearbook which contains the financial and ministry reports submitted to the member churches in advance on the annual general meeting held in late August. The collected data are deemed reliable given that they are submitted by member churches and recorded as received without interpretation or modification.

What follows is a presentation and brief discussion of the data relating to church revenue and attendance at programs sponsored by the churches of the Convention of Atlantic Baptist Churches in the years 2001 to 2006.

Table 1: 2001-2006 Mean Membership, Donation, and Program Attendance for Member Churches of the Convention of Atlantic Baptist Churches

	2001	2002	2003	2004	2005	2006
Total Membership	121.73	121.60	121.64	123.01	122.76	120.52
Youth Bible Study Attendance	14.53	15.55	15.52	15.05	15.61	16.59
Sunday School Attendance	83.66	82.73	83.14	80.04	82.06	79.98
Average Worship Attendance	72.10	74.53	73.53	82.25	76.33	75.40
Total Giving (000's)	83.09	87.41	88.56	92.51	101.09	110.06
Weekly Youth Group Attendance	18.05	18.66	18.33	18.71	19.75	16.76
Participants in Short-term Mission Trips	12.73	15.44	13.61	13.20	13.78	11.56

Table 1 reports that the total membership of churches that are a part of the Convention has remained relatively stable in the years 2001 to 2006. In 2001 churches reported a mean membership of 121.73 whereas in 2006 churches reported a mean membership of 120.52.

The data in Table 1 demonstrate that mean Sunday School attendance in Convention churches has been in steady decline from 2001 to 2006. The 2001 mean attendance was 83.66, whereas the 2006 mean attendance was to 79.98. This drop may reflect the lower level of attention and support given to Sunday Schools from the Convention office. In a restructuring of Convention ministries in 2001 the Christian Training department, which primarily provided support to the Sunday Schools ministries of member churches, was closed.

Table 1 reports that mean worship attendance has increased between 2001 and 2006. In 2001 Sunday worship services were attended by 72.10 people, whereas in 2006 Sunday worship services were attended by 75.40. This increase in worship attendance among member churches stands in contrast to trends in the broader Canadian environment in which weekly worship attendance is in decline (Ray, 2003). The increase in worship attendance stands in sharp contrast to the decrease in total membership reported above. This may suggest that the increase in worship attendance is due to an influx of children and youth or that while some are willing to attend worship services, they are less inclined to officially join a church. The reason for the spike in worship attendance in the year 2004 to 82.25 is unclear.

Data reported in Table 1 demonstrate that weekly youth Bible Study programs for teenagers have grown slightly in the period 2001 to 2006. In 2001 the mean attendance was 14.53 while in 2006 the mean attendance was 16.59. This increase in attendance at youth Bible study programs reflects the growing emphasis on the importance of youth ministry within the Convention and mirrors the growth seen in Convention-wide youth events and the number of youth pastors serving in Convention churches (Fawcett, McDonald and Nysten, 2005).

The data in Table 1 indicate that local church revenue has increased steadily in the period 2001 to 2006. In 2001 mean total church revenue was \$83,090 whereas in 2006 mean total church revenue was \$110,060. This represents an average annual increase in giving of 5.78%. This rate of increase is higher than the average annual inflation rate in Canada of 2.16%⁹. The fact that giving has increased sharply during a period when total church membership has declined may suggest that the remaining members are either more affluent or more devoted, or perhaps both.

Table 1 reports the mean attendance at weekly youth group meetings in Convention churches. These programs for Middle School and High School students are different from the youth Bible study programs discussed above. Whereas the Bible Study programs focus on learning and spiritual growth for the participants, youth group meetings generally include sports and games that focus on fun and developing positive relationships. Nearly twice as many churches report having weekly youth group meetings as compared to youth Bible study programs. The data demonstrate that the number of youth attending youth groups increased from 18.05 in 2001 to 19.75 in 2005. However for some unexplained reason, youth group attendance declined in 2006 to 16.76.

Table 1 reports data on the mean number of youth and leaders involved in short-term mission trips. For many years the Convention has been encouraging member churches to sponsor one-week mission and service experiences for teenagers where they can grow in their faith by serving others. Typically these “mission tours” take place within Eastern Canada, although some churches send youth teams further away. In alternating years the Convention sponsors Tidal Impact, a popular summer youth mission and service program. This program has grown to include more than 1,200 youth and leaders, making it the largest youth mission program in Canada (Fawcett, McDonald and Nysten, 2005). Tidal Impact was held in 2000, 2002, 2004, and 2006 causing wide fluctuations in the number of churches sending out short-term mission teams from year to year. The significant differences in the number of churches sending out short-term mission teams make comments on year over year trends meaningless.

Figure 5 - Trends, demographics of Atlantic Baptist Churches between 2001 and 2006. Sunday School attendance has been declining whereas participation in other programs is comparatively stable.

⁹ Number calculated using Statistics Canada data on core-CPI.

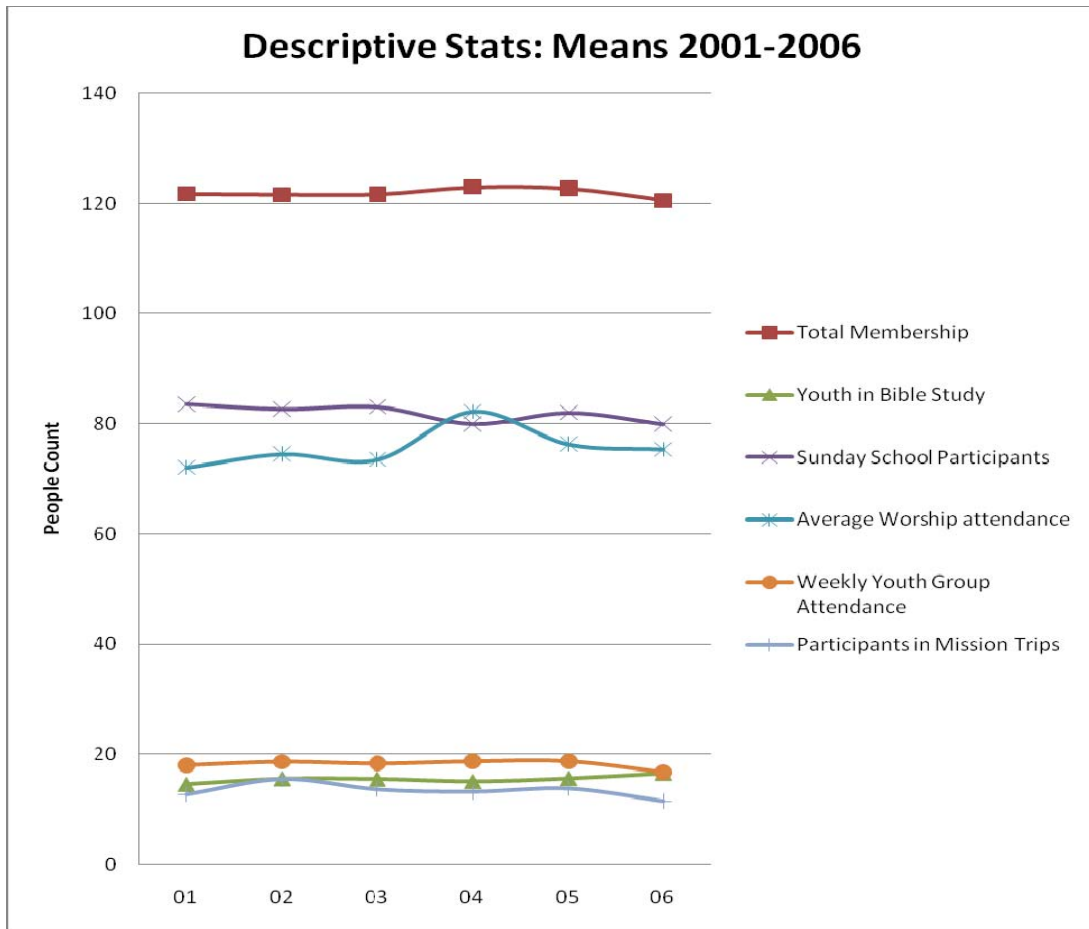
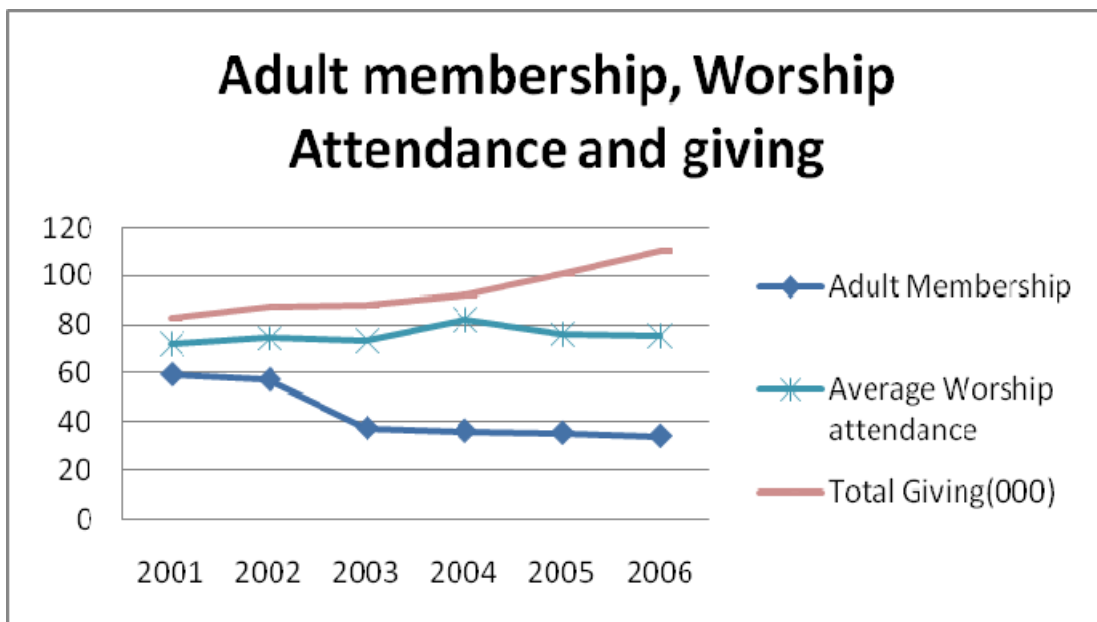


Figure 6 –Membership is declining, but giving is increasing.



4.0 Methodology

This paper aims to examine the relationship between worship attendance and total giving. As mentioned in section 1, these two variables interact with each other. Therefore, the authors apply econometrical techniques, namely two-stage least square method, to study this relationship.

In the general models, average worship attendance (WA) and giving (TR) are assumed to be dependent on all other available variables. That is:

$$TR = f(WA, RCL, AA, AM, RCB, YG, YL, BS)$$

$$WA = f(TR, RCL, AA, AM, RCB, YG, YL, BS)$$

Table 2: Instruments used in the general model:

<i>Variables</i>	<i>Definition</i>
RCL	New membership received by letter. It is expected that both TR and WA are positively correlated to RCL.
AA	Average Sunday school attendance. It is expected that both TR and WA are positively correlated to AA.
RCB	New membership received by baptism. It is expected that both TR and WA are positively correlated to RCB.
YG	Average Youth Group attendance. It is expected that both TR and WA are positively correlated to YG.
YL	Number of youth and leaders in mission. The relationships between YL and TR, WA are expected to be ambiguous. On one hand, the more youth and leaders in mission, the less stay in local church to attend worship and give, on the other hand, the more youth and leaders in mission can promote the level of religiosity of local congregation.

BS	Youth in Bible Study. It is expected that both TR and WA are positively correlated to BS.
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4.1 Estimation Methods: Two-stage least squares for panel data.

4.1.1. Two-stage least squares:

Since Average Worship Attendance (WA) and Church Revenue (TR) endogenously (or simultaneously) determine each other, the assumption that the right hand side variables are uncorrelated with the disturbance term is violated. As a result, conventional ordinary least squares (OLS) estimators are biased and inconsistent. Instead, the two-stage least squares (2SLS) method is employed to eliminate the correlation between right-hand side variables and the disturbances.

4.1.2. Panel data method:

The data set in this study contains the pooling observations on cross-section (various churches) and time series data. To estimate such a pooled data model, one may have to use the panel data method. Panel data have several advantages over cross-section of time series data such as more sample size and more efficiency. This method of data presentation is also better suited to study the dynamics of adjustment by studying repeated cross-section observations, thus being better able to identify and measure effects that are simply not detectable in pure cross-sections or pure time series data, and thus enabling researchers to study more complicated behavioral models.¹⁰

¹⁰ For details, see Baltagi (2008).

5.0. Empirical Findings

Regression results:

A systematic and sequential testing down procedure is employed which proceeds step by step from the general model to a simpler specific model¹¹. After the testing down procedure, the final preferred models become:

Table 3: Two-Stage Least Squares Regression Results for Average Worship Attendance and Church Revenue.

	WA	TR
Intercept	-2.723 (-1.59)	8.115 (12.27)**
WA		0.838 (6.74)**
TR	0.516 (6.408)**	
AA	0.244 (3.29)*	
BS	0.168 (2.27)**	
Adjusted R ²	0.73	0.74

Note:

1. All variables are in natural logarithms.
2. Standard errors are in parentheses.
3. **, * indicate significance at the 5% and 1% level.
4. Instrument list: RCL1, AA, AM, RCB, YG, BS, YL

Findings:

(A) Specific Model for Average Sunday Worship Attendance:

Results:

An analysis of the data reveals that only three of the variables studied directly affect Sunday worship attendance. There is a positive significant relationship between total church revenue, average Sunday School attendance, the number of youth in Bible study and Sunday worship attendance. This means that as the total church revenue increases or

¹¹ For details on the testing down procedure, please see Chan and Lee (1997)

as the number of people attending Sunday School or youth Bible study programs increases, the number of people attending Sunday worship services also increases. The coefficient of Average Sunday School Attendance (AA) is 0.244. This means that a 1% increase in Average Sunday School Attendance will result in a 0.244% increase in average Sunday worship attendance. The coefficient of Youth Bible study (BS) is 0.168: implying a 1% increase in youth number induces a 0.168% increase in Sunday worship attendance.

(B) Specific Model for Church Revenue

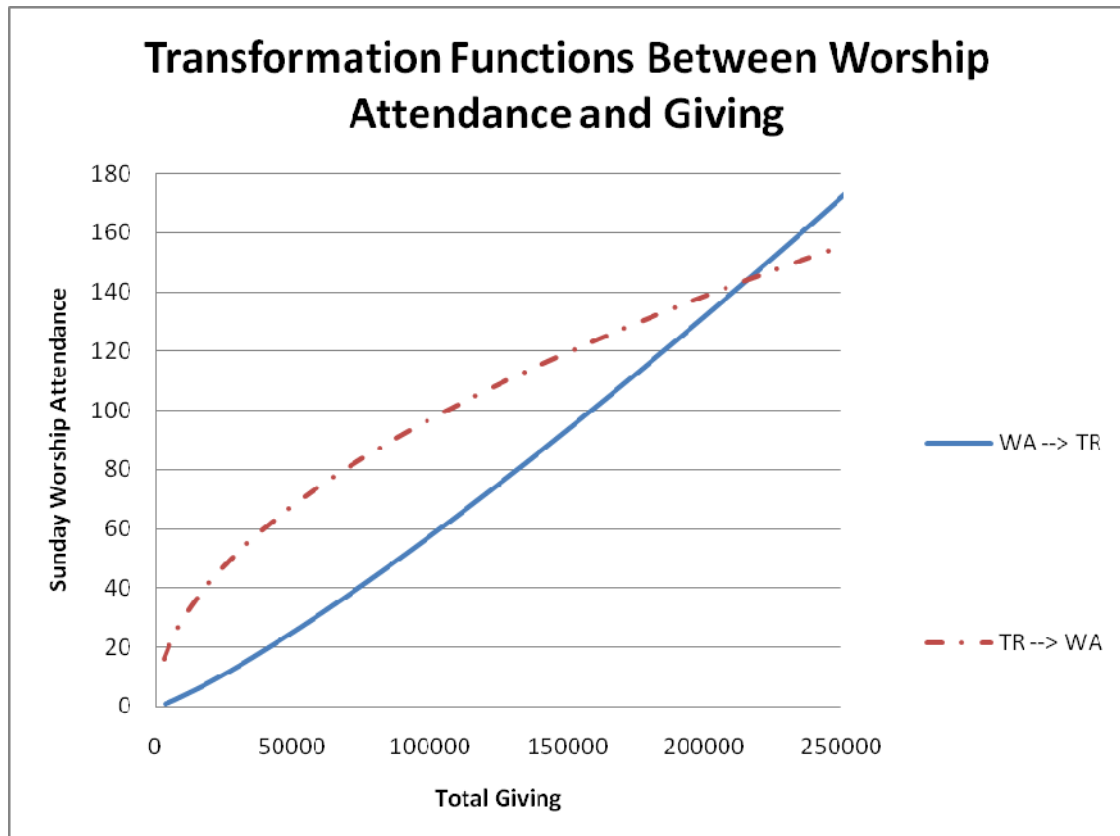
Results:

An analysis of the data reveals that only one variable studied directly affects church revenue. There is a positive significant relationship between average Sunday worship attendance and total church revenue. This means that as attendance at Sunday worship services increases, total church revenue increases as well. The coefficient of Average Worship Attendance: (WA) is 0.838. This means for every 1% increase in Sunday worship attendance, Canadian Baptist churches in Eastern Canada can expect a 0.838% increase in revenue.

Since, as noted above, there is a positively significant relationship between Sunday worship attendance and average Sunday school attendance and the number of youth attending Bible study programs, it can be said that local church revenue is also indirectly influenced by the exogenous variables average Sunday School attendance and youth in Bible study.

6. Calibrated Model

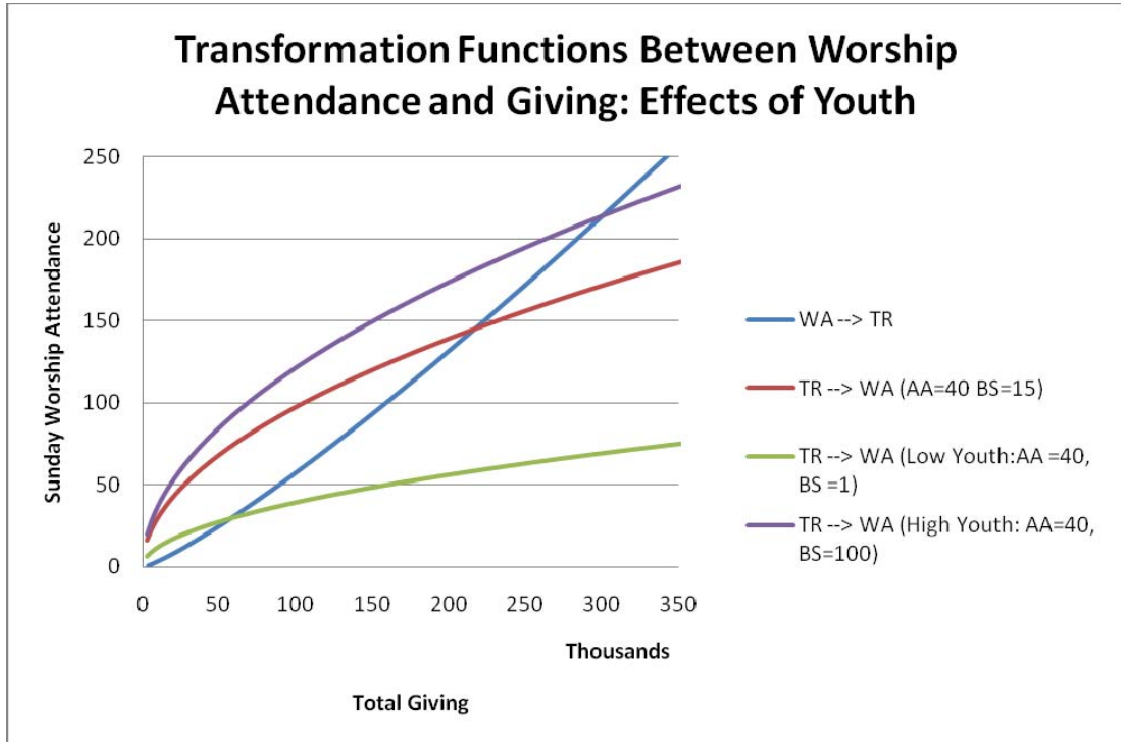
The pooled average of AA and BS are 40 and 15 respectively. Taking these two average values into equation 1 and 2, the transformation curves are plotted in the next diagram. It is noted that in our theoretical model, A denotes Attendance, which is the same as the WA variable in the calibrated model. Also, D denotes Donation, which is the same as the TR variable in the calibrated model.



This model predicts the equilibrium of the “average” Canadian Baptist church in Eastern Canada should have about 145 people attending Sunday worship and approximately \$220,000 in annual donation revenue. In our data, the mean worship attendance is in the low 120s and mean annual donation revenue is below \$100,000. This implies these churches either (1) have not yet arrived at the steady state, or (2) have something that prevent them from getting there.

Effects of youth

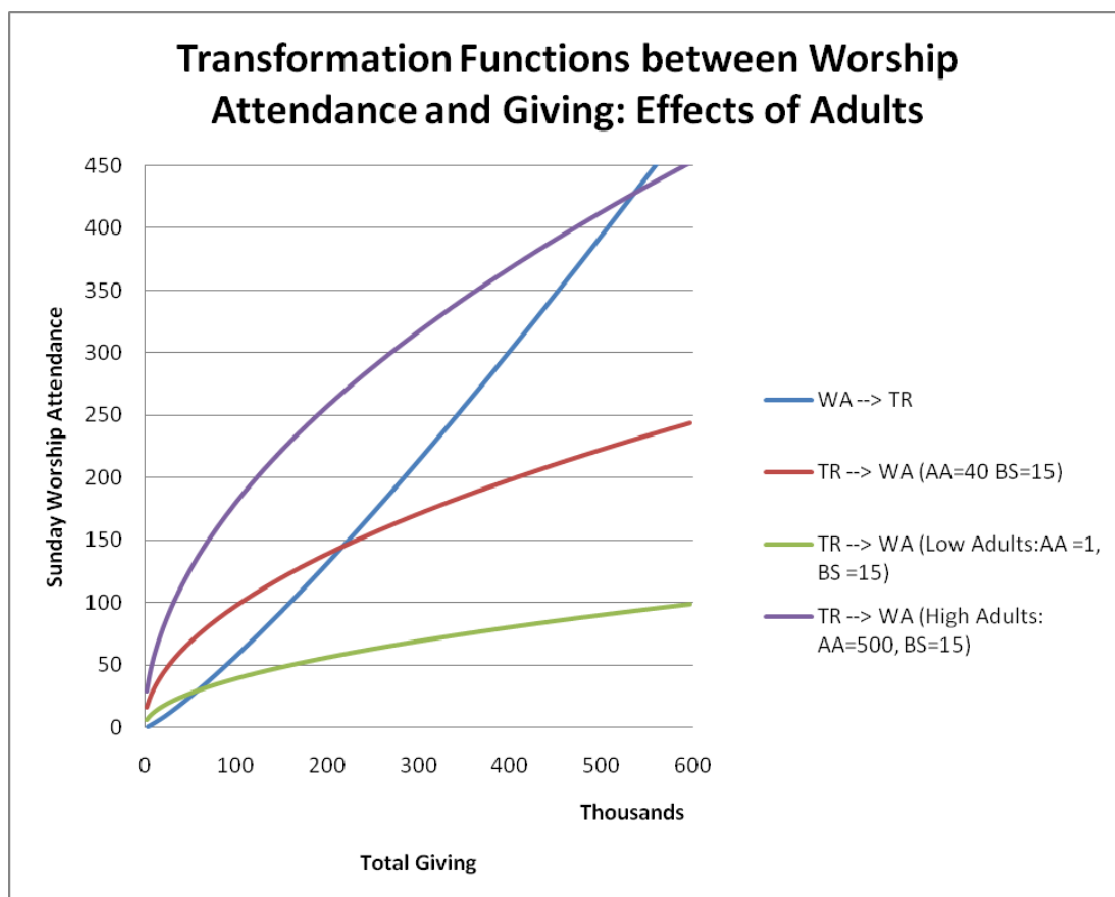
The following diagram contrasts a church with low (BS=1), medium (BS=15) and high (BS=100) number of youth in weekly Bible study. These values are based on the minimum, mean, and the maximum number of BS in the data set.



It is clear as a youth weekly Bible study program grows in size, both giving and Sunday worship attendance also increases. In the growth from 15 to 100 youths, worship attendance is expected to rise from about 140 to about 215 and total giving is expected to rise from about \$240,000 to a little more than \$300,000.

Effects of adults

The following diagram contrasts a church with low (AA=1), medium (AA=40) and high (AA=400) Average Sunday school attendance. These values are based on the minimum, mean, and the maximum number of AA in the data set.



It is clear that investing in adult ministry can increase both giving and Sunday worship attendance. In the growth from 40 to 500 adults, worship attendance is expected to rise from about 140 to about 425 and total giving is expected to rise from about \$240,000 to more than \$550,000.

The calibrated model predicts that the average Canadian Baptist church in Eastern Canada should have a giving norm of just over \$200,000 and an average attendance of about 140. However, in the dataset, the global averages for these two variables are \$90,000 and 75. Both these numbers are approximately 50% of what the model predicted at the steady state.

	Predicted Steady-State value	Actual data	Differences	Percent Difference
Giving	\$200,000	\$90,000	-\$110,000	45.00%
Attendance	140	75	-65	53.57%

The following implications or observations can be made:

1. These churches are not operating at their full potential. Resources are either being wasted or not employed the most efficient manner.

2. Both numbers are approximately 50% less than what the predicted steady state values and thus the churches that were examined are not yet at equilibrium. Church leaders have reason to be optimistic since with proper leadership and carefully-considered financial investments, the future for these churches could be brighter.
3. There is possible leakage of both giving and attendance. This means that resources that are spent in some other ministries may need to be reinvested in ministries that have a greater impact upon total revenue and Sunday worship attendance according to our data.

7.0 Conclusions

This paper employs annual data from member churches of The Convention of Atlantic Baptist Churches to explore the question of how churches can grow their donation revenue and worship attendance. The calibrated model suggests that of the variables examined, the only variable that impacts a church's level of donations is Sunday worship attendance. At the same time, this study has also concluded that worship attendance is affected only by Sunday School attendance and youth Bible study attendance. This means that churches of the Convention of Atlantic Baptist Churches that wish to increase their donations should focus their efforts on increasing their Sunday morning worship attendance. At the same time, churches that wish to increase their Sunday morning attendance would be advised to invest financial and leadership resources in the areas of Sunday School and youth Bible study programs. Since this study has also concluded that member churches of the Convention of Atlantic Baptist Churches are not be operating at their full potential because the actual level of giving and attendance are both lower than what the proposed model predicts, there is reason to believe that investments of financial and leadership resources in the identified areas not only could, but should, result in growth in worship attendance and donation revenue.

While the results of this study were instructive, to build upon this research future studies should explore the effects of the variables studied among churches affiliated with other denominations and churches located in other geographic areas. In addition, future studies could contribute to an understanding of how churches increase donation revenue and worship attendance by studying the role of variables not examined in this study including music programs like choirs, small group programs, and benevolent ministries such as soup kitchens and food banks. There may also be value in studying demographic variables such as educational level and income level.

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Appendix 1: The Survey

ANNUAL CHURCH REPORT

This is the church's record as it will appear in the next Convention Yearbook and in the on-line Directory. It is the clerk's responsibility in consultation with the treasurer and pastor to complete all the blanks accurately. **Please print.**

**Please return completed signed report by March 7, 2008 to Convention of Atlantic Baptist Churches,
1655 Manawagonish Road, Saint John, NB E2M 3Y2**

Legal Church Name: _____
Association: _____

Church Mailing Address:
City/Town _____ Province _____ Postal Code _____ Fax _____
This mailing address belongs to the: Church _____ Parsonage _____ Pastor's home _____ Other (please specify) _____

This telephone number belongs to the: Church _____ Parsonage _____ Pastor's home _____ Other (please specify) _____
Telephone _____ Church E-mail Address _____ Website _____

Church Civic Address (if different from above mailing address): _____

Officers for the Coming Year

Pastor: _____ Spouse _____ Start Date at Church _____
Address _____ City/Town _____ Province _____
Postal Code _____ Home Telephone _____ Personal e-mail address _____

Other Pastoral Staff: (If insufficient space to list additional staff please attach information on separate page)

Associate Pastor _____
Title: _____ Spouse _____ Start Date at Church _____
Address _____ City/Town _____ Province _____
Postal Code _____ Home Telephone _____ Personal e-mail address _____

Clerk: _____ Start Date in that position _____
Address _____ City/Town _____ Province _____
Postal Code _____ Home Telephone _____ Personal e-mail address _____

Treasurer: _____ Start Date in that position _____
Address _____ City/Town _____ Province _____
Postal Code _____ Home Telephone _____ Personal e-mail address _____

Head Volunteer Youth Leader for Grades 6 - 12: _____
Personal e-mail address: _____

If your church is part of a pastoral field:

Field Treasurer: _____ Start Date in that position _____
Address _____ City/Town _____ Province _____
Postal Code _____ Home Telephone _____ Personal e-mail address _____

Church Licenses to Minister

(Refer to links under "Regulations Concerning the Ministry" at www.baptist-atlantic.ca/departments/executiveminister/regulationsministry)

**Licenses to be renewed yearly by vote of the church until an Association License is granted.
Include only those issued or renewed during the past year.**

Name _____ **Date License Issued or renewed:** _____

Address _____ City/Town _____ Province _____
Postal Code _____ Home Telephone _____ Personal e-mail address _____

Other Church Licenses to Minister: (If insufficient space to list additional Church Licenses to Minister please attach information on separate page)

Preaching Stations (not organized churches): _____

Membership Report

for the year ended December 31, 2007

Received by Baptism _____
Received by Letter of Transfer _____
Received Otherwise _____
Total Receptions _____

Removed by Death _____
Removed by Letter of Transfer _____
Removed Otherwise _____
Total Removals _____

Total Membership _____
Resident Membership (active & inactive) _____

Attendance Report

Average Sunday worship attendance (Main service) _____
Average Youth Group (Grades 6-12) attendance _____
Number of Youth and Leaders involved in Mission tours _____
Average Sunday School attendance _____
No. of Grades 6-12 youth in weekly Bible Study programs _____
Total participating in V.B.S. type events _____
Total participating in Young Adult group _____

Financial Report

for the year ended December 31, 2007

See "Note to Treasurers . . ." below

1. Church revenue \$ _____
2. Raised by other church groups \$ _____
3. Mission and Benevolences \$ _____

Note to Treasurers Regarding the Financial Report

1. Church Revenue

Enter the total of the regular tithes and offerings, special offerings, investment income, and other sources of income from all church

funds, including current fund, building fund, United in Mission fund, memorial fund, benevolent fund, etc.

When determining church revenue, **do not include:**

1. the opening balance for the fiscal year;
2. monies borrowed for cash flow or capital improvements;
3. monies transferred from other accounts (unless it is interest earned on investments);
4. revenue from another church on the field (for shared field expenses), if revenue was reported by the other church.

2. Raised by Other Church Groups

Enter the total of all revenues raised by other organizations which maintain their own funds (e.g.: Women's Missionary Society, World

Wide Guild, Baby Band, Ladies Circle, Men's Group, Sunday School, Youth Groups, Children's Clubs, etc.).

Note on Mission & Benevolences

From what is reported as **church revenue** in the Financial Report, enter the amount which was designated to mission outreach activity.

Note: The amount entered here has been reported also in the above. To determine this amount, **include:**

1. revenue raised for the United in Mission Fund and supplemental giving to denominational agencies (e.g.: Acadia Divinity College, Atlantic Baptist University, Canadian Baptist Ministries, association camps, hospital chaplains, etc.);
2. revenue raised for independent missions and other organizations which carry out benevolent work (e.g.: Canadian Bible Society, local foodbanks, etc.);
3. direct mission activity of the church (e.g.: local mission conferences, evangelistic events, local outreach programs, etc.).

Official Signature:

I certify that the information contained in this report is accurate to the best of my knowledge and unless otherwise indicated the contact information will be published in both the on-line and printed version of the Convention Directory.

Official Signature (Pastor or Clerk)

Signature: _____
Title: _____
Date: _____

The working paper series is a series of occasional papers funded by the Research and Staff Development Committee. The objective of the series is to arouse intellectual curiosity and encourage research activities. The expected readership will include colleagues within Hong Kong Shue Yan University, as well as academics and professionals in Hong Kong and beyond.

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