



2024 MINISTRY BENCHMARKS

WELCOME

The 2024 Benchmarks Study is the third installment of our annual ministry benchmark study. We are excited to see this grow. In 2023, we expanded the study to include data on over 1,000 ministries. 2024 brings exciting new insights since we can see how this data has changed from year to year.

As we continue to see rapid change within the industry, we plan to expand beyond the data we have now. Please give us feedback and tell us what data you find most valuable for our next edition.



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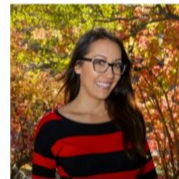
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ABOUT THE BENCHMARKS

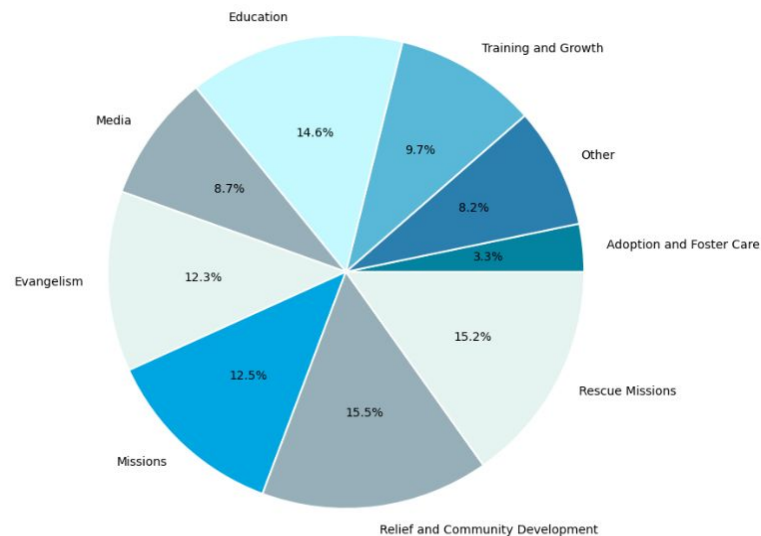


ABOUT THE DATA

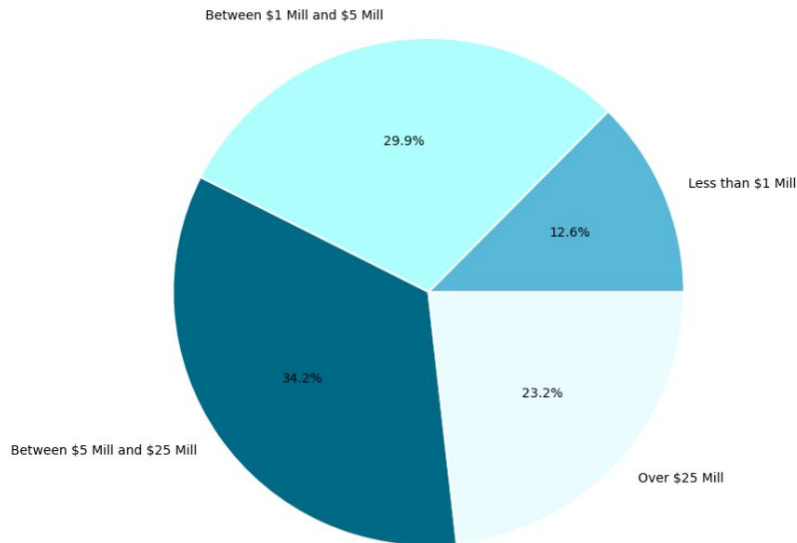
This data set includes information pulled from publicly available sources about 1000+ ministries. This covers a wide range of segments within the ministry space, including rescue missions, media ministries, missions, adoption as well as several others.

The ministry size was measured by revenue, and the range is from \$241,000 through \$1,470,193,710. The median ministry within the data set had revenue of \$6.4 Million

Sector Distribution Among Ministries in the Dataset



Revenue Distribution Among Ministries in the Dataset



ORGANIC SEARCH

For most ministries organic search is a major source of new traffic. In recent years we have started to get asked regularly if search engine optimization (SEO) is “still worth it” for ministries. With much concern about the bias of big tech companies against faith based organizations digital leaders are wondering if the work they do on SEO will be for naught. While there is still much debate about what the future may hold in this arena, currently if you are not looking at your organic search traffic you are likely missing out on a big opportunity to grow your impact.

In recent years SEO has become a more technical field with the introduction of Page Speed metrics as ranking factors as well as the more recent introduction of Google's Core Web Vitals, which measure performance as it impacts the user experience. In the data that follows we will look at the overall health of the industry as well as how well ministries are doing on these technical factors.

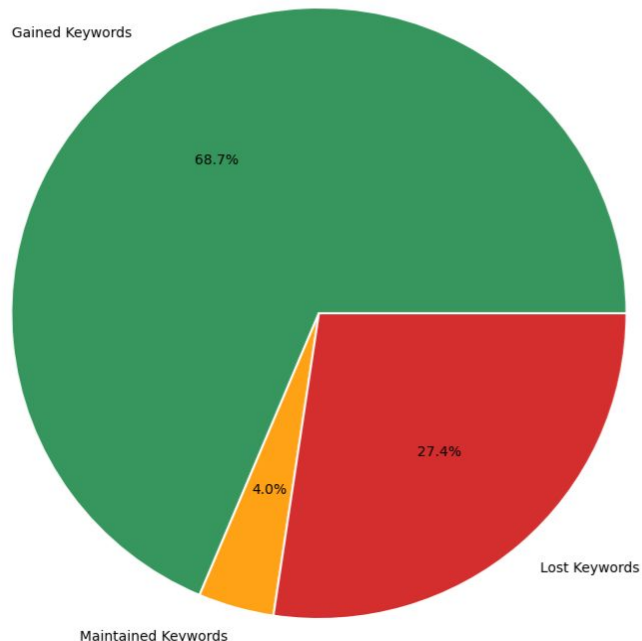
OVERVIEW

We saw a sizeable increase in ministries realizing growth within the search engine results pages. Within our dataset, 69% of ministries gained keywords within the top 100 search results based on SEMRush data. This is up from the 54% who experienced gains the previous year.

While most ministries did see an increase, it is worth noting there was a significant decrease in the ministries' ranking for the highest number of keywords when looking at the top range. The high in 2023 was 141,675, down from 208K the previous year.

YEAR	LOW	HIGH	MEDIAN	75th PERCENTILE
2021	0	249,311	915	3,351
2022	0	208,533	854	3,294
2023	0	141,675	1,105	4,501

Percent of Ministries That Lost or Gained Keywords in the Top 100 Results



PAGE SPEED & CORE WEB VITALS

There is still much opportunity for ministries to improve when it comes to PageSpeed and passing Google's Core Web Vitals.

PageSpeed scores were taken using Google's PageSpeed Insights to get the most accurate insights using the live user data rather than the lab data. This data is based on the 575 ministries within our data set with enough traffic to give live user results.

We have seen improvements in the benchmarks for Page Speed scores. However, very few ministries have achieved a score of 90 or above.

Google introduced Core Web Vitals to measure website performance as it impacts the user experience. While these have been a notable ranking factor for over a year, most ministries still struggle to meet the requirements. If you are not familiar with the Core Web Vitals they are:

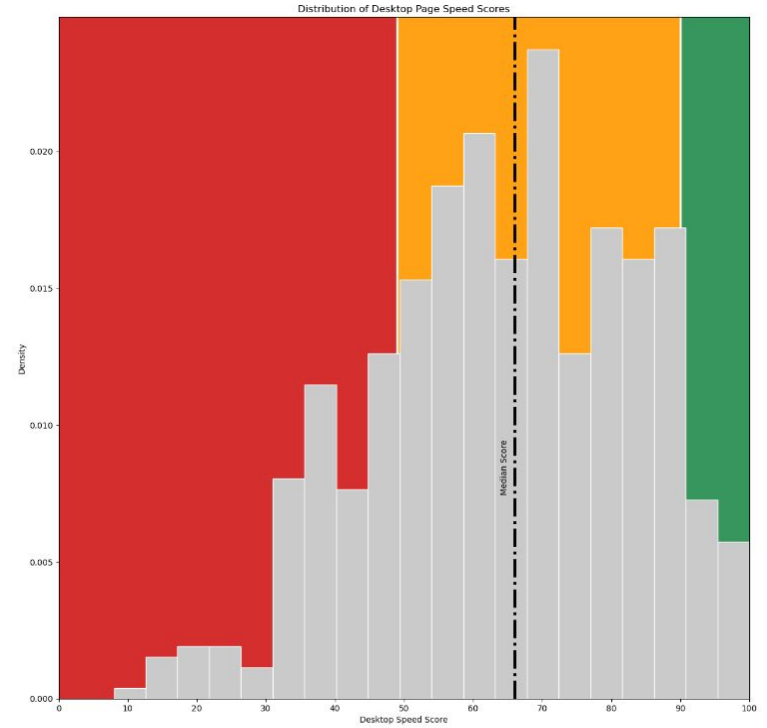
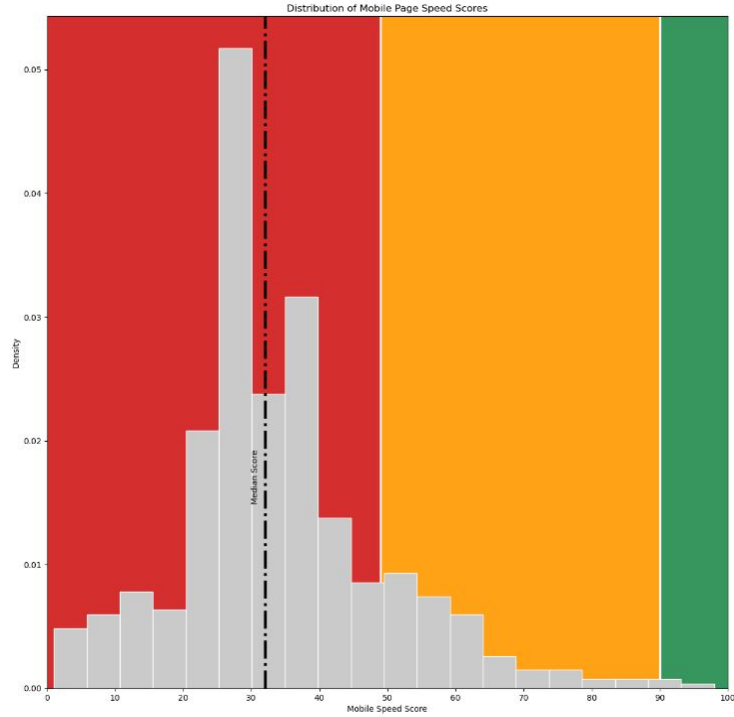
1. Cumulative Layout Shift (CLS)
2. First Input Delay (FID)
3. Largest Contentful Paint (LCP)

If you want to go deeper into what these are and how to measure your website's performance. Take a look at our article on "Core Web Vitals for Non-Techies" (<https://fiveq.com/cwv>)

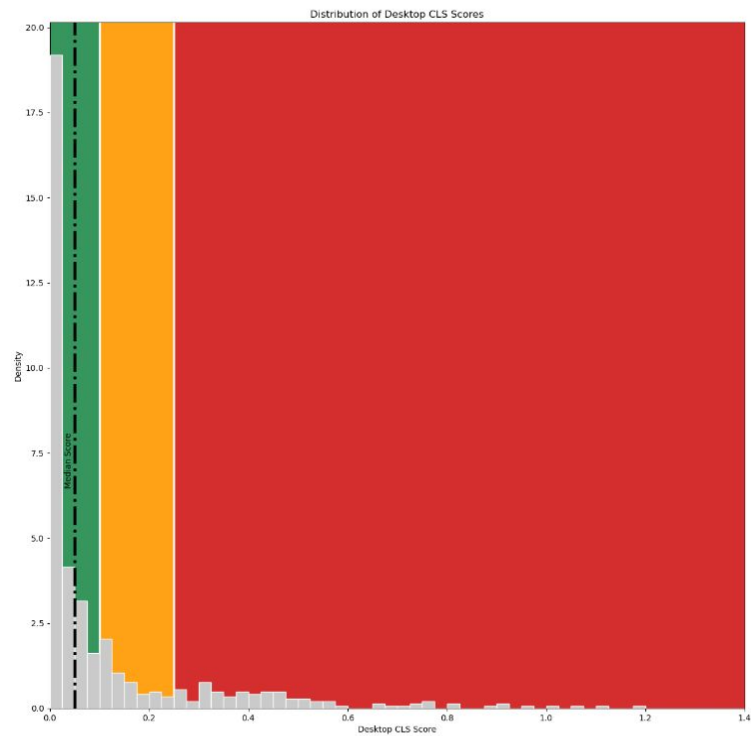
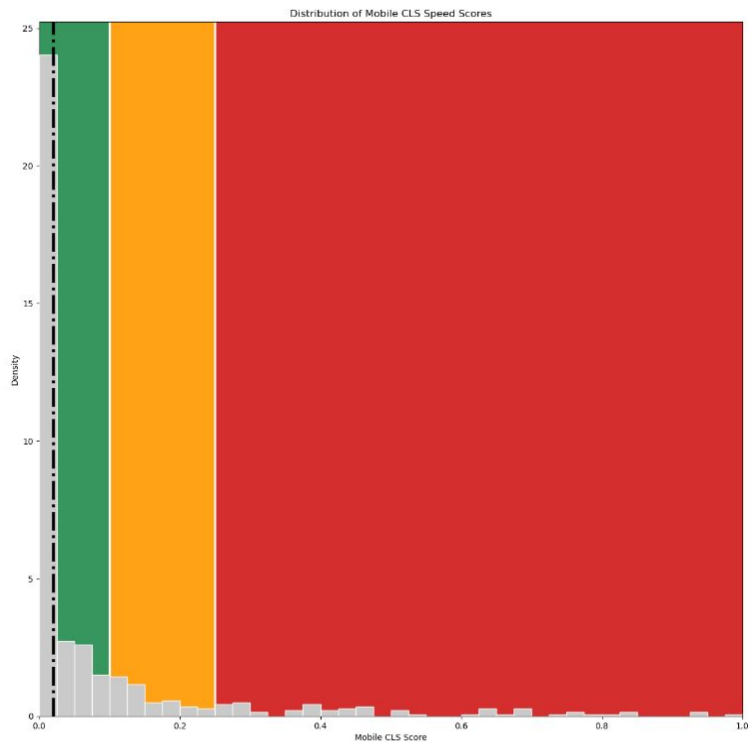
MOBILE ORGANIC	25%	MEDIAN	75%
PageSpeed Mobile	26	32	40
LCP Mobile	4.00	3.01	2.33
FID Mobile	0.019	0.015	0.013
CLS Mobile	0.08	0.01	0.0

DESKTOP ORGANIC	25%	MEDIAN	75%
PageSpeed Desktop	52	66	80
LCP Desktop	3.68	2.72	2.14
FID Desktop	0.004	0.003	0.003
CLS Desktop	0.12	0.03	0.01

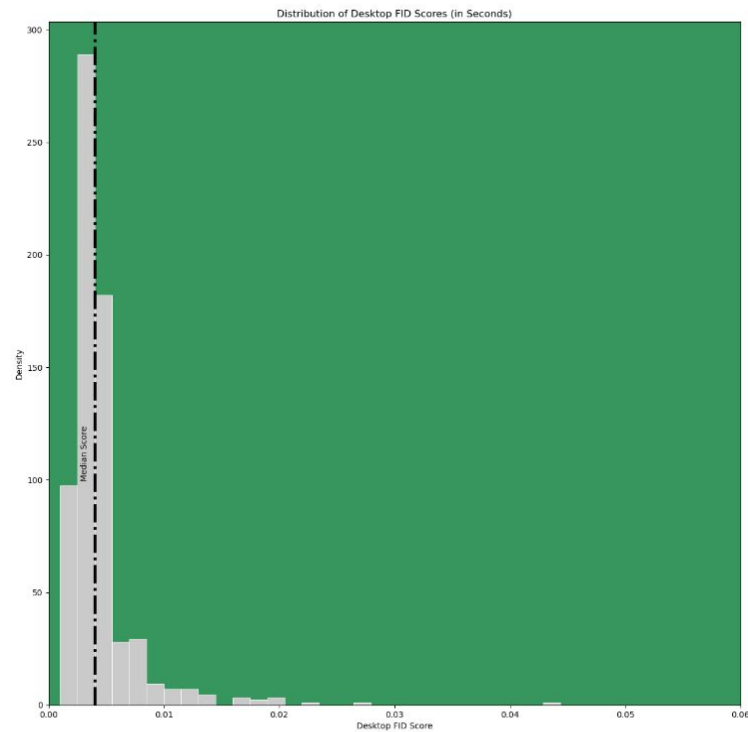
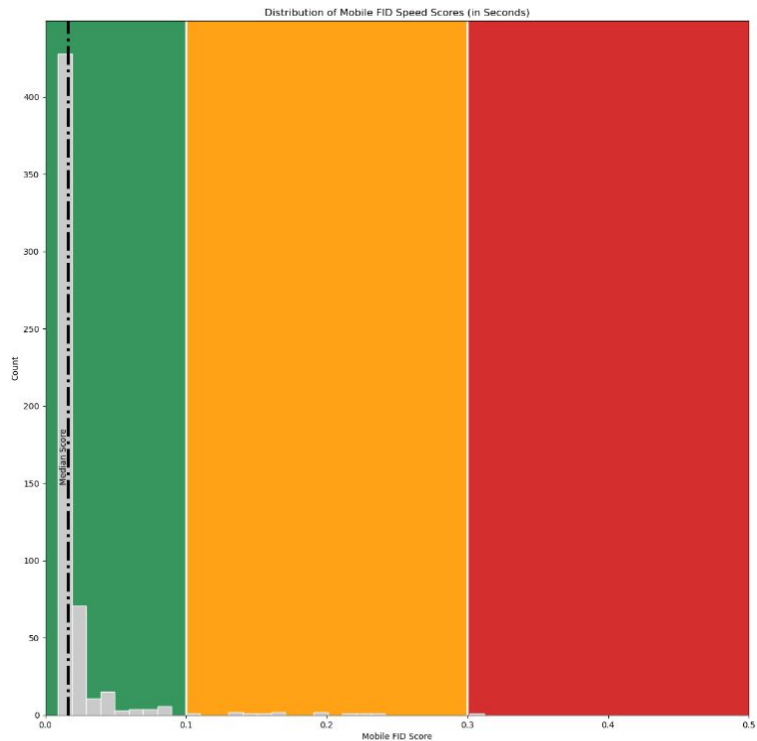
PAGE SPEED



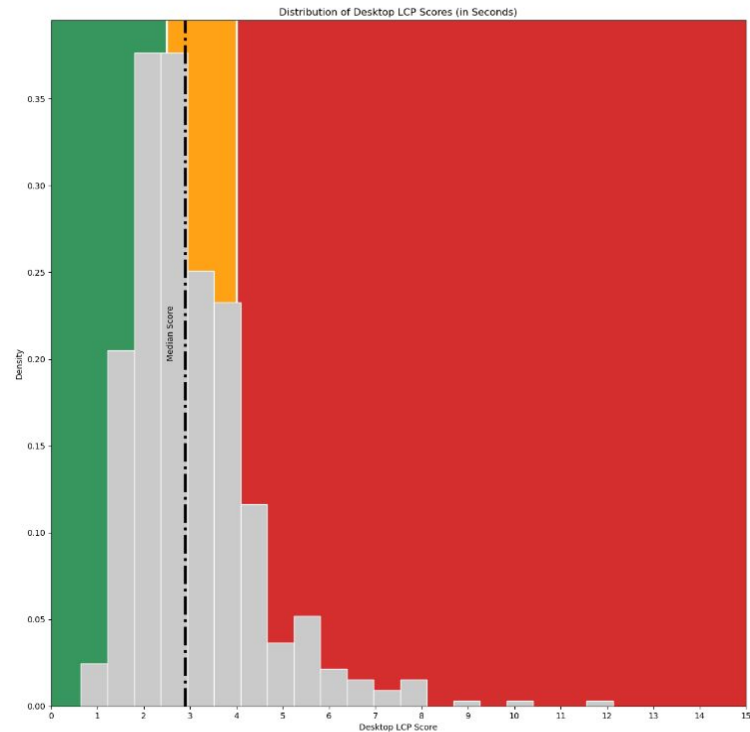
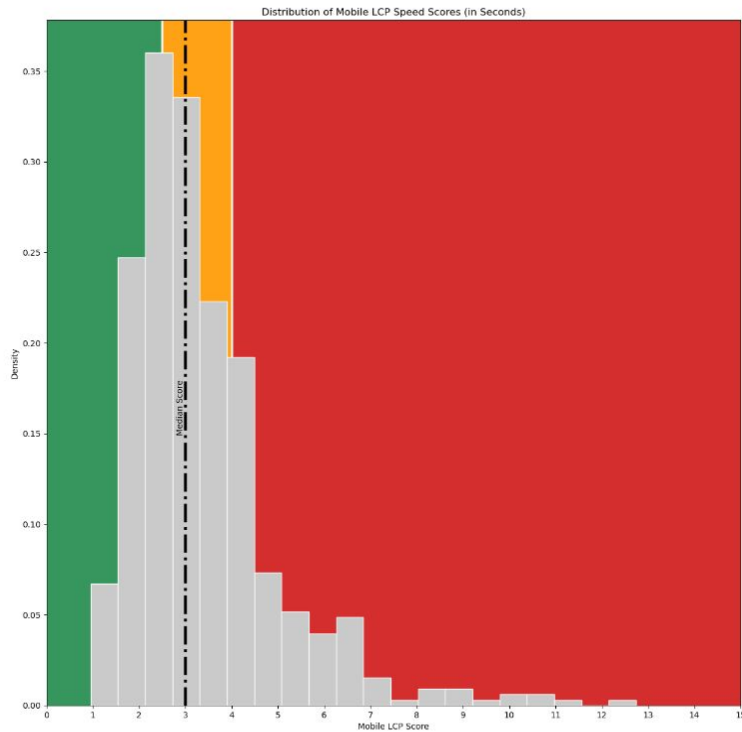
CUMULATIVE LAYOUT SHIFT (CLS)



FIRST INPUT DELAY (FID)



LARGEST CONTENTFUL PAINT (LCP)





GOOGLE ADS GRANT

The Google Ads Grant is a program in which nonprofits can receive \$10,000 per month of in-kind advertising through Google's search ads. The ads grant poses a huge opportunity for many ministries as they can expand their marketing budget by \$120,000 annually. In this section of the benchmark study, we look at the key metrics used by Google Search ads to see what you can expect for results through the Google Ads Grant program.

If you are new to Google search ads, they are a keyword-based advertising model. You select keywords and then bid, typically on a cost-per-click (CPC) basis, the amount you are willing to pay when someone interacts with your ad.

The text-based search ads appear as "sponsored results" at the top of the search results pages. The metrics we cover in this study are:

Clicks - When a person clicks on the ad

Impressions - When your ad appears in the search results

Cost Per Click (CPC) - The average amount an advertiser pays when their ad is clicked.

Click Through Rate (CTR) - This is the percentage of impressions that become clicks.

OVERVIEW

Metric	25TH PERCENTILE	MEDIAN	75TH PERCENTILE
Clicks	2,686	4,756	5,802
Impressions	22,601	43,020	46,932
Click Through Rate	10.4%	11.69%	12.6%
Average CPC	\$1.56	\$1.82	\$2.87

SOCIAL MEDIA

There have been significant changes in the Social Media landscape in 2023. Threads reached 100 million users in just five days; Elon Musk purchased Twitter and rebranded it as X. ChatGPT and other generative AI options have made creating social media and other content more effortless, and we've already forgotten hundreds of other headlines.

With the shifting landscape, this will be one of the most exciting segments to watch over the next few years.

SUMMARY

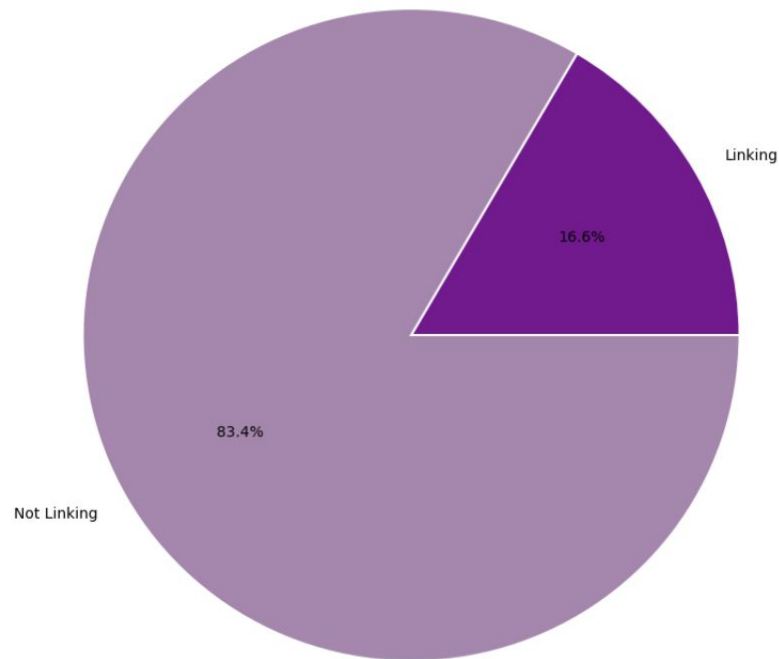
Facebook remains the most commonly promoted Social network, however, Instagram is a close second. We still have not seen a rise in newer channels such as TikTok or Threads being promoted on ministry websites.

Most ministries that link to Social Media profiles from their website are promoting multiple channels with Four channels are the most common. The four channels of choice continue to be the tried and true Facebook, Instagram, Twitter, and YouTube.

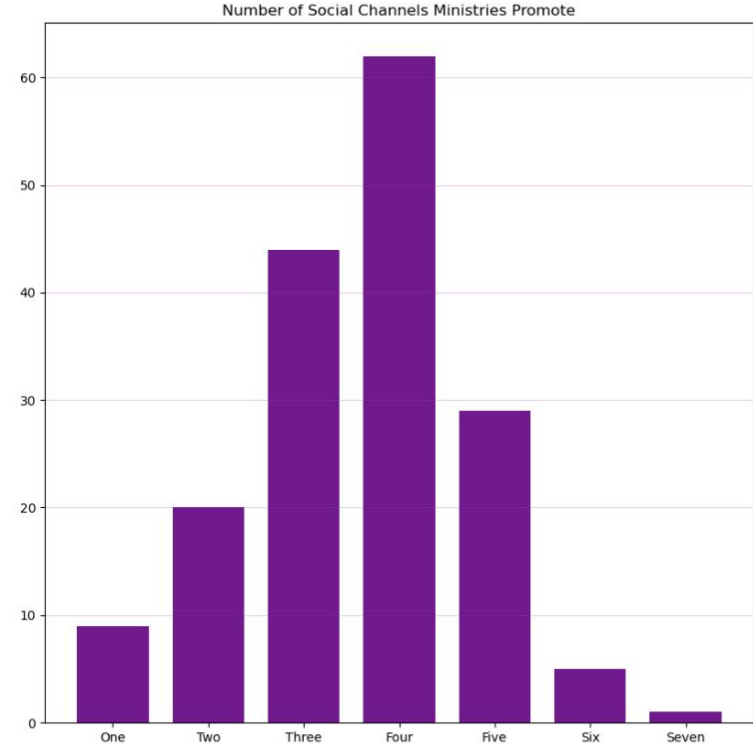
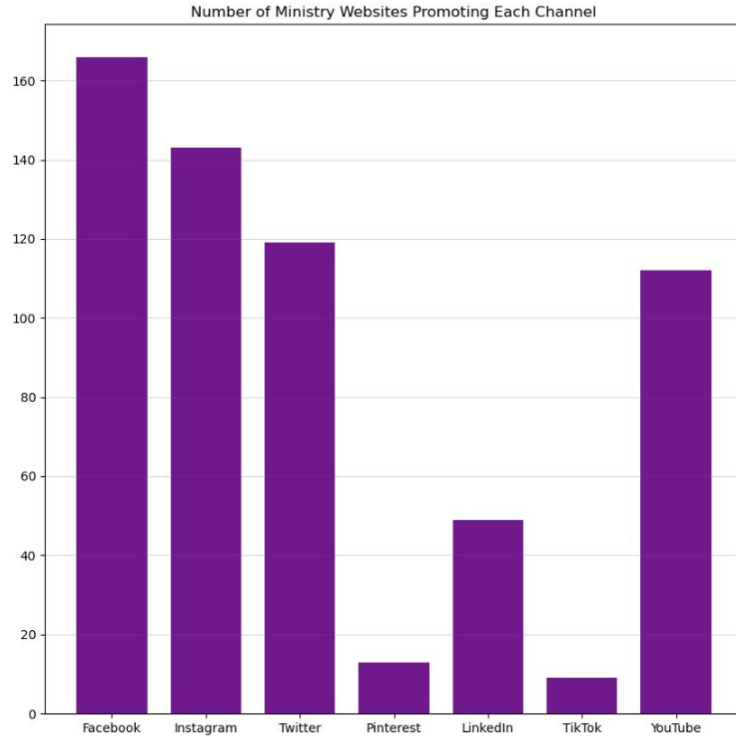
Facebook continues to provide ministries with the largest followings. Despite the smaller audience, many ministries have ramped up their engagement with Instagram. In 2023, the median number of monthly posts on Instagram increased to match Facebook's.

Looking at follower growth year over year, we have seen the median follower count for ministries grow on Facebook and Instagram but shrink on Twitter and YouTube.

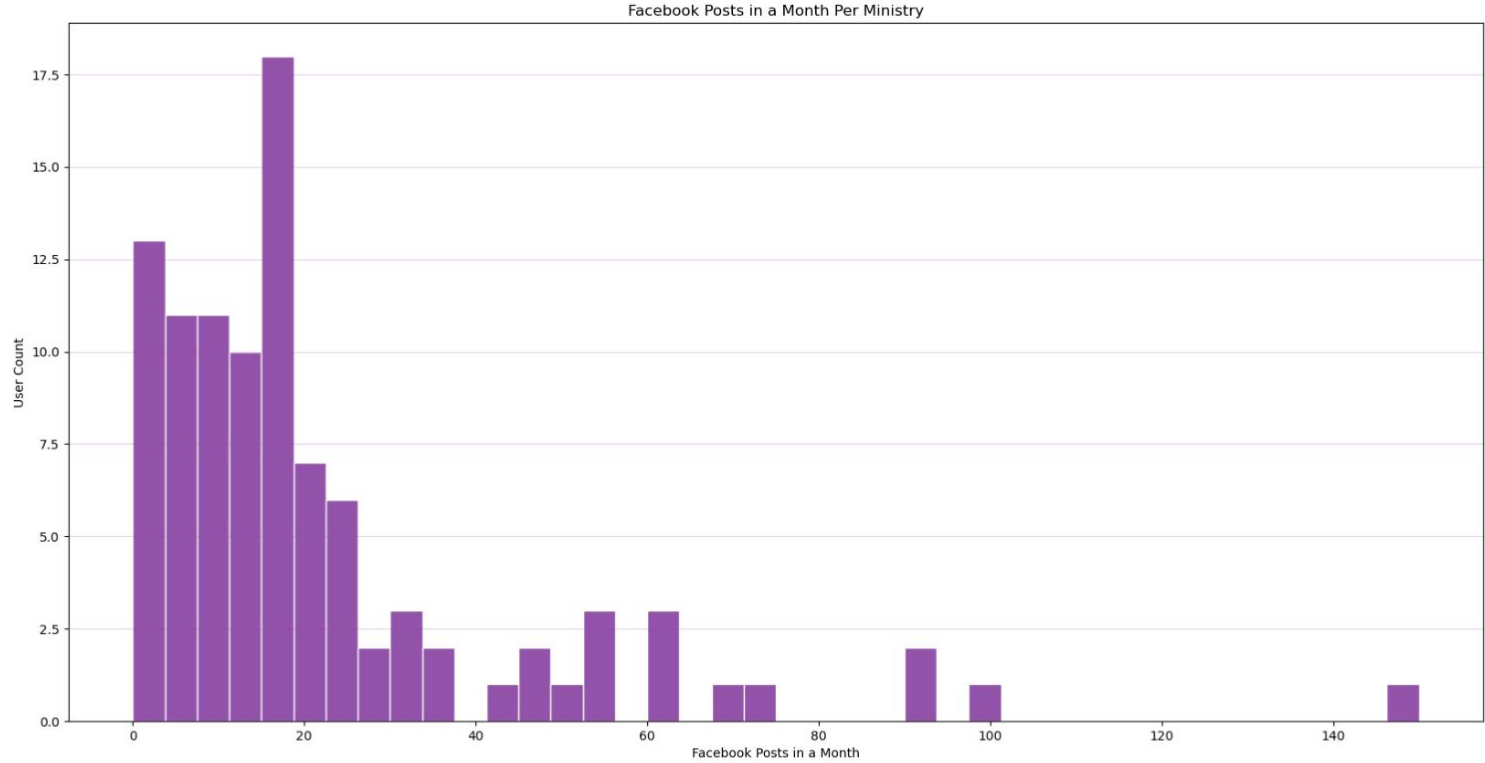
Number of Ministries Linking to Social Media Profiles



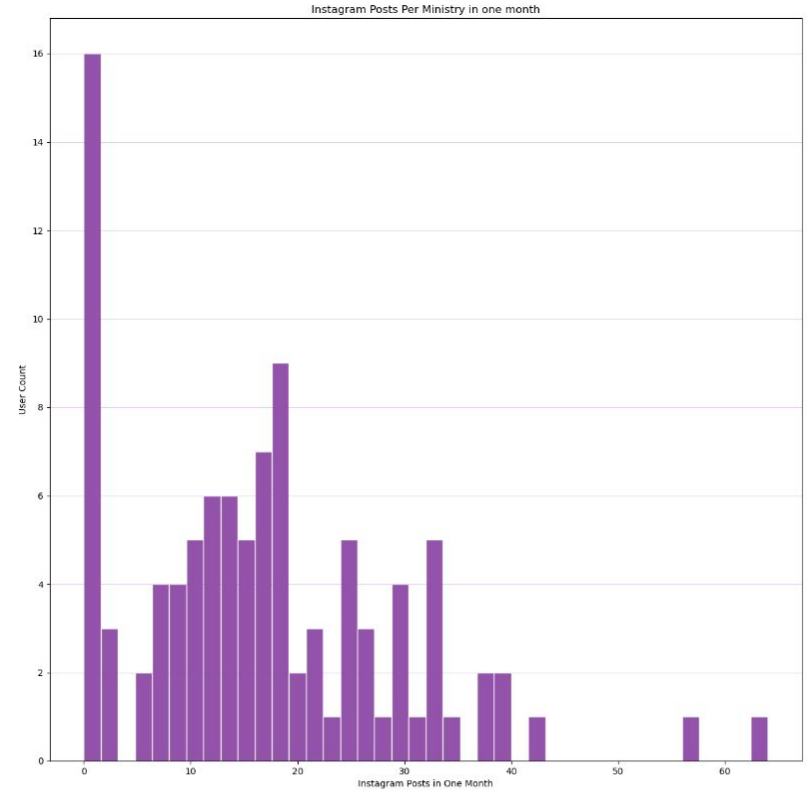
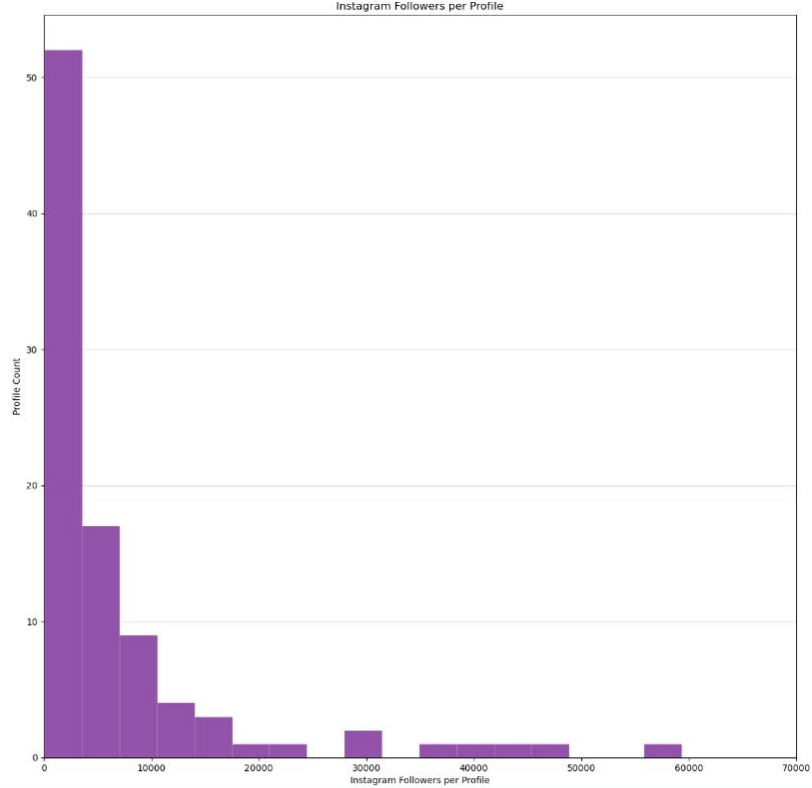
MULTI-CHANNEL DATA



FACEBOOK



INSTAGRAM



QUICK REFERENCE

If you'd like to see how you stack up to any of the benchmarks, below is a quick reference guide that shows the benchmark name and the quartiles so you can see where your ministry has strengths and opportunities.

Note the quartiles represented here do not include the zero values (i.e if a ministry did not promote a social media channel we did not include them in the number of social media posts benchmarks) it is only representative of ministries that are active in the area of the benchmark.

SEO MOBILE REFERENCE

MOBILE ORGANIC	25%	MEDIAN	75%
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SOCIAL PROFILES REFERENCE

SOCIAL PROFILES	2022 MEDIAN	2023 MEDIAN
Facebook Followers	9,862	13,000
Instagram Followers	2,121	2,890
Twitter Followers	2,001	1,760
YouTube Followers	1,090	894

SOCIAL POSTS REFERENCE

SOCIAL POSTS	2022 Median	2023 Median
Facebook Posts	16	16
Instagram Posts	13	16
Twitter Posts	4	9
YouTube Posts	1	2

GOOGLE ADS GRANT REFERENCE

Metric	25TH PERCENTILE	MEDIAN	75TH PERCENTILE
Clicks	2,686	4,756	5,802
Impressions	22,601	43,020	46,932
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The background of the slide features a collage of data-related graphics in a lighter blue shade. These include a pie chart with a 55% segment, a world map, a bar chart, a pie chart with segments of 66%, 14%, 10%, and 8%, and a group of stylized human icons.

NEXT STEPS

If you have questions about the data, or need help applying the learnings from this data to help you scale your ministry, connect with us at fiveq.com/contact.

If you want to have your team dive deeper and learn from other digital ministry leaders be sure to join us at the Digital Ministry Conference Register at DigitalMinistryConference.com

Keep up to date on the latest trends, tips and tricks for scaling your ministry by subscribing to the Ministry at Scale Podcast on your favorite podcast service.

See how you stack up to the benchmarks with a free benchmark toolkit, which includes a scorecard so you can easily see where you have opportunities to grow, and a free strategy session with one of our specialists to help you unlock quick wins for your ministry. Sign up at fiveq.com/scorecard