STATE OF CHURCH TECH 2025

Pushpay

The Future of Connection

Pushpay

Pushpay empowers mission-based organizations to engage their communities. We exist to bring people together and help people be known. Through our innovative suite of products, we cultivate generosity by streamlining donation processes, enhancing communication, and strengthening connection.

We're grateful to our partners for their support of the 2025 State of Church Technology report.

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Foreword from CEO Kenny Wyatt

At the heart of ministry lies a deep and holy desire: To know and be known. As a father to three beautiful daughters, I've seen this desire unfold firsthand as our youngest begins to wrap up her junior year of high school, and witnessing the older two launch into adulthood. And like many young people—especially following the pandemic—my daughters long for more than surface-level interactions. They're seeking real relationships, meaningful moments, and looking for places where they feel they truly belong.

That same longing for connection is echoed in the hearts of ministry leaders I meet across the country. Whether serving a congregation of 100 or 10,000, they're asking the same questions: Who is showing up? Who is drifting away? How can we truly know, care for, and connect with the people in our flock?

This year's State of Church Tech report offers more than just statistics and data—it's a window into the evolving mindset of church leaders. We see overwhelming consensus that technology plays a critical role in ministry, and I'm encouraged by the way churches are approaching technology. More and more leaders view these tools as an avenue to enhance, not replace, the human relationships that are so central to the Church.

Ministries recognize that church management systems are more than a database; they help pastors remember a name, a story, a need—and can prompt them to take quick, personalized action as a result. Mobile apps exist to facilitate the generous hearts of the disciples fueling the mission. AI may assist with communications, but it's the Spirit-led pastor who crafts the message, and then uses live streaming to share that message to someone who's seeking community from afar.

I believe we are on the cusp of a *Connection Mandate:*
The idea that the Church can and must take the lead in today's disconnected world. As such, when you read through this report, I encourage you to reflect not just on the trends themselves, but their specific relevance to my daughters' generation. Those young people who are so eager to find true connection—and who hold the future of the Church in their hands.

Introduction

Connection is fundamental to our human experience. We all want to belong to a community that resonates with our spirit and fulfills our lives—and since its inception, the Church has served as a beacon, a brilliant hub for igniting and fostering those deep, lifelong connections.

The ways people connect with one another have changed over time, and technology has played an instrumental role in that ongoing evolution. You could argue that the printing press was the spark that fundamentally shifted our perception of connection. Suddenly, mankind had the ability to share powerful ideas widely and rapidly.

What's more, technology has a habit of accelerating as it advances. One oft-cited example: Humanity required thousands of years before the Wright brothers took flight for the first time, but only waited forty more years before Neil Armstrong stepped on the moon (moments after taking Communion on his lander).

The technologies we've developed for facilitating connection have similarly rocketed forward. The telephone was invented in 1876; the radio arrived just forty years later, and the television twenty-two years after that.

The Church is sometimes tagged with an unfair reputation for not embracing the latest methods of connection. But one of the earliest mass-produced printed texts was the Gutenberg Bible in the 1450s. Centuries later, Father Fulton J. Sheen, "the first televangelist," won Emmys for broadcasting sermons during the early days of television. To this day, FDR's radio broadcast of the D-Day prayer remains the largest communal call to prayer in history.

Today, we take the internet for granted, but many forget its relatively slow adoption during the 1990s. Yet as always, the Church was at the forefront of innovation: The First Church of Cyberspace was founded in 1994, and adoption of this new channel for ministry spread rapidly. By the year 2000, over one-third of pastors believed that the internet was a "powerful tool for effective ministry." That number jumped to 54% by 2014.

And in 2025, according to the results of Pushpay's State of Church Technology report, 94% of churches believe that technology plays an important role in achieving their mission (Figure 0.1).

Perhaps because digital solutions are now so ubiquitous within the Church, this year's report suggests that we're reaching a tipping point. You won't find statistics suggesting that technology's becoming less ingrained with ministries; just the opposite. This data reveals the shifting mindsets, priorities, and trends leaders are committing to as they enthusiastically embrace a future for the Church that's driven by modern solutions for connection.

FIGURE 0.1
Importance of technology in achieving church's mission

- EXTREMELY IMPORTANT (56%)
- SOMEWHAT IMPORTANT (37%)
- NEUTRAL (5%)
- NOT IMPORTANT (1%)
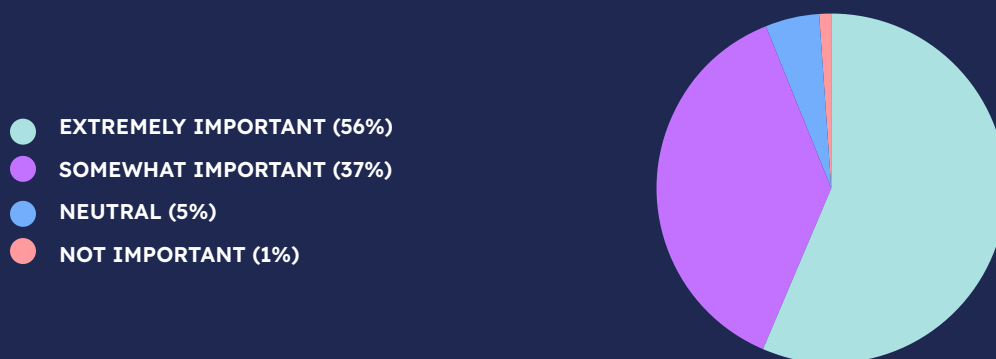
Combating Loneliness

Technology increases connection in faith communities.

Several recent studies, including a report from the U.S. Surgeon General, have identified that feelings of "loneliness" are on the rise in society. As such, for the first time ever in this survey, we asked church leaders direct yes-or-no questions about how technology impacts relationships, both within their community and with the Church as a whole.

The responses were resoundingly positive. 86% of respondents believe that tech increases connection in their community (Figure 1.1), and leaders strongly agree that tech plays a role in reducing loneliness (Figure 1.2). Additionally, nearly half say that tech has helped deepen faith in their congregation (Figure 1.3).

FIGURE 1.1
Technology's impact on connectedness

86%

say technology improves connection in their community
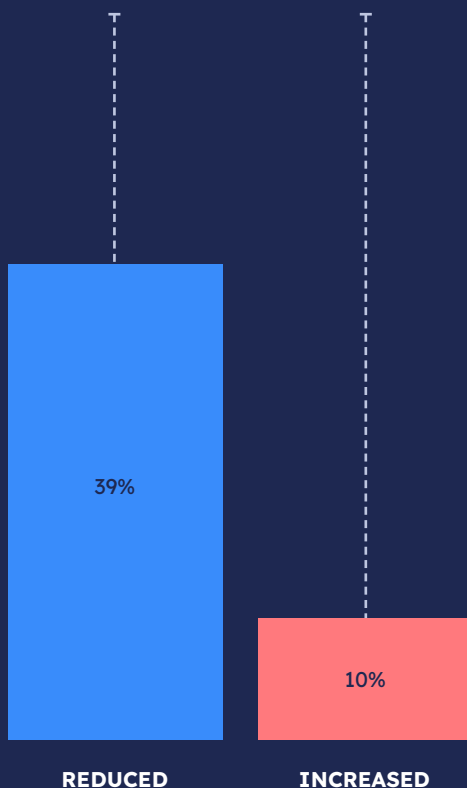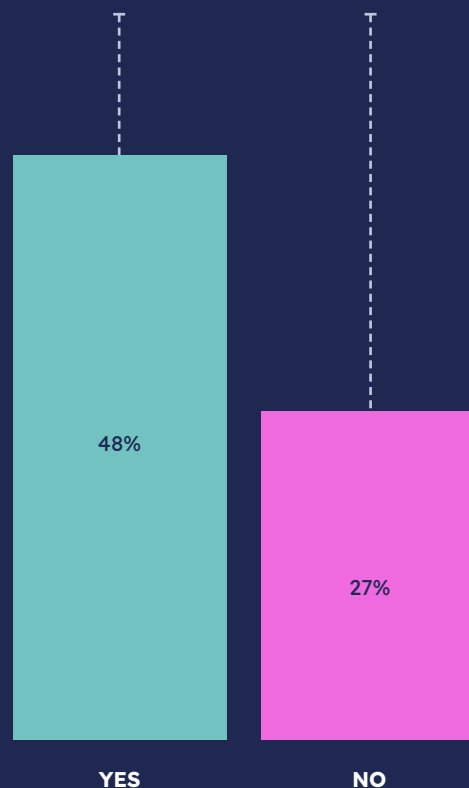
FIGURE 1.2
Technology's impact on loneliness

FIGURE 1.3
"Has technology helped deepen faith?"

39%	10%
REDUCED	**INCREASED**

48%	27%
YES	**NO**

*When asked about connectedness, 26% of respondents replied "don't know;" when asked about loneliness, "don't know" and "no impact" totaled 52%

FIGURE 1.4
Tools currently using, compared to previous year

ChMS

+4%

Online giving

+2%

Donor management

+4%

Mobile apps

+2%
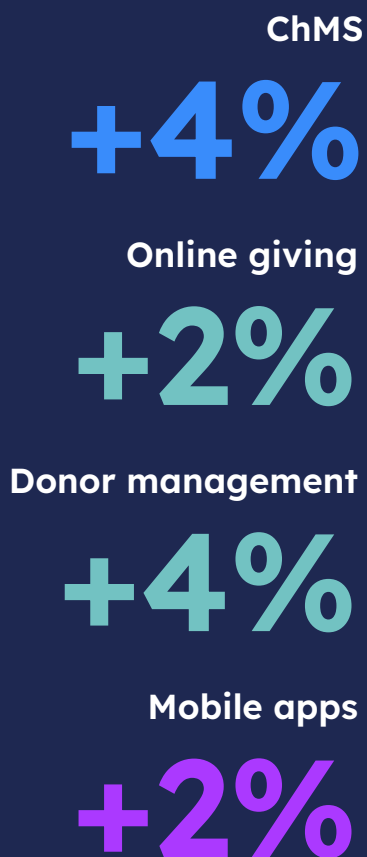
Church leaders' recognition of the value of digital tools reverberates through every data point in the report. For instance, common technology solutions like church management software (ChMS), online giving, donor management software and mobile apps have been incredibly popular with ministries for over a decade, and yet each of those tools still increased in overall usage this year (Figure 1.4).

As technology reaffirms its ability to amplify connection for churches, increased enthusiasm and adoption of digital tools will shape new industry-defining trends—as evidenced in the coming pages.

*Over the past 2 years, churches using Pushpay ChMS saw a **14% increase in volunteers and 24% increase in group participation**.*
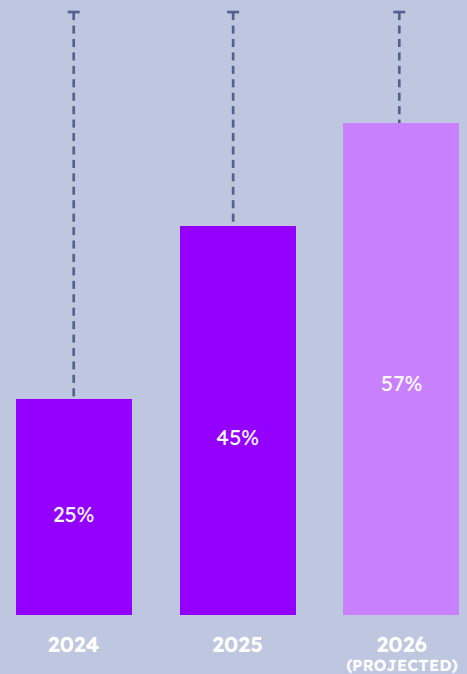
Leading by the Spirit—not by AI

AI solutions surge in popularity, but only for specific use cases.

Churches, like virtually every other organization in 2025, are riding the wave of enthusiasm for artificial intelligence solutions. Since last year, AI usage has jumped 80% across all ministries (Figure 2.1).

FIGURE 2.1
AI adoption

2024	2025	2026 (PROJECTED)
25%	45%	57%

However, while adoption has increased, leaders remain reluctant to rely on AI for pastoral content. Last year's report revealed that less than one quarter of AI users applied the tool for developing devotionals, sermons, or ideas for pastoral care; that pattern still holds true today (Figure 2.2). The vast majority of AI use cases revolve around content generation and editing of communication materials like emails, imagery, and social media posts.
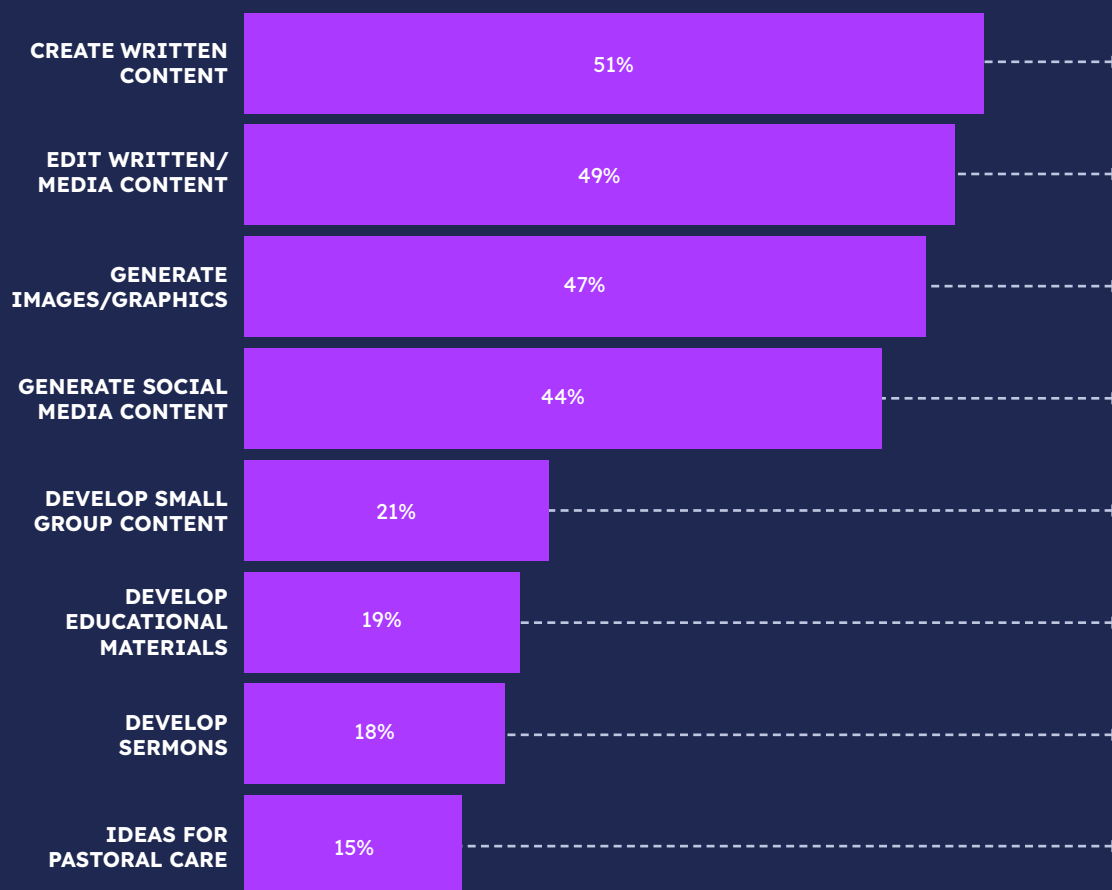
FIGURE 2.2
Common AI use cases

Use case	Percentage
CREATE WRITTEN CONTENT	51%
EDIT WRITTEN/MEDIA CONTENT	49%
GENERATE IMAGES/GRAPHICS	47%
GENERATE SOCIAL MEDIA CONTENT	44%
DEVELOP SMALL GROUP CONTENT	21%
DEVELOP EDUCATIONAL MATERIALS	19%
DEVELOP SERMONS	18%
IDEAS FOR PASTORAL CARE	15%

FIGURE 2.3
AI's role in improving operational efficiency

ENHANCING COMMUNICATION PROCESSES	40%
EVENT PLANNING/ LOGISTICS	15%
MANAGING FORMS/ REGISTRATIONS	15%
REPORTING	11%
SCHEDULING/ RESOURCE MANAGEMENT	9%
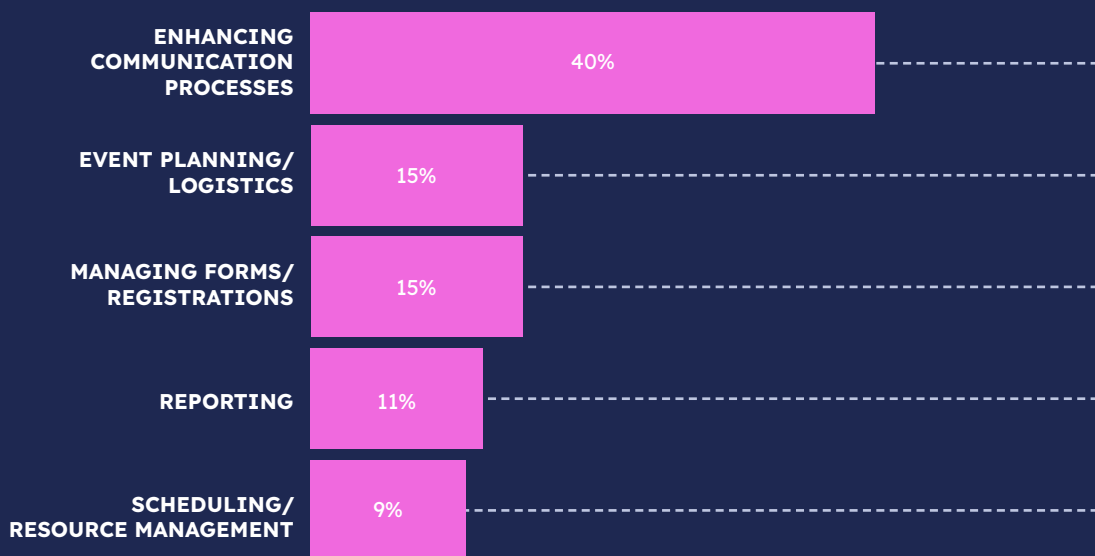
This tracks with how leaders report leveraging AI to enhance operational efficiency (Figure 2.3). Communication processes are the overwhelming use case, far exceeding any other application of the technology.

These patterns aren't necessarily surprising. Those called to lead in the Church—many of whom began serving long before AI rose to prominence—pursued their vocation out of desire to lead through the Holy Spirit. As such, AI's role in spiritual leadership is still being approached with trepidation. But, once the message is ready to be shared, leaders are taking advantage of this next-gen tool to spread that message widely and swiftly.

Boosting the Signal

Live streaming continues to connect congregations regardless of distance.

The COVID pandemic made streaming a necessity for churches worldwide and, years later, this powerful solution for connecting with remote members of the community hasn't waned in popularity (Figure 3.1).

FIGURE 3.1
Churches live streaming worship services and events

87%

FIGURE 3.2
"Live streaming has increased engagement and discipleship"

86%

FIGURE 3.3
Streaming via in-app video player, compared to previous year

+9%

FIGURE 3.4
*QR code usage, compared to previous year*

+6%

Leaders' continued commitment to streaming is the result of proven ministerial impact: 86% of respondents in this year's survey agree that live streaming increases engagement and discipleship (Figure 3.2), and they're reporting increased adoption of in-app players to share video content (Figure 3.3). Tangentially, QR codes are being utilized more than ever (Figure 3.4), often to drive community members and streaming viewers to next steps via a simple scan or tap.

These responses suggest that churches are realizing the value in high-quality platforms for delivering content and maximizing engagement. It's an intuitive trend: Today's viewers are quicker than ever to abandon low-quality videos online. So while YouTube continues to serve as a simple, popular video storage and delivery, two premiere platforms—Resi and Vimeo—are used twice as often against all other video hosting services (Figure 3.5).

Given the amount of time an average person spends looking at screens each day, and the ever-growing number of digital interactions first-time guests prefer before attending a service in person, it's no wonder that leaders are committing attention and resources to delivering a bespoke live streaming experience as yet another avenue for nurturing connection.

23 million minutes of mission-focused content is consumed through Resi technology each week, empowering churches to connect to their broader community

FIGURE 3.5
Video storage and delivery platform

Platform	Percentage
RESI	21%
VIMEO	21%
SUBSPLASH	10%
FACEBOOK	4%
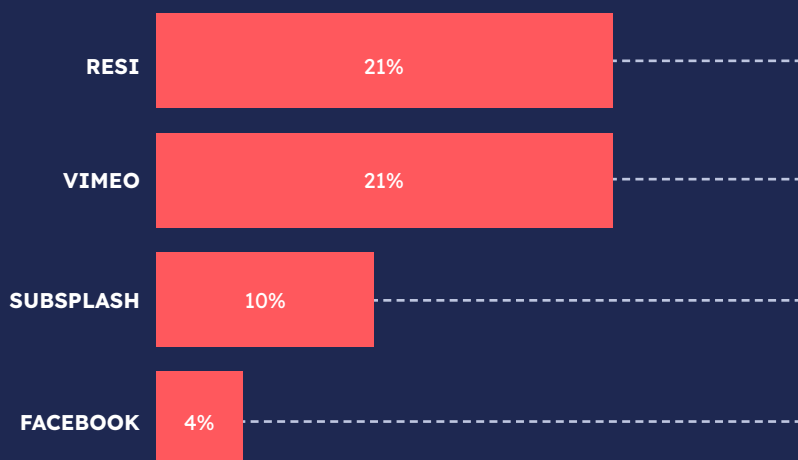
Generational Revival

Younger adults prefer tech-savvy ministries.

A Pew research study published in February 2025 found that the share of Americans who identify as Christians has stopped declining for the first time in over a decade. Much of that welcome upswing can be attributed to Millennials and Gen Z (Figure 4.1). While Boomers and Gen X have mostly remained steadfast in their participation and connection year-over-year, leaders are reporting that the under-45 crowd is finally engaging at higher rates than they've witnessed in previous years.

FIGURE 4.1
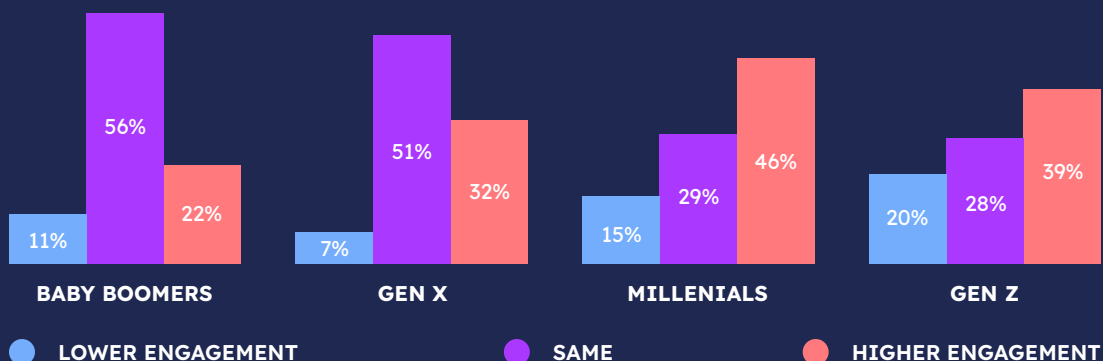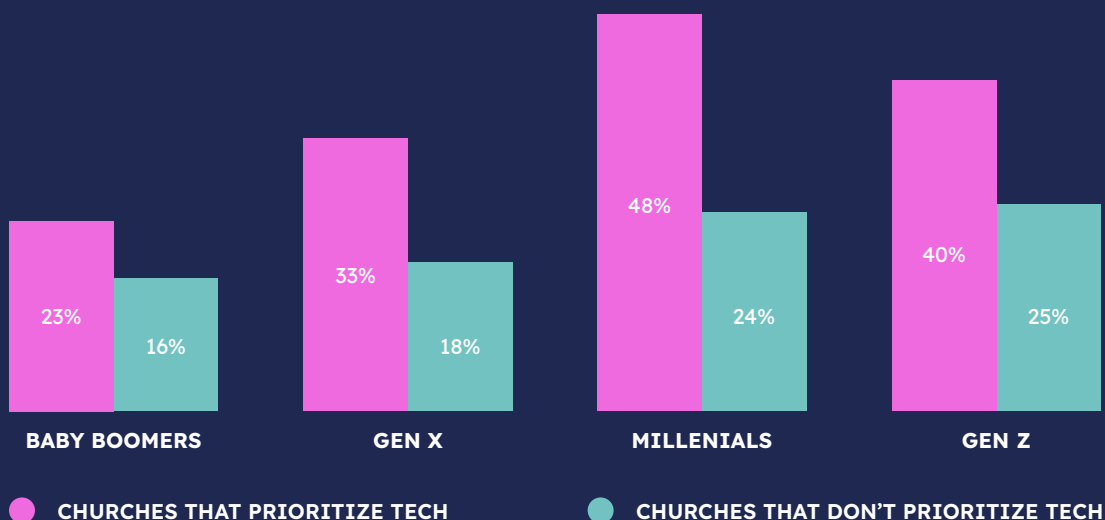*Engagement fluctuations by generation over the past year*

	BABY BOOMERS	GEN X	MILLENIALS	GEN Z
LOWER ENGAGEMENT	11%	7%	15%	20%
SAME	56%	51%	29%	28%
HIGHER ENGAGEMENT	22%	32%	46%	39%

FIGURE 4.2
Churches reporting higher engagement, based on importance placed on technology

BABY BOOMERS: 23% / 16%
GEN X: 33% / 18%
MILLENIALS: 48% / 24%
GEN Z: 40% / 25%

● CHURCHES THAT PRIORITIZE TECH   ● CHURCHES THAT DON'T PRIORITIZE TECH

There is, however, a bold distinction between which ministries these younger generations are adopting (Figure 4.2). Churches that claimed technology was "extremely important" or "somewhat important" to their mission were drastically more likely to report increased engagement over the past year. And that's not only true among Millennials and Gen Z; Boomers and Gen X are, to a lesser extent, also more likely to participate in ministries that emphasize tech's role in supporting their mission.

Discipling the up-and-coming generations is critical to ensure a thriving and long-lasting ministry. Millennials and Gen Z are clearly signalling that they prefer to engage with churches that embrace a digital facet to ministry, so they can connect in the ways they're most comfortable.

Seeking the Right Partner

Churches want a return on their tech investment.

As we've seen, leaders are loudly acknowledging technology's current and future importance to their ministries—and they're proving it through their budgets. In the past two years, over half of all churches have increased their tech investment, as compared to just one-in-ten shrinking their budget (Figure 5.1).

FIGURE 5.1
*Tech budget changes over past two years*

- Increased (52%)
- Decreased (10%)
- Don't know (15%)
- Stayed the same (23%)

Cost

-9%

Change is hard

+12%

Onboarding/ training staff

+24%

There's an additional and even more telling financial statistic in the data: for the first time in four years of this report, the importance of cost when adopting new technology dropped year-over-year, while a demonstrable return on investment jumped in significance (Figure 5.2, 5.3).

FIGURE 5.3
Important factors when purchasing tech

	2024	2025
EASY TO USE	72%	76%
HELP DESK	54%	57%
DEMONSTRABLE ROI	48%	52%

● 2024   ● 2025
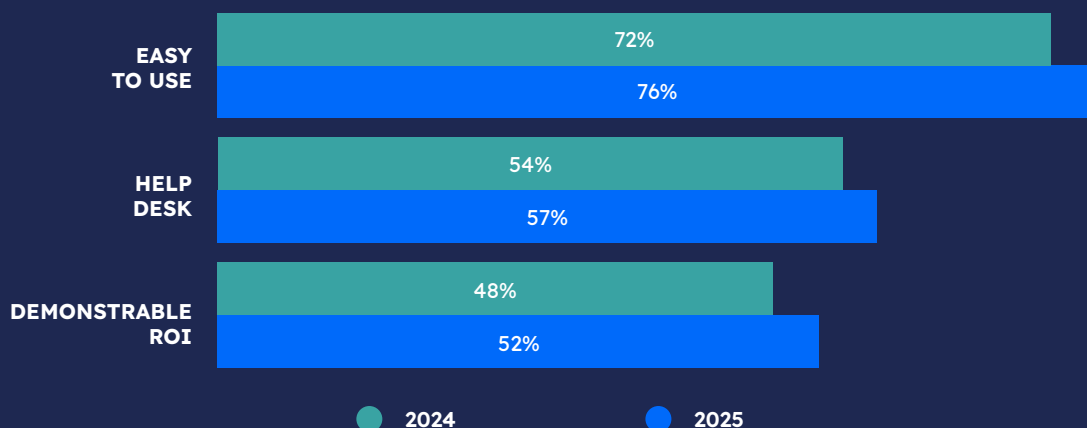
Other digital priorities received higher emphasis than previous years. Re-training staff, as well as the difficulty of changing platforms, both spiked as concerns when considering new technology solutions. The importance of a dedicated help desk also rose to its highest level ever.

Financial considerations will always rank as major concerns, but this unprecedented shift in priorities underscores leaders' desire for more than a tech platform—they want a tech partner. Churches are willing to invest in a provider with reliable support services, so they deliver an impactful digital experience for their community.
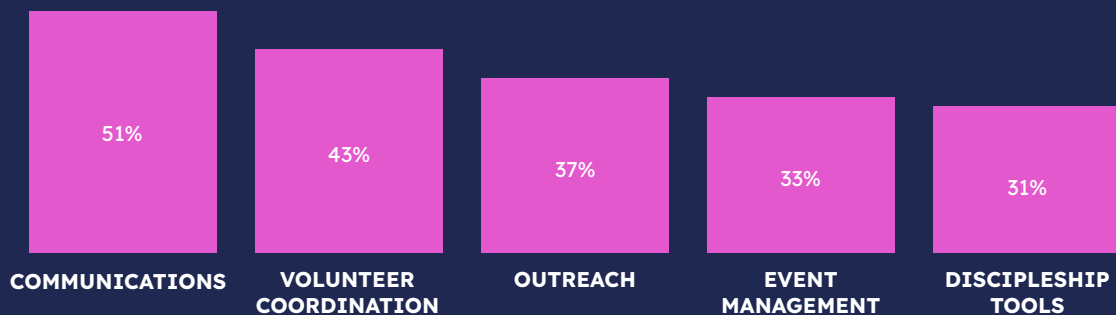
Charting Ahead

Technology's role in connection moving forward.

The broad theme of "communication" colors many of the responses in this year's survey. It's the number one challenge that leaders wish technology could better address (Figure 6.1), a pattern highlighted by this year's dramatic uptick in generative AI adoption (Figure 2.2).

FIGURE 6.1
What challenges do you wish tech could better solve?

51%	43%	37%	33%	31%
COMMUNICATIONS	VOLUNTEER COORDINATION	OUTREACH	EVENT MANAGEMENT	DISCIPLESHIP TOOLS

This same trend is evident when churches were asked about multilingual tools (Figure 6.2); since last year's report, 18% more ministries are leveraging digital solutions in multiple languages. Churches across the country remain steadfast in building connection through the diverse languages, cultures, and traditions that are central to their communities' identities.

Online giving continues to be the most popular digital solution among all churches (Figure 1.4)—not surprising, considering 70% of leaders believe technology has increased generosity in their church (Figure 6.3). That proven impact is likely responsible for the fast-growing interest in accepting cryptocurrency and stock donations (Figure 6.4).

FIGURE 6.2
Multilingual tool usage, compared to previous year

+19%

FIGURE 6.3
Churches reporting that online giving increases generosity

70%

FIGURE 6.4
Increase in leaders who believe cryptocurrency holds future importance for their church, compared to previous year

+44%

62%

Finally, there remains a gap between enthusiasm and confidence. For the second consecutive year, 45% of respondents said they didn't feel confident making tech purchase decisions. This disconnect is exemplified by the nearly two-in-three leaders who aren't sure if crypto could possibly play a role in their future (Figure 6.5). This hesitation reinforces the idea that ministry leaders—who are primarily occupied with the worthy work of their church—want a technology partner who can support and help navigate the digital aspects of fostering connection in their community.

*According to Pushpay data: compared to those who only attend service, **church members added to a group are 66% more likely to give at least one gift, and volunteers are 450% more likely to contribute.***

Connection has been, and always will be, the pulsing heart of the Church. Our purpose at Pushpay is to create technology that helps people connect with people. If your ministry is looking for a partner to provide industry-leading digital solutions that can help you support growth, faith, and connection, please don't hesitate to reach out. Our passionate team would love to explore how together we can amplify the incredible impact you're already making in your community.

About the research

The fourth annual State of Church Technology report is derived from a February 2025 survey. We received responses from over seventeen hundred church leaders from across the United States, who represent a diverse mix of ministries in terms of congregation size, denomination, and budget.

Every respondent either described themselves as a "decision maker" or "influencer" regarding technology purchases within their church. These results reflect the views of the leaders who are choosing if, when, and which tech their ministries will adopt.

Since the inaugural survey in 2021, roughly eight thousand church leaders have shared their experiences and opinions for the State of Church Technology report. **To all those who have contributed over the years, thank you so much for your invaluable insights as we pursue our shared goal of advancing the mission of the Church and building His Kingdom.**