

AMPLIFY™ Analytics



Stop guessing. Start knowing.

Your data is begging to show you something.

MORE THAN

100 Metrics
Visualized
in 9 Comprehensive
Dashboards

Dashboards **sync automatically** every week.
Real-time member engagement metrics—
when you need them.

**“The ability to better understand our data
allows our campus pastors to pull levers
based on what’s actually happening.”**

Katie Fisher
Rock City Church, Columbus, Ohio

Get the clarity you need to be intentional,
strategic, and decisive with real-time insights
into the movement and growth of your



Church Overview

Get a clear weekly snapshot of church engagement with key metrics, eliminating guesswork and empowering confident leadership decisions.



Attendance Engagement

Track attendance, first-time visitors, and demographics to see who’s showing up, when, and where—gaining insights to better serve your congregation.



Giving Engagement

Get a complete view of giving patterns, trends, and behaviors to foster generosity and financial stewardship in your church.



Groups Engagement

Track group participation, leader involvement, and demographics to strengthen discipleship and community growth.



Volunteer Engagement

Track volunteer service, recruitment trends, and engagement to identify gaps and celebrate those who serve.



Donor Health Beta

Easily track donor engagement at every stage of giving—right down to the individual. Gain instant insights into first and second-time, increasing, newly engaged, lagging, declining, and lapsed givers, all in one place.

Go ahead, take a look for yourself. [↓](#)

Do more with your data. Wayyyy more.

We integrate seamlessly with your Church Management System (ChMS) to turn your data into meaningful insights that lead to strategic, informed decision-making:

Overview

Engagement

- ✔ Total Active Records
- ✔ Average Weekly Attendance (AWA)
- ✔ Previous Weekly Attendance
- ✔ First-Time Visitors
- ✔ Engagement Steps Taken
- ✔ AWA vs Active Persons Records
- ✔ Engaged vs Active Records
- ✔ Previous Week's Giving

Key Metrics

- ✔ Headcount Attendance
- ✔ Giving
- ✔ Baptisms
- ✔ Volunteers

Congregation Demographics

- ✔ Gender
- ✔ Generations Breakdown
- ✔ Phase of Life Breakdown

Attendance

Headcount Attendance

- ✔ Headcount Attendance
- ✔ Previous Week's Attendance
- ✔ Average Weekly Attendance (AWA)
- ✔ First-Time Visitors
- ✔ AWA vs Active Records

Check-In Attendance

- ✔ Check-In Attendance
- ✔ Total Unique Check-Ins
- ✔ Unique Check-Ins vs AWA
- ✔ Check-Ins by Group

Check-In Demographics

- ✔ Check-Ins by Gender
- ✔ Check-Ins by Generation
- ✔ Check-Ins by Life Phase

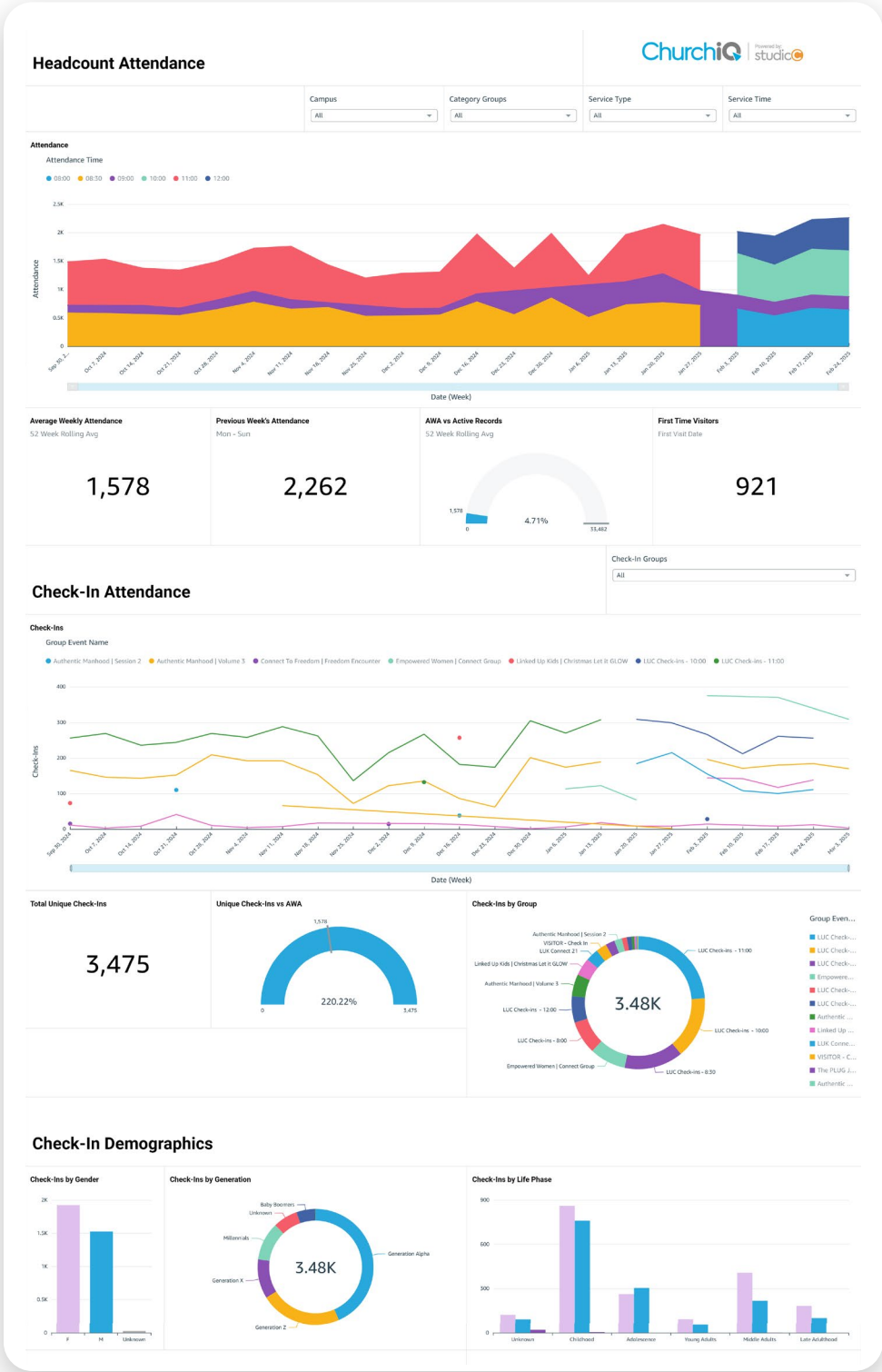
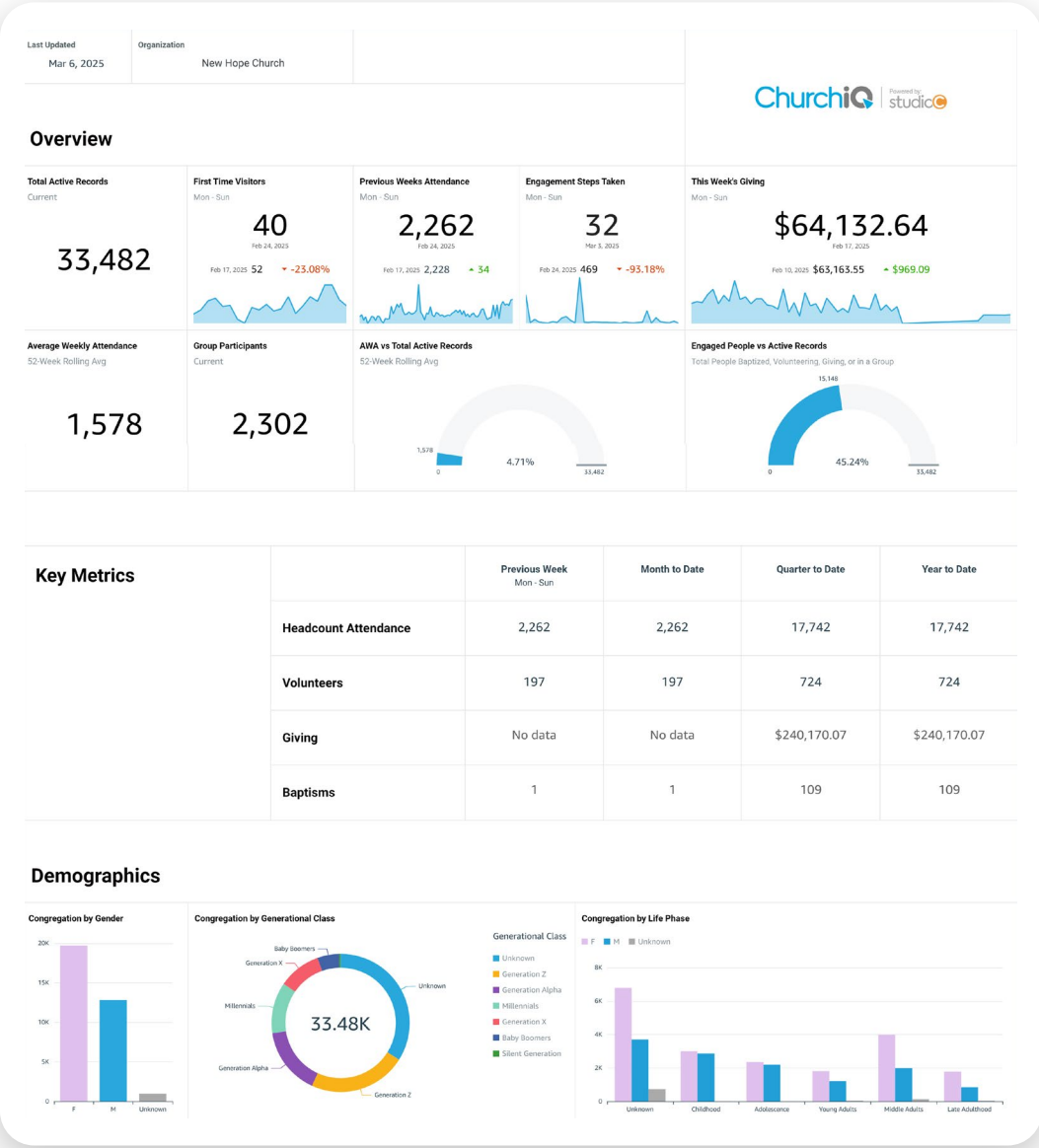
Giving

Giving Engagement

- ✔ Giving
- ✔ Total Gift Amount
- ✔ First-Time Givers
- ✔ Engaged Givers
- ✔ Occasional Givers
- ✔ Average Gift Amount
- ✔ Engaged Average Gift Amount
- ✔ Occasional Average Gift Amount
- ✔ Total Givers vs Active Records
- ✔ Total Givers vs AWA
- ✔ Regular Giver vs Total Givers

Giving Demographics

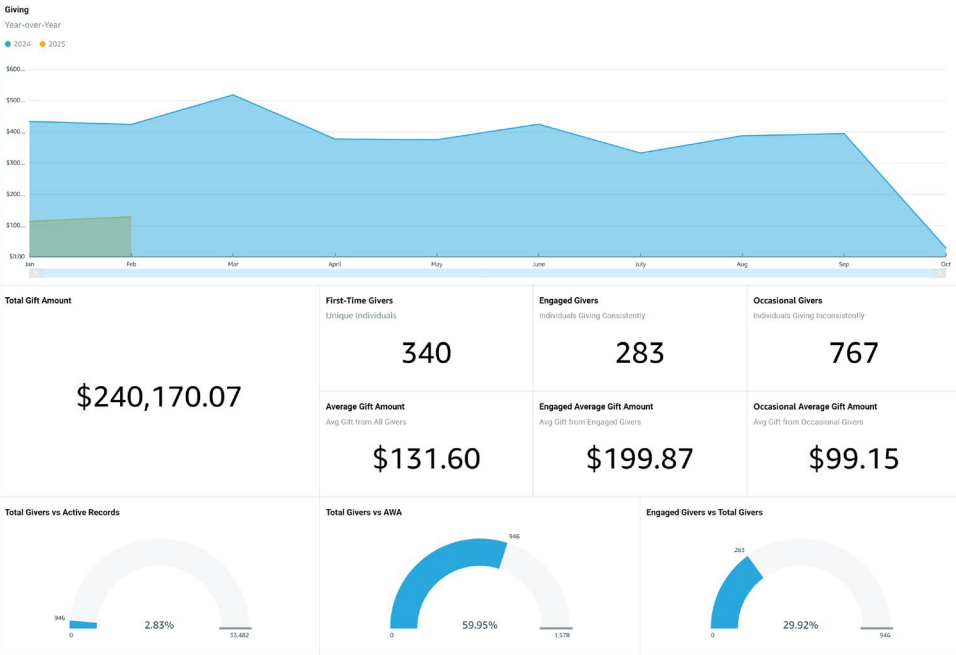
- ✔ Givers by Gender
- ✔ Givers by Generation
- ✔ Givers by Gender & Phase of Life
- ✔ Givers by Zip Code



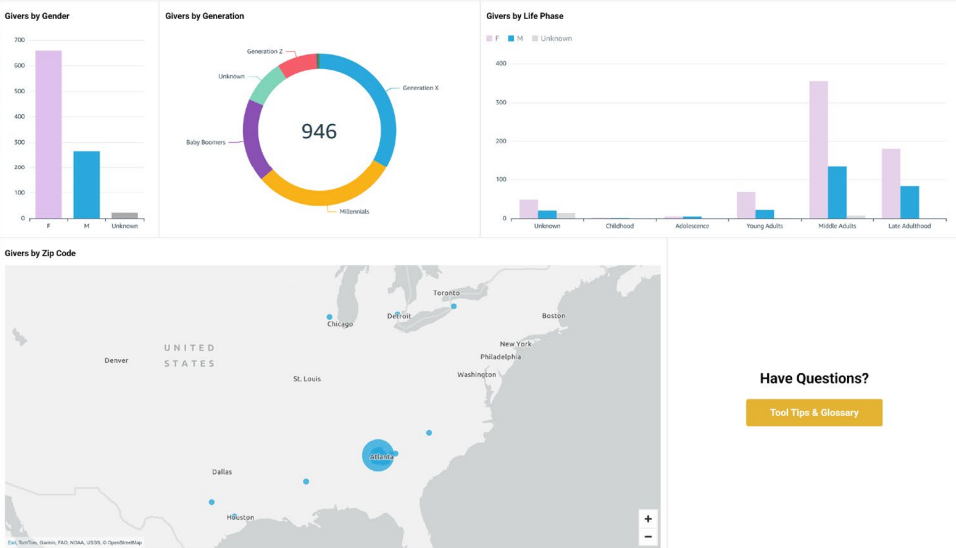
But wait! There's more!
Keep going...

Giving Engagement

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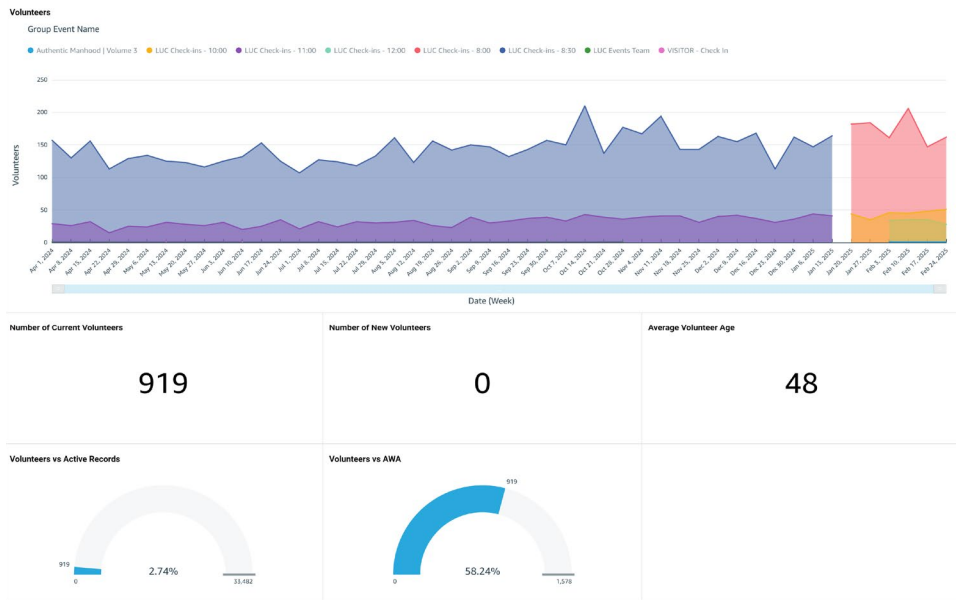


Giving Demographics

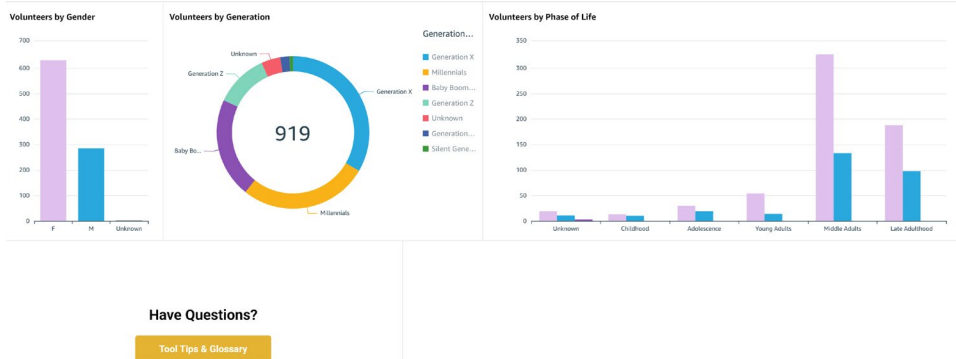


Volunteer Engagement

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Volunteer Demographics



Groups

Group Engagement

- ✓ Group Participants
- ✓ Current Groups
- ✓ Number of Group Participants
- ✓ Number of Leaders
- ✓ Avg Leader Age
- ✓ In Groups vs AWA
- ✓ In Groups vs Active Records
- ✓ Leaders vs Members

Group Demographics

- ✓ In Groups by Gender
- ✓ Groups by Generational Class
- ✓ Groups by Gender & Phase of Life
- ✓ People Locations in Groups

Volunteers

Volunteer Engagement

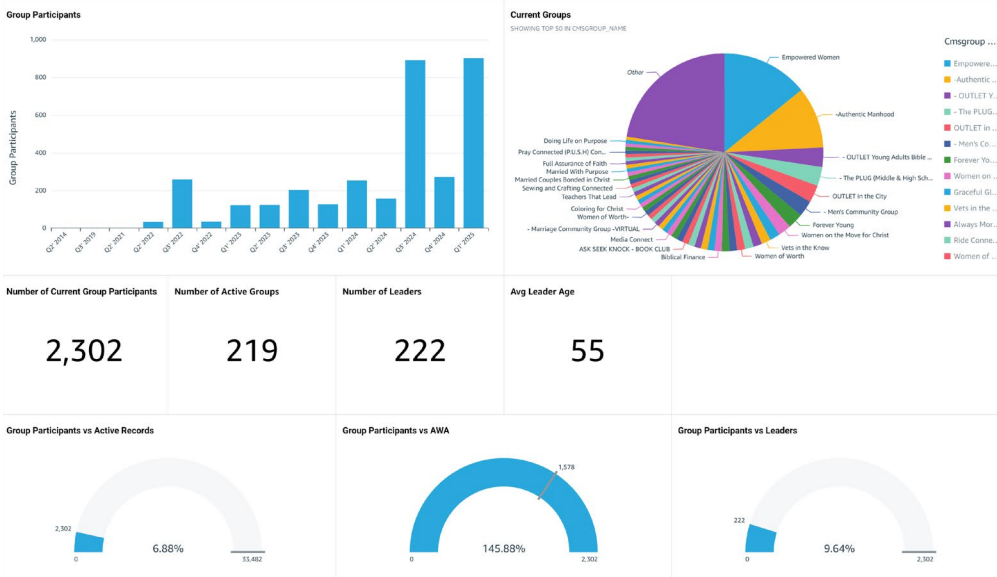
- ✓ Volunteers
- ✓ Number of Current Volunteers
- ✓ Number of New Volunteers
- ✓ Average Volunteers Age
- ✓ Volunteers vs Active Records
- ✓ Volunteers vs AWA

Volunteer Demographics

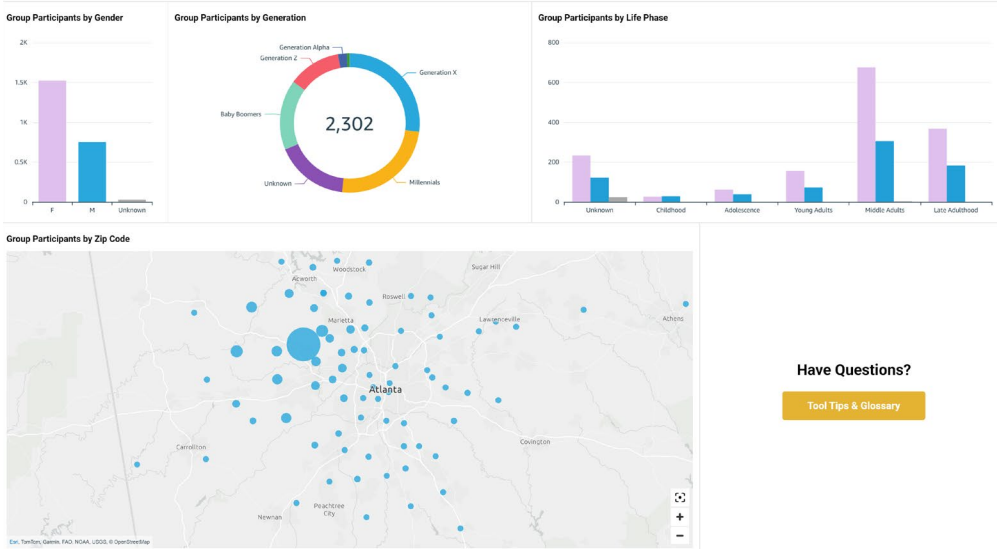
- ✓ Volunteers by Gender
- ✓ Volunteers by Generation
- ✓ Volunteers by Gender & Life Phase

Group Engagement

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Groups Demographics



DonorHealth

A comprehensive and **actionable** suite of dashboards, providing detailed metrics on each phase of giver in your church, including exportable lists to communicate with your people individually.

Giving History (by Phase)

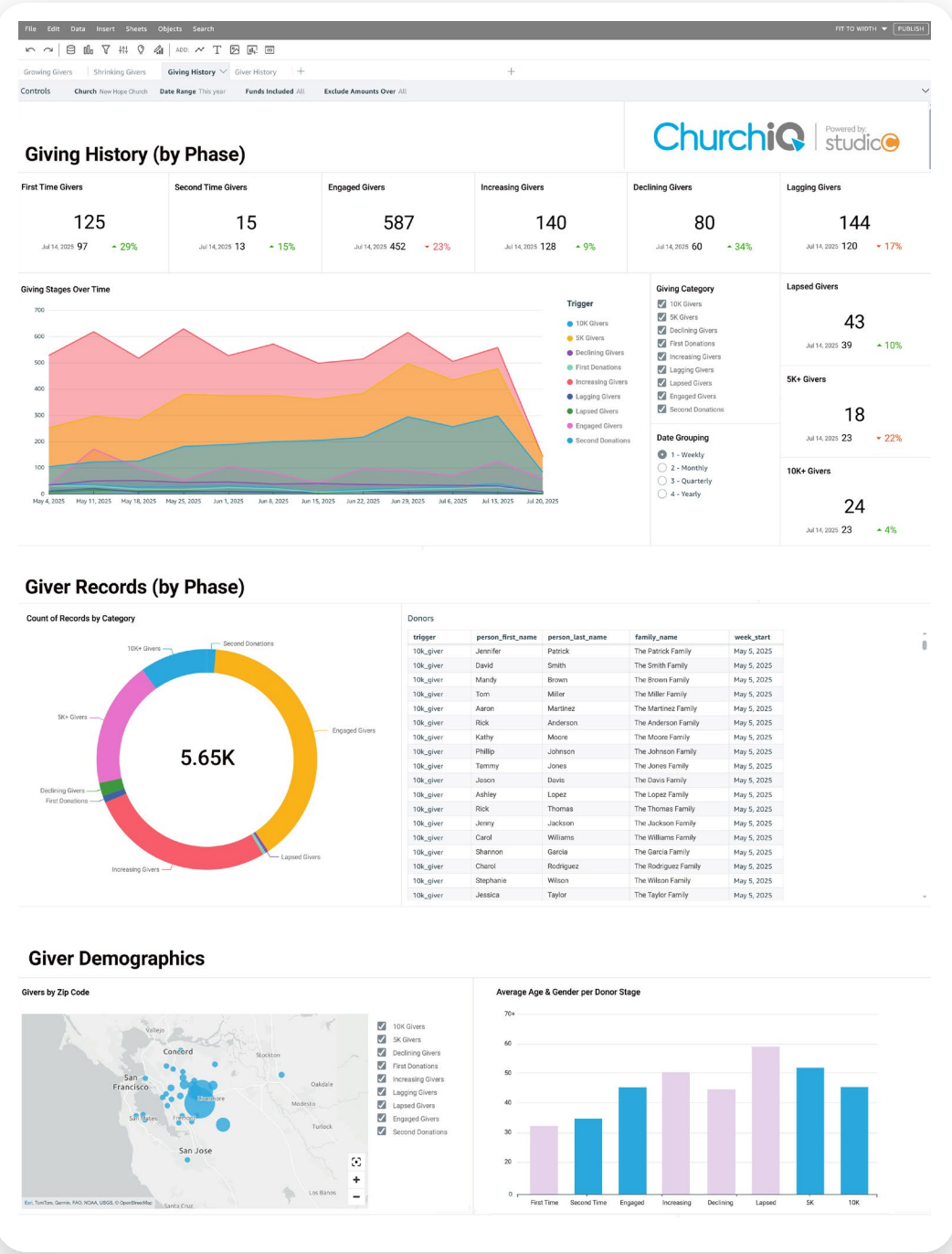
- ✔ First-Time Givers
- ✔ Second-Time Givers
- ✔ Newly Engaged Givers
- ✔ Increasing Givers
- ✔ Declining Givers
- ✔ Lagging Givers
- ✔ Lapsed Givers
- ✔ 5K Givers
- ✔ 10K Givers
- ✔ Donor Stages Over Time
- ✔ Giver Records (by Phase)

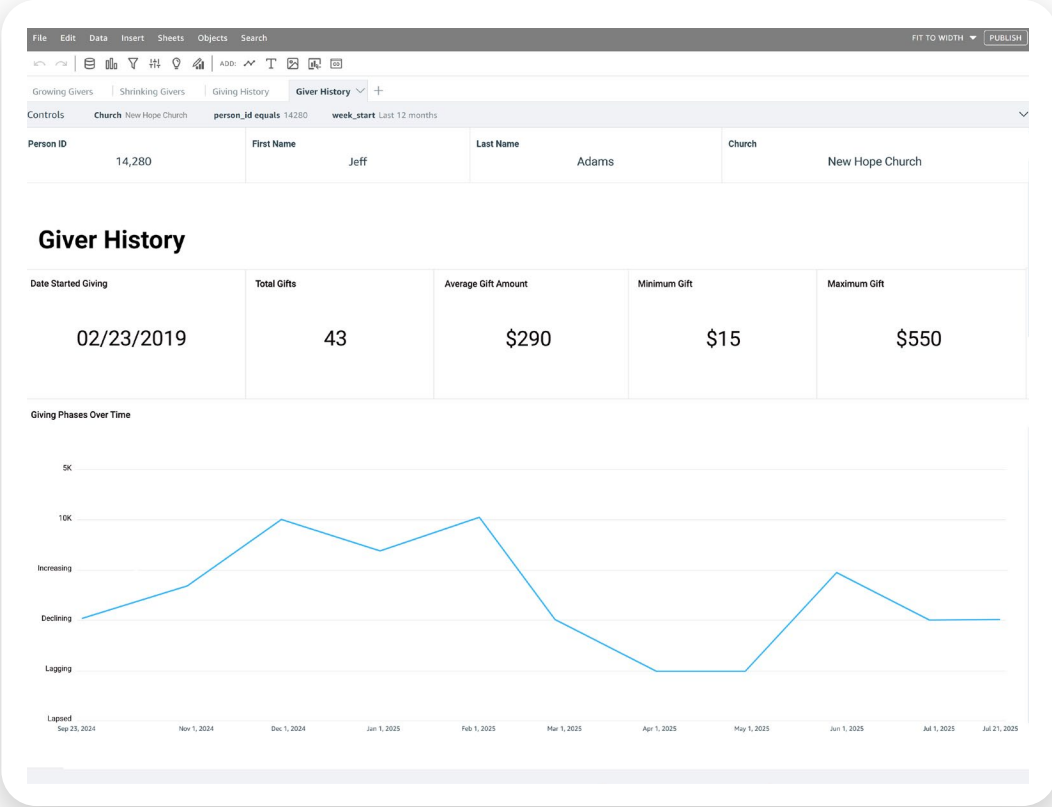
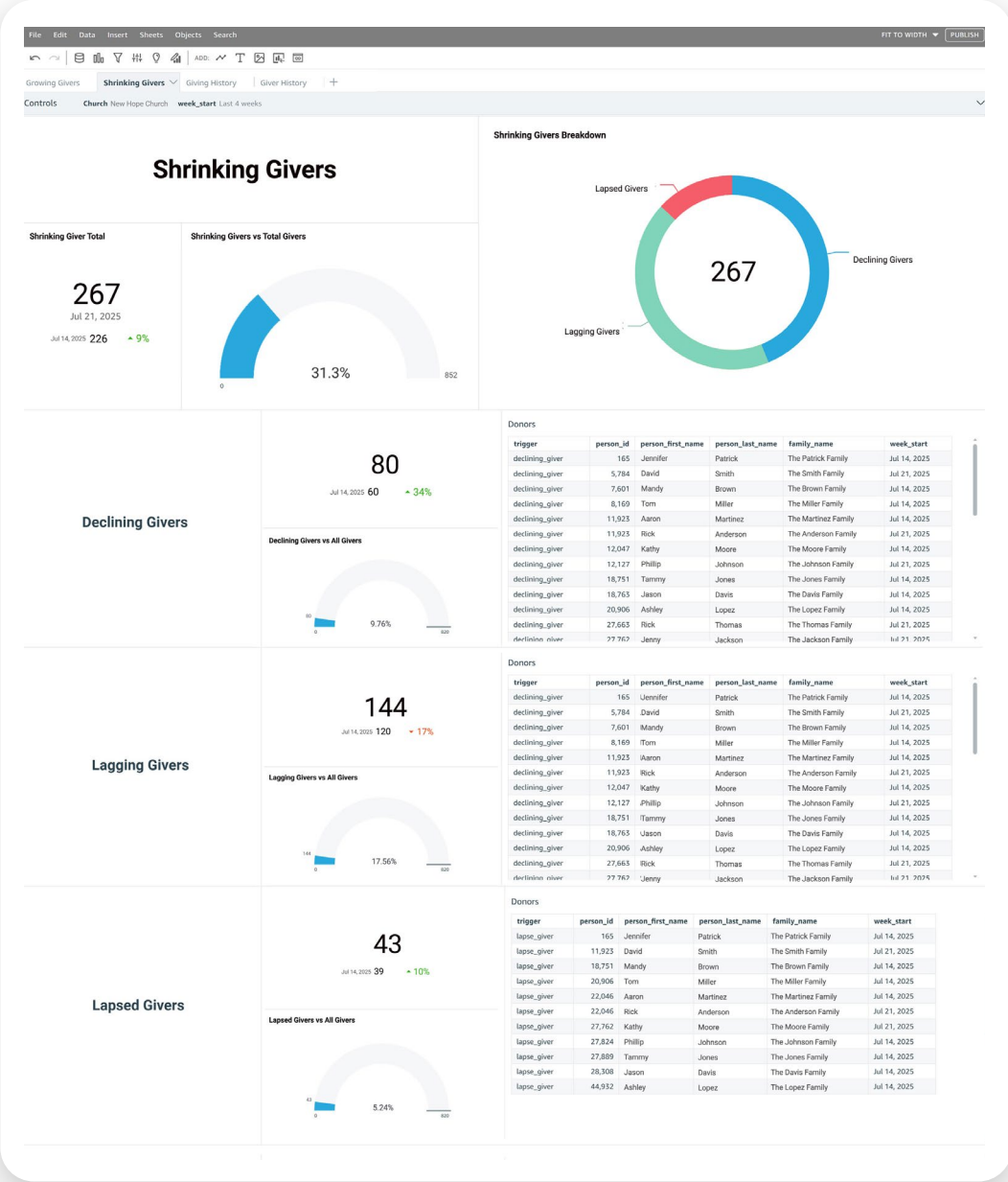
Giver Demographics

- ✔ Givers by Zip Code
- ✔ Average Age & Gender per Stage

Growing Givers

- ✔ Total Growing Givers
- ✔ Growing Stages Breakdown
- ✔ Growing vs Total Givers
- ✔ Total First Donations
- ✔ First Donations vs Total Givers
- ✔ (Exportable) First Donation List
- ✔ Total Second Donations
- ✔ Second Donations vs Total Givers
- ✔ (Exportable) Second Donation List
- ✔ Total Increasing Givers
- ✔ Increasing Givers vs Total Givers
- ✔ (Exportable) Increasing Giver List
- ✔ Total 5K Givers
- ✔ 5K Givers vs Total Givers
- ✔ (Exportable) 5K Giver List
- ✔ Total 10K Givers
- ✔ 10K Givers vs Total Givers
- ✔ (Exportable) 10K Giver List





Shrinking Givers

- ✔ Total Shrinking Givers
- ✔ Shrinking Stages Breakdown
- ✔ Shrinking vs Total Givers
- ✔ Total Declining Givers
- ✔ Declining Givers vs Total Givers
- ✔ (Exportable) Declining Givers List
- ✔ Total Lagging Givers
- ✔ Lagging Givers vs Total Givers
- ✔ (Exportable) Lagging Giver List
- ✔ Total Lapsed Givers
- ✔ Lapsed Givers vs Total Givers
- ✔ (Exportable) Lapsed Giver List

(Individual) Giver History

- ✔ Date Started Giving
- ✔ Total Gifts
- ✔ Average Gift Amount
- ✔ Minimum Gift
- ✔ Maximum Gift
- ✔