

Navigating Growth

Staffing and Donor Development Challenges
in Georgia's Nonprofit Sector



Executive Summary

Georgia’s nonprofit sector includes approximately **50,000 organizations** employing over **450,000 people** statewide, generating an estimated **\$58 billion** in annual revenue.

50,000	450,000	\$58 billion
Organizations	Individuals	Annual revenue

The Atlanta metro area hosts the majority of these nonprofits, addressing health, education, human services, and economic mobility needs. Yet, many small to mid-sized nonprofits face challenges in staffing development roles, adopting modern CRM technology, and building strong donor pipelines.

Overview of Georgia's Nonprofit Ecosystem

50,000

organizations

Scale and Scope

- **50,000 nonprofit** organizations
- Employing **450,000 individuals**
- Generating **\$58 billion** in annual revenue

15

have revenues
exceeding

\$100 million

Organizational Size

- **48%** report annual revenues **under \$250,000**
- Fewer than **15 organizations** have revenues **above \$100 million**, accounting for a major share of sector revenue

**Significant
contributors
to the sector's
revenue**

Sector Distribution

- Health-related nonprofits generate **\$24 billion**
- Educational organizations produce **\$14 billion**
- Human services and public/societal benefit organizations generate **\$16 billion** combined

Hiring and Staffing Challenges

Competitive labor market

Talent Acquisition

- Shortage of skilled fundraising professionals, particularly for small to mid-sized organizations
- Salary competitiveness challenges in the Atlanta metro

Lack the resources

to hire dedicated IT or data specialists.

Technological Gaps

- Many nonprofits lack CRM systems or data staff, limiting donor segmentation and digital campaigns

Donor Development Trends and Challenges

Retention challenge

Donor Engagement

- Difficulty upgrading and retaining mid-level donors
- Heavy reliance on events limits scalable donor growth
- Crowded philanthropic landscape in Atlanta increases competition

State, federal, and local grants dependencies

Funding Dependencies

- Human services organizations depend heavily on state and local grants, creating budget vulnerability

Budget Constraints and Operational Limitations

Tight budgets

Resource Allocation

- Tight budgets limit investments in **fundraising staff and tools**

Affordable digital and operational solutions

Capacity Building Initiatives

- Staff wear multiple hats, impeding strategic donor **stewardship and acquisition**

Regional Factors Influencing Nonprofit Operations

Diverse population

Demographic Considerations

- Atlanta's majority-minority population **(52% Black, 5% Asian, 6% Hispanic/Latino)** necessitates culturally competent outreach and program design

High housing and living costs

Economic Landscape

- High income inequality fuels both philanthropic opportunities and widespread service demands

Recommendations

Shared staffing models

Collaborative Hiring

- Partner with peer organizations for shared grant writers, campaign strategists, or data analysts

Use free or discounted tools

Leveraging Technology

- Utilize Microsoft's Nonprofit Tech **Acceleration Program** and **TechSoup** to reduce CRM and software costs
- Automate donor journeys via platforms like **Kindful**, **Bloomerang**, or **EveryAction**

CRM solutions, Stewardship strategies

Enhanced Donor Engagement

- Prioritize mid-level donor upgrades with targeted campaigns and personalized stewardship calls

Strategic Recommendations

Outsourcing Fundraising Services



Know When to Outsource



Major gifts, grant writing, campaign strategy, and donor communications are high-ROI outsourcing areas

Cost Considerations



Hourly rates \$80–\$200; projects \$3,500–\$10,000; retainers deliver strong ROI compared to part-time hires

Structure the Relationship for Success



Define deliverables, pilot projects, assign a liaison, and implement regular performance reviews



Conclusion

Georgia nonprofits are central to community stability and growth, but **staffing limitations, technology gaps, and donor development** constraints restrict their potential. Outsourcing fundraising functions and investing in scalable tech empower leaders to drive greater mission impact efficiently.

Organizations like goharness.com provide full-service fundraising, marketing, and donor engagement support for a fraction of the cost of hiring a part-time employee. Their team delivers **people, tech, and strategy**, enabling nonprofit leaders to focus on mission and impact—not just operations.

For more information and a free assessment,

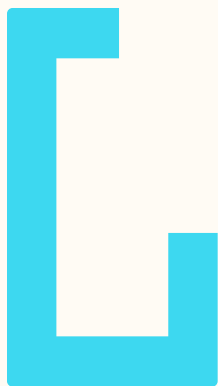


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