



Atlanta Nonprofit Giving Season Report 2025

Maximizing Impact During the Fall & Winter
Philanthropy Cycle

Why Atlanta Giving Season Matters

The fall and winter giving season is the single most important fundraising window for nonprofits nationwide — and Atlanta is no exception.

More than 30% of annual donations typically occur in December, and Giving Tuesday continues to grow in scale and impact across Georgia. Atlanta's nonprofit sector benefits from a unique mix of local philanthropy, strong faith-based networks, nationally recognized corporations (Delta, Coca-Cola, Home Depot, UPS), and a vibrant donor community. With the right preparation, nonprofits can close the year strong and set the stage for future growth.



When to Start Planning for Giving Season in Atlanta

Timing is everything. Nonprofits that begin preparation in late summer and early fall consistently outperform those that wait until November.

August – September

Build campaign strategy, craft stories, segment donor lists.

October

Launch engagement campaigns (volunteer appreciation, pre-season social pushes, email warm-ups).

November – December

Execute peak fundraising (Giving Tuesday, holiday campaigns, year-end appeals).

Case Example:

A mid-sized Atlanta food pantry launched its “Warm Meals, Warm Hearts” campaign in October. By starting early, they achieved 40% more donations in December compared to the previous year.

Resourcing for Giving Season

Success requires planning — and resources



Staffing

Assign clear campaign leads and roles (fundraising, communications, stewardship).



Technology

Use donor management systems, peer-to-peer platforms, and email automation tools.



Budget

A good benchmark is 10–15% of your annual fundraising budget allocated to giving season campaigns.



Partnerships

Leverage Atlanta's volunteer networks (Georgia State, Emory, Morehouse) to expand capacity.

Key Fundraising Initiatives in Atlanta

Certain initiatives resonate especially well in Atlanta:



Community-focused campaigns around **food insecurity, housing, youth education, and healthcare access.**



Faith-based initiatives that connect with Atlanta's strong church donor base.



Corporate matching programs — Delta, Coca-Cola, and Home Depot employees participate in robust seasonal giving campaigns.



Social media peer-to-peer challenges, particularly among younger donors on Instagram and TikTok.

Successful Fall/Winter Campaigns in Atlanta (Top 10 Causes)

1

Food Security: Atlanta Community Food Bank – record-breaking holiday drive.

2

Homelessness & Housing: Atlanta Mission’s “Warm Shelter, Warm Hearts” winter campaign.

3

Education/Youth: Hands On Atlanta’s toy and tutoring drives.

4

Healthcare: Children’s Healthcare of Atlanta’s end-of-year giving appeal.

5

Faith-Based Giving: Ebenezer Baptist’s Angel Tree initiative.

6 **Arts & Culture:** Atlanta Symphony Orchestra's holiday giving events.

7 **Animal Welfare:** Atlanta Humane Society's "Home for the Holidays" adoption push.

8 **Environmental:** Trees Atlanta's winter planting campaign.

9 **Veterans:** United Way Greater Atlanta's veteran-focused fund drives.

10 **Global Relief:** CARE USA leveraging Giving Tuesday for international support.

What's Different in 2025

Certain initiatives resonate especially well in Atlanta:



Economic pressures

Inflation may shift donors to smaller amounts, but overall participation is expected to rise.



Digital acceleration

More campaigns are moving onto Instagram, TikTok, and livestreaming platforms.



Corporate momentum

Atlanta companies are expanding matching programs and employee engagement.



Donor expectations

More demand for authentic storytelling and impact transparency

Atlanta-Specific Campaign Ideas



Neighborhood Challenges

Create donor competitions between Midtown, Buckhead, Decatur, and East Atlanta.



Sports Partnerships

Hawks, Falcons, Braves, and Atlanta United all host charity nights with nonprofits.



Music & Culture

Leverage Atlanta's music scene with benefit concerts or artist partnerships



Pop-Up Markets

Holiday craft and food markets where vendor proceeds support local nonprofits.

Defining a Successful Giving Season

To measure success, nonprofits should aim for:

Revenue growth

15–20% over Q3 fundraising.

Donor retention

At least 60%.

New donor acquisition

25%+ during the season.

Investment guidelines:

Staff time

Begin planning at least 2–3 months ahead

Budget

Dedicate 10–15% of seasonal fundraising goals toward marketing and outreach.

Follow-up

Stewardship in January is critical (impact reports, thank-you campaigns, donor recognition).

Preparing for Giving Season Success

Atlanta nonprofits have the opportunity to leverage a strong donor base, robust corporate partnerships, and a culture of generosity to thrive this giving season. Success requires early planning, clear strategy, and thoughtful resourcing.

For organizations that feel stretched thin, **outsourcing campaign strategy and execution is one of the most effective ways to ensure you have the expertise, resources, and capacity to maximize results.** By partnering with experienced fundraising professionals, nonprofits can fully capitalize on the opportunities of the fall and winter giving season.

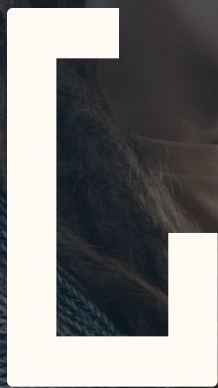



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