



# Orlando Nonprofit Giving Season Report 2025

Maximizing Impact During the Fall & Winter  
Philanthropy Cycle

# Why Orlando Giving Season Matters

The fall and winter giving season is the most critical time for nonprofits — nationally, nearly 30% of all giving happens in December alone. In Central Florida, where nonprofits serve diverse communities ranging from local families to global causes, the stakes are especially high.

Orlando's unique donor base combines **tourism-driven philanthropy, strong faith-based communities, healthcare leaders, and global corporations** (Disney, Universal, AdventHealth, Darden Restaurants, Lockheed Martin). With smart preparation, nonprofits can capture this surge in generosity and position themselves for sustainable growth into the new year.





# When to Start Planning for Giving Season in Orlando

Timing matters — and Orlando nonprofits that start planning in late summer outperform those that wait until November.

## August – September

Develop messaging, segment donor lists, secure early corporate and church partnerships.

## October

Begin engagement campaigns — volunteer appreciation, donor stories, community events.

## November – December

Execute Giving Tuesday, holiday appeals, corporate matches, and year-end campaigns.

### Case Example:

A mid-sized Orlando youth nonprofit began their “Bright Futures Holiday Drive” in early October. By cultivating donors early, they saw a 35% increase in December gifts compared to the prior year.

# Resourcing for Giving Season

Orlando nonprofits often face resource gaps during high-volume fundraising seasons. Successful organizations prepare by:



## Staffing

Designating campaign leads and leveraging seasonal volunteers (including local colleges like UCF, Rollins, Valencia).



## Technology

Implementing donor management systems, automated email campaigns, and mobile-friendly giving portals.



## Budget

Allocating 10–15% of annual fundraising budget toward giving season campaigns.



## Partnerships

Many Orlando nonprofits maximize impact by partnering with theme parks, healthcare providers, and local churches for in-kind support and visibility.

# Key Fundraising Initiatives in Orlando

Several initiatives stand out during Orlando's giving season:



**Family & youth programs** — driven by strong community demand for education, mentoring, and afterschool care.



**Healthcare support** — with AdventHealth and Orlando Health anchoring the sector.



**Faith-based giving** — Orlando's large church networks drive seasonal generosity.



**Corporate engagement** — Disney, Universal, Darden, and Lockheed Martin run strong employee-giving and match programs.



**Tourism tie-ins** — holiday events, charity nights at attractions, and festival fundraisers.

# Successful Fall/Winter Campaigns in Orlando (Top 10 Causes)

1

**Food Security:** Second Harvest Food Bank of Central Florida – Thanksgiving and Christmas meal campaigns.

2

**Housing & Homelessness:** Coalition for the Homeless of Central Florida holiday shelter programs.

3

**Youth & Education:** Boys & Girls Clubs of Central Florida's end-of-year drive.

4

**Healthcare:** AdventHealth Foundation's holiday giving programs.

5

**Faith-Based:** First Baptist Orlando's Christmas giving campaigns

6

**Arts & Culture:** Dr. Phillips Center holiday performances & donor drives.

7

**Animal Welfare:** Pet Alliance of Greater Orlando's "Home for the Holidays" adoption fundraiser.

8

**Environment:** The Nature Conservancy in Florida winter conservation campaigns

9

**Veterans:** Camaraderie Foundation holiday initiatives supporting military families.

10

**Global Relief:** Clean the World (HQ in Orlando) leveraging Giving Tuesday for international sanitation efforts.

# What's Different in 2025

**Donor expectations:**

Donors increasingly want impact transparency — how their gift makes a difference locally.

**Digital acceleration:**

Nonprofits are shifting to Instagram, TikTok, and livestream giving platforms to engage younger donors.



**Economic conditions:** Central Florida families may feel inflation pressure, but corporate and tourism-driven philanthropy remain strong.

**Corporate shifts:**

Orlando's hospitality and entertainment companies are investing heavily in community visibility campaigns.



# Orlando-Specific Campaign Ideas



## Theme Park Partnerships:

Charity nights or ticket revenue-sharing with Disney, Universal, or SeaWorld.



## Tourism Tie-ins:

Partner with holiday festivals, local parades, or Christmas markets for fundraising booths.



## Arts & Music

Partner with local performers or the Dr. Phillips Center for benefit concerts.



## University Partnerships:

CF alumni and student organizations for volunteer and peer-to-peer giving.



## Neighborhood Challenges:

East Orlando vs. Winter Park vs. Lake Nona community competitions.

# Defining a Successful Giving Season

## Benchmarks

### Revenue growth

20%+ above Q3 (higher competition).

### Donor retention

Aim for  $\geq 60\%$  retention from seasonal donors.

### New donor acquisition

20–30% of season donors should be new to your organization.

## Investment & resourcing

### Staff time

Start planning 2–3 months ahead; allocate specific roles.

### Budget

Dedicate 10–15% of seasonal fundraising targets to marketing, matching funds administration, and technology.

### Follow-up

Robust stewardship in January (impact reports, personalized thanks) to convert seasonal givers into year-round supporters.

# Preparing to Win Orlando's Giving Season

The Orlando community is primed for generosity during the fall and winter months, fueled by corporate engagement, strong faith networks, and a culture of family-centered giving. To maximize impact, nonprofits must start early, invest wisely, and tailor strategies to Orlando's unique donor landscape.

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 giving season.



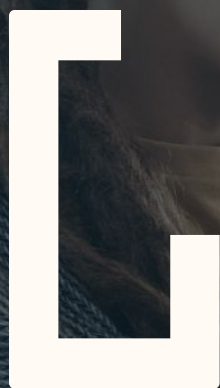
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