



West Palm Beach Nonprofit Giving Season Report 2025

Maximizing Impact During the Fall & Winter
Philanthropy Cycle

Why West Palm Beach Giving Season Matters

West Palm Beach's nonprofit sector serves a diverse community with pressing needs in **housing stability, healthcare, food security, environmental conservation, and education**. The area benefits from **high-net-worth residents, local foundations (like Community Foundation for Palm Beach and the Bernard I. & Alva B. Gerson Family Foundation), and corporate philanthropy from the hospitality and financial sectors**.

The **fall/winter giving season** is the most critical time for fundraising, driven by **Giving Tuesday, holiday generosity, and year-end tax incentives**. Nonprofits that plan early and execute well can maximize both community impact and revenue.



When to Start Planning for Giving Season in West Palm Beach

Effective organizations begin **planning in August–September**, launch early engagement in **October**, and execute peak campaigns in **November–December**.

August – September	Strategy, donor segmentation, secure corporate and foundation matches, collect stories.
October	Pre-season donor engagement, volunteer mobilization, and community outreach.
November – December	Peak execution: Giving Tuesday, holiday campaigns, and year-end appeals.

Local foundations often finalize grant commitments in the fall, so syncing campaigns to these deadlines increases potential impact.

Resourcing for Giving Season

To maximize giving potential in West Palm Beach:



Budget

Dedicate 10–15% of seasonal fundraising target for marketing, donor stewardship, and technology tools.



Technology

Mobile-friendly donation pages, CRM systems, text-to-give, and email automation platforms.



Staffing

Assign a campaign lead, donor relations manager, and digital/communications owner. Engage seasonal volunteers or interns from local universities (e.g., Florida Atlantic University, Palm Beach Atlantic University) for peer-to-peer campaigns.



Partnerships

Hospitality, finance, and healthcare companies often provide matching gifts, sponsorships, or volunteer support.

Key Fundraising Initiatives That Work in West Palm Beach

Local donor behavior indicates these campaigns perform particularly well:



Food Security: Holiday meal programs and food drives through organizations like the Palm Beach County Food Bank.



Housing & Homelessness: Winter shelter initiatives, rapid rehousing campaigns, and utility assistance.



Environmental Conservation: Coastal and marine preservation campaigns resonate with the community.



Youth & Education: After-school programs, scholarships, and mentoring initiatives.



Arts & Culture: Seasonal concerts, theater productions, and gallery events tied to fundraising campaigns.



Healthcare & Wellness: Local hospital foundations (Good Samaritan, JFK Medical Center) leverage year-end giving for patient support.

Examples of Successful Fall/Winter Campaigns

1

Palm Beach County Food Bank: Holiday meal campaigns with corporate matching opportunities.

2

Salvation Army West Palm Beach: Toy and food drives during the holidays.

3

Community Foundation for Palm Beach & Martin Counties: Year-end giving campaigns to local nonprofits.

4

Good Samaritan Hospital Foundation: Patient-focused appeals highlighting healthcare impact.

5

Loggerhead Marinelife Center: Holiday and year-end campaigns supporting marine conservation.

6

Norton Museum of Art & Kravis Center: Holiday arts programs paired with donor campaigns.

7

Faith-based organizations: Toy, food, and clothing drives across churches.

8

Youth-serving nonprofits: After-school enrichment and scholarship drives in December.

What's Different in 2025



Community needs: Housing, food security, and healthcare remain high priorities; donors are particularly responsive to urgent, tangible outcomes.



Digital adoption: Mobile giving, social campaigns, and peer-to-peer fundraising are growing rapidly among younger donors.



High-net-worth influence: Individual donors play a key role in year-end giving; campaigns that show clear impact and stewardship perform better.



Corporate and foundation priorities: Matching gift programs remain a key driver for amplification but require early outreach.

West Palm Beach-Specific Campaign Ideas



Corporate match days:

Partner with hospitality, finance, or healthcare companies for Giving Tuesday matches.



Volunteer + donation events:

Food drives, meal packing, or environmental cleanups combined with donor appeals.



Arts + giving campaigns:

Museums and theaters host holiday events with integrated donation asks.



“Coastal Giving Challenge”:

Local beaches or coastal zones as thematic backdrops for donation competitions or volunteer-driven campaigns.



Faith-driven holiday initiatives:

Partner with local churches for toys, clothing, and food drives.

Defining a Successful Giving Season

Benchmarks: What a Successful Giving Season Looks Like in West Palm Beach

Revenue growth

Target 15–20% increase over Q3 fundraising.

Donor retention

≥60% of seasonal donors retained year-over-year.

New donor acquisition:

Aim for 20–30% of gifts from new supporters.

Corporate match:

At least one corporate or foundation match to amplify giving.

Investment & resourcing

Lead time

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

Budget

Allocate 10–15% of seasonal fundraising goal for marketing and donor engagement.

Follow-up

Thank-you events, impact reports, and donor spotlights in January to convert seasonal donors into recurring supporters.

How West Palm Beach Nonprofits Can Win in 2025

West Palm Beach nonprofits can maximize the giving season by **leveraging corporate partnerships, coastal and arts identity, and digital-first donor experiences.**

For organizations limited on staff or expertise, **outsourcing strategy and execution ensures you have the strategy, technology, and people in place — quickly and cost-effectively — to take full advantage of the giving season.**

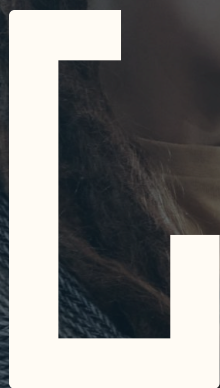



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