



U.S. Nonprofit Giving Season Report 2025

Maximizing Impact During the Fall & Winter
Philanthropy Cycle

Executive summary

Year-end still carries the weight. In 2024, Americans gave an estimated \$592.5B, up in current dollars, with stock gains helping lift totals. Yet donor counts and retention slipped, meaning fewer people gave more money.

December concentrates a big chunk of annual revenue, and GivingTuesday alone cleared \$3.6B in 2024. Your playbook is simple: start early, segment smart, lean on employer matches and peer networks, and close strong with clear, transparent outcomes.

Why the national giving season matters

- Total giving in 2024 reached **\$592.5B**. Individual giving remained the largest slice, while corporate and foundation support were steady contributors. Year-end is when attention, urgency, and matching offers stack in your favor.
- Multiple benchmarks show **outsized December impact**. Several credible roundups and newsrooms cite that roughly **30% of annual giving** lands in December and about **10% in the final three days**. Treat this window as a campaign, not a single email.
- **GivingTuesday 2024** generated **\$3.6B** in the U.S., up about 16% year over year, making it a reliable on-ramp to your December push.

Planning timeline

August – September

Nail the offer. Segment lists. Build your match calendar. Prep creative and landing pages.

Pull last year's donor lists and tag LYBUNT/SYBUNT for quick wins.

October

Warm up with stewardship and soft CTAs. Prime monthly giving. Recruit peer-to-peer captains.

Lock employer match partners and get their internal promo timelines.

November – December

Stack GivingTuesday + mid-December + last-three-days. Use short, clear messages and social proof.

Offer card, wallet, bank transfer, and employer match lookup on checkout.

Benchmarks show many orgs raise **17% to 34% of online revenue in December**, especially when the offer and urgency are tight.

Resourcing for success



Budget

set 10–15% of your seasonal goal for media and creative.



Staffing

Owner for campaign, owner for stewardship, owner for ops.



Technology

CRM + email + P2P + match lookup. M+R reports the typical org sent **~62 email messages per subscriber in 2024** and generated **\$2.63 in email-sourced revenue per subscriber**. Don't spam. Do plan cadence.



Partnerships

National employers with strong match cultures and large headcounts can swing totals. Build a simple internal comms kit for HR teams.

Key fundraising initiatives across the U.S.

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Food security and housing:
consistent year-end resonance
nationwid



Animal welfare and veterans:
high-engagement social
storytelling.



Climate and disaster relief:
region-specific spikes, rapid-
response friendly.



Education and youth: holiday
drives and sponsor-a-student
angles perform.



Arts and culture: program-
based appeals plus member
upgrades.



Healthcare and mental health:
clear impact framing leads to
strong retention.

Regional spotlights

1

Northeast: winter shelter and heating-aid campaigns tie naturally to the season.

2

South: strong faith-based networks and hurricane relief patterns.

3

Midwest: food bank coalitions and corporate volunteer programs.

4

West: wildfire relief and tech-enabled giving; heavy wallet usage.

5

Mountain West: outdoor partnerships and youth programs perform well.

These aren't hard rules. Use your own donor file and last year's receipts to pick two cause frames and test them early. Industry summaries reinforce that December is the pivot month across regions.

Corporate and institutional partnerships



Employer matching and workplace drives are still underused. National lists are long, but focus on where your donors already work. Prep a “match kit” with a 75-word internal blurb, a square image, and a QR to your match-enabled checkout. Corporate giving rose in current dollars in 2024, and year-end is when employee programs activate.

Campaign ideas and engagement tactics



GivingTuesday

December ladder: tease impact on Monday, celebrate wins Tuesday night, roll right into a month-end match. Keep it human and specific. \$3.6B proves attention is there.



Peer-to-peer captains

Give captains a script, a 30-second video, and 3 posts.



Livestream or AMA:

One hour with a program lead and a beneficiary.



Sports tie-ins:

Local NCAA or pro-team themed micro-goals.



Pop-up or hybrid events:

Small, local, and shoppable with a donation add-on.

Online programs often see a larger share of annual digital revenue land in December, especially with clear deadlines.

2025 trends to watch



Top-heavy giving:

total dollars up, donors down. In Q4 2024, dollars rose ~3.5% while donor counts fell ~4.5%. Plan for fewer donors, higher average gift, and the need to rebuild your broad base.



Retention pressure

Overall retention slipped about 2.6 points year over year in 2024 data. Treat January stewardship as part of your campaign, not an afterthought.



Email still works

It's crowded but productive when segmented and paced. Expect ~62 emails per subscriber annually in your space, and budget creative time for quality, not just volume.

Measuring success

Set clear, conservative targets, then iterate mid-flight.

Revenue growth

Aim for 15–20% over Q3 fundraising.

Donor retention

Push for 60%+ among repeat donors with personal thanks and quick impact proof.

New donor acquisition:

25%+ during the season via P2P, paid social, and match-driven offers.

Use your own last-year baselines and the macro picture: high December share and GivingTuesday momentum can justify these targets if you start in August and stack offers smartly.

January follow-through

Ship a simple impact report in the first two weeks.

Thank-you calls to top 10% of givers and all first-time donors.

Invite all December one-time donors to test a \$10–\$25 monthly plan with a clear monthly-impact statement.

Retention data is moving in the wrong direction. Stewardship is where you reverse it.

Preparing for Giving Season Success

U.S. nonprofits have the chance to tap a generous national donor base, strong corporate match programs, and a culture of year-end philanthropy.

Success depends on **early planning, clear strategy, and thoughtful resourcing.**

For teams that feel stretched thin, **outsourcing campaign strategy and execution** can be one of the most effective ways to secure the expertise and capacity needed to maximize results.

Partnering with experienced fundraising professionals ensures you can fully capture the opportunities of the fall and winter giving season.



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