



#Giving Tuesday 2025

The Atlanta Nonprofit Playbook

A Practical Guide for 501(c)(3) Organizations with Annual Revenue over \$50K to Maximize Giving Season Success



Executive Summary

GivingTuesday on December 2, 2025, offers an unmatched opportunity for Atlanta nonprofits to mobilize donors, build momentum, and boost year-end giving. With a strong local philanthropic ecosystem—including organizations like the Community Foundation for Greater Atlanta and United Way of Greater Atlanta—nonprofits can leverage partnerships, matching gifts, and targeted campaigns to maximize impact.

This playbook is designed specifically for Atlanta nonprofits with annual revenue above \$50K. It provides practical steps, messaging frameworks, digital strategies, and a detailed campaign calendar to guide you through preparation, execution, and donor retention during the critical giving season.

Understanding GivingTuesday and Why It Matters

GivingTuesday is a global day of generosity that kicks off the year-end giving season. Falling on Tuesday, December 2, 2025, it builds momentum leading up to year-end tax-deductible donations. Nonprofits that plan ahead and engage strategically see some of the largest single-day giving volumes of the year.

Atlanta's giving landscape is unique in its strong local donor-advised fund presence and active corporate philanthropy. Engaging local partners and using data-driven strategies is critical to standing out in this crowded fundraising season.

Atlanta Philanthropic Landscape Overview

Atlanta benefits from a vibrant philanthropic network including:



Community Foundation for Greater Atlanta:

A major regional funder with millions in grants annually and matching opportunities.



United Way of Greater Atlanta

Provides corporate engagement, employee giving matches, and broad nonprofit support.



GA Gives / Georgia Center for Nonprofits:

Statewide resources and coordination for GivingTuesday campaigns.



Local Corporates and Employers:

Engage top Atlanta employers for corporate matches and employee giving drives.

Understanding this ecosystem is vital for partnerships that amplify your campaign reach and resources.

Donor & Demographic Insights for Atlanta

While Atlanta is diverse, some key takeaways for targeting your outreach include:

Key takeaways

- Focus on donor segments with a history of online giving and community engagement.
 - Tailor messaging by neighborhood or community impact stories to resonate locally.
 - Utilize your existing donor data to identify high-potential segments and lapsed donors.
 - Incorporate matching gift opportunities prominently—local donors respond well to doubled impact offers.
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Campaign Strategy for Atlanta Nonprofits

Use three key narrative styles:

Neighborhood Impact:

- **Neighborhood Impact:** Highlight specific neighborhoods or communities and tangible benefits.
 - **Citywide Goals:** Frame your ask around larger Atlanta-wide metrics and goals.
 - **Matching Gifts:** Promote corporate or foundation matches clearly and repeatedly.
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Goal Setting

Set realistic goals based on past giving data, factoring in:

- Total revenue target
- Number of gifts expected
- New donor acquisition targets
- Match funds utilization

Local Partnerships & Collaboration Opportunities

Reach out early (September–November) to:



Community Foundation for Greater Atlanta for **grant and match discussions.**



United Way for **corporate match and employee giving programs.**



Georgia Center for Nonprofits for **campaign resources and coordination.**



Top Atlanta employers (use Metro Atlanta Chamber lists) to **activate CSR and match funding.**

Develop a simple match proposal package to streamline partnership asks.

Digital & Paid Media Tactics

Paid Ads

- 1 Use geo-targeted ads on Meta (Facebook/Instagram) and Google focusing on Atlanta and high-potential neighborhoods.
- 2 Utilize lookalike audiences built from past donors.
- 3 Use video and image creatives featuring local stories.
- 4 Budget for November warm-up and peak GivingTuesday days.

Organic Channels

- 1 Activate board, volunteers, and community ambassadors to share your story.
- 2 Use hashtags #GivingTuesday and #GAgives consistently.
- 3 Promote match announcements and urgent giving windows.

Sample GivingTuesday Campaign Calendar

November 18–24

- Finalize stories and collateral
- Confirm matching gift partners
- Segment donor lists

November 25–30

- Warm-up emails and social posts
- Volunteer and board sharing campaigns

December 1

- Send “Tomorrow is GivingTuesday” email
- Final website and donation page checks

December 2 (GivingTuesday)

- 7 AM: Launch email + social + paid ads live
- 12 PM: Midday progress update email
- 6 PM: Social countdown push + SMS to top donors
- 11 PM: Final hours urgency email and social

December 3–10

- Thank-you emails
- Impact updates and stewardship

Metrics & Benchmarks

- Track and report on:**
- Total gifts and dollars raised
 - Average gift size
 - Number of new donors acquired
 - Match funds used vs. available
 - Channel attribution (email, social, paid ads)
 - Retention signals such as recurring gift opt-in

Post-Campaign Retention & Growth Plan

- Donor engagement timeline**
- Send immediate thank-you and impact emails within 24 hours.
 - Share detailed impact stories within 1–2 weeks.
 - Follow up with new donors by phone or personalized emails within 30 days.
 - Invite new donors to monthly giving programs or volunteer opportunities within 90 days.

Local Resources & Templates

GivingTuesday official toolkit:	www.givingtuesday.org
Georgia Center for Nonprofits:	www.gacn.org
Community Foundation for Greater Atlanta:	www.cfgreateratlanta.org
United Way of Greater Atlanta:	www.unitedwayatlanta.org

Sample Match Request Email Template

Subject:

Partnership Opportunity: Double Your Impact on GivingTuesday!

Body:

Dear *[Partner Name]*,

We are gearing up for GivingTuesday on December 2, 2025, and would love to partner with *[Company]* to offer a matching gift program to amplify donations for *[Your Organization]*. This match would double gifts made by Atlanta donors and inspire greater generosity.

We anticipate reaching *[goal amount]* and would feature *[Company]* prominently in all campaign communications, social media, and donor acknowledgments.

Can we schedule a quick call to discuss this exciting opportunity?

Thank you,
[Your Name & Title]

Conclusion

There is still time to take advantage of Giving Tuesday. We have resources, technology and a platform to get you up and running in as little as 48 hours. And we can do it all for a fraction of the cost of a part time employee. Schedule a quick assessment today.

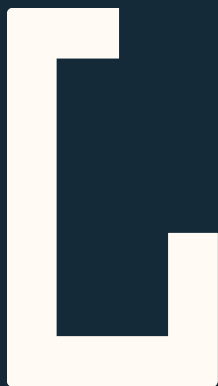


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