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FOR IMMEDIATE RELEASE

Atlanta Pride Unveils New Strategic Plan Focused on Cultivating Vibrant and Inclusive Community

ATLANTA (November 20, 2024)—Atlanta Pride is proud to announce the launch of its new strategic plan, outlining a comprehensive vision to deepen community impact, increase inclusivity, and secure a sustainable future. Developed in consultation with [Purpose Possible](#), an Atlanta-based consulting firm, the 2025-2027 Strategic Plan emerged through extensive community engagement and industry research.

Crystal Bowman, Board Chair for Atlanta Pride, shared, “We have been working on this new strategic plan for the past year, and we are excited to share it with our community. This plan reinforces Atlanta Pride’s commitment to fostering a thriving, interconnected LGBTQ+ community across the Southeast.”

Atlanta Pride’s mission is to cultivate a vibrant and inclusive community by amplifying diverse voices and honoring the rich cultural expressions of the LGBTQ+ community. With a vision for an equitable and liberated future, the 2025-2027 Strategic Plan introduces three core pillars designed to guide the organization’s evolution:

1. Community Connector

As a key entry point for the LGBTQ+ community in the Southeast, Atlanta Pride will expand its role as a vital year-round resource and connection point. This includes the creation of a virtual community hub featuring an LGBTQ+ resource directory, events calendar, and educational content. Atlanta Pride also aims to document and share the rich history of the LGBTQ+ community in the Southeast. By building partnerships and establishing a statewide network, Atlanta Pride will amplify community engagement and support LGBTQ+ organizations across Georgia.

2. **Festival Resiliency**

The Atlanta Pride Festival, the largest free Pride event in the nation, will bolster its sustainability and inclusivity by working to diversify revenue sources, introducing a festival playbook, and strengthening its volunteer engagement to ensure long-term success.

3. **Organizational Sustainability**

Committed to a secure financial future, Atlanta Pride will diversify its income streams, enhance staff capacity, promote diversity within its leadership, and build a robust volunteer leadership structure.

This strategic plan represents a collaborative effort between Atlanta Pride and its stakeholders, including feedback from more than 200 community members, philanthropic partners, and other LGBTQ+ organizations. With this plan, Atlanta Pride is positioned to make an even greater impact through its year-round programming, fostering meaningful connections across the LGBTQ+ community.

For more information on Atlanta Pride's new strategic plan and upcoming initiatives, visit atlantapride.org.

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About the Atlanta Pride Committee

Atlanta Pride is Georgia's oldest nonprofit organization serving the LGBTQ+ community in metro Atlanta and across the South. Atlanta Pride's operations include the annual Atlanta Pride Festival and Parade in October, along with educational, social, and cultural programs and philanthropic initiatives throughout the year. For more information about Atlanta Pride, visit atlantapride.org. Stay connected with Atlanta Pride on [Facebook](#), [Instagram](#), and [LinkedIn](#).