



ABOUT COBB COMMUNITY FOUNDATION

Cobb Community Foundation activates good through mobilizing people, ideas, and resources to improve quality of life in and around Cobb. One way we do this is through empowering nonprofits to be more effective fundraisers. Research tells us donors give more when matching funds are involved, so we're using this insight to help elevate the end-of-year fundraising power of 25 local nonprofits. We started last year with the Cobb Thrives Gift Guide, and now we're building on that effort with a holiday matching funds initiative.

This holiday season, let's *Activate Good!*

INTRODUCING ***MATCH MAGIC: COBB'S HOLIDAY GIVEATHON***

Match Magic: Cobb's Holiday Giveathon is an opportunity for 25 selected Cobb organizations to supercharge their end of year fundraising by:

- Leveraging the spirit of giving surrounding the holiday season
- Capitalizing on the visibility created by Giving Tuesday & GA Gives
- Benefitting from Cobb Community Foundation's multi-channel marketing investment
- Taking advantage of the training opportunities to tell your story most effectively
- Securing your part of our match pool (CCF GOAL: \$50,000)

This campaign is intentionally timed to start on November 19 and conclude on December 3, which is Giving Tuesday (GA Gives Day). It is an opportunity to tie into your organization's end-of-year giving efforts.

Unlike last year's Gift Guide, which featured specific funding requests, **this year's tax-deductible donations are unrestricted and may be used as you wish for general operating support or projects.** Nonprofits will be asked to craft an appeal that explains the problem you are trying to solve, why it is important, and how you are solving it. Your answers will flow into the online and printed guide and tell potential donors your story, so make them specific and compelling!

We will be bolstering your efforts around this campaign with the following promotions:

- Creating a Match Magic Giving Portal on the CCF website, with unique donation links for each participating organization
- Paid social media advertising

- Distributing a printed guide to over 4,000 subscribers of the Marietta Daily Journal (courtesy of the MDJ)
- Securing coverage in the Marietta Daily Journal and other media outlets
- Emailing the online Match Magic Giving Portal to 7,000 CCF newsletter subscribers
- Mailing the printed guide to 1,000 CCF fundholders, donors and stakeholders
- Promoting the campaign and your stories on Cobb Community Foundation social media platforms

This is not, however, a “we do it for you” fundraiser. The intent is to provide visibility and matching funds for you to increase your own fundraising power. We will be selecting nonprofits based on their commitment to promote the campaign, which the application will ask about. **At a minimum, we require participating nonprofits to ask current and prospective donors for donations to this campaign via email, mail, and social media as well as asking your stakeholders to engage in peer to peer fundraising.**

To assist you with these tasks, we will provide a Nonprofit Toolkit including a customizable letter, flyer, and social templates (More info will be presented in the Mandatory Training).

Additionally, we will have a limited number of printed guides available for distribution. If you would like to pick up printed guides for distribution to your stakeholders, let us know.

ELIGIBILITY REQUIREMENTS

Organizations (or their fiscal sponsors) must meet the following requirements:

- Must be providing services in Cobb County OR to Cobb County residents
- Must be classified by the U.S. Internal Revenue Service under Section 501(c)(3) as a nonprofit, tax-exempt organization, donations to which are deductible as charitable contributions under Section 170 (c)(2) OR have a fiscal sponsor
- Must be registered with the Georgia Secretary of State as a nonprofit (verify here: <https://ecorp.sos.ga.gov/BusinessSearch>)
- Effective date of its 501(c)(3) classification must be before September 19, 2023
- If applying under a fiscal sponsor, operations of the applicant nonprofit must have begun before September 19, 2023
- Faith-based organizations are eligible for non-proselytizing activities
- Individual schools are not eligible to apply, however, district-wide programs, supporting an entire school system, are eligible
- Government entities may apply if all funds will be used for charitable purposes

SELECTION

25 nonprofits will be selected to participate in Match Magic by a committee of trained community reviewers. Reviewers will look for nonprofits that address critical community needs, effectively explain how this funding will empower them to activate more good, and have a clear plan to use this campaign to engage their current and prospective donors.

REPORTING AND COMMUNICATIONS

Instead of formal reporting to CCF on how the funds are used, we ask that you share how you used your funds and accompanying photos on social media, tagging Cobb Community Foundation's social media handles as well as #CobbMatchMagic. We welcome you to share stories with us via email to alexandra@cobbfoundation.org.

2024 SCHEDULE

Wed, Aug 28	Grant Seeker Session from 3-5pm
Thurs, Aug 29	Application opens
Fri, Sept 6	Storytelling for Success: Building Your Match Magic Narrative on Zoom from 10-11am (Zoom Link Here)
Mon, Sept 9	Virtual Storytelling Coaching at 2pm (Zoom Link Here)
Thurs, Sept 12	Virtual Storytelling Coaching at 10:30am (Zoom Link Here)
Mon, Sept 16	Virtual Storytelling Coaching at 2pm (Zoom Link Here)
Wed, Sept 18	Virtual Storytelling Coaching at 11am (Zoom Link Here)
Thurs, Sept 19	Application deadline at 5pm
Tues, Oct 8	Final Recipients Notified & Decline Notices Sent
Wed, Oct 9	Mandatory Virtual Training for Selected Recipients from 3-5pm
Tues, Nov 19	Match Magic Giving Begins!
Tues, Dec 3	Match Magic Giving Portal Closes at Midnight To count towards the match, checks must arrive to the CCF office before 5pm and stocks, wire transfers, and DAF grants must be completed before 5pm.
Thurs, Dec 5	Final Match Allocation Announced
Mid-December	Unrestricted funds sent via ACH Donor contact information sent via email

FREQUENTLY ASKED QUESTIONS

Any tips for filling out the application?

- Come to our virtual Storytelling Workshop on Sept 6th to receive advice from a Strategic Communications Firm on how to tell your story in a specific, compelling way. Additionally, be intentional with the wording in your application. Explain how you currently impact the community and how more funds will help you do more. Choose your pictures wisely! Ensure they are high resolution, relevant to your narrative, and inspiring to potential donors.

How much should I request?

- Request an amount that is aspirational but achievable for your organization. Donors are inspired to give when the goal is within reach, but don't sell yourself short! You can raise more than the goal you set. There is no limit to how much you can raise.

How many nonprofits will be selected?

- 25 nonprofits will be selected for inclusion in Match Magic: Cobb's Holiday Giveathon by a selection committee comprised of trained community reviewers. The catalog will be separated into categories based upon Field of Interest.

If I am selected to participate, how much funding will I receive?

- Inclusion in Match Magic: Cobb's Holiday Giveathon is not a guarantee of funding; it is a platform to give your own fundraising more power. Organizations who actively contact prospective donors and present strong, compelling requests will be most likely to receive donations—and therefore be more likely to receive matching funds.

If I am selected to participate, how do I see how much money I have raised?

- Each nonprofit will have a unique donation page on our Giving Portal that tracks in real time how much has been raised. The amounts listed on the donation page are preliminary and pending final reconciliation after the donation window closes.

Are there credit card fees?

- Yes. Donations made through the Giving Portal will incur a 3.5% donation fee. Donors will be given the opportunity to automatically increase their donation to cover this fee; otherwise it will be subtracted from their donation. To avoid processing fees, donors can write checks. We encourage checks to be hand delivered to CCF or FedExed because the mail can be unreliable.

What types of contributions can be accepted?

- The Giving Portal will accept credit card donations. We can also accept stock, wire transfers, DAF grants, and checks. Cash or checks made out to Cobb Community Foundation can be brought to the CCF office from 8:30 a.m.-5:00 p.m. on weekdays

November 19 through December 3. Note: CCF will be closed on Nov 27-29. Further details for selected organizations will be in the Mandatory Training.

Is this connected to the GA Gives website?

- Not yet. We are looking into the best way to collaborate; more details coming soon!

Will contributions received after the donation window still be sent to my organization?

- Any contributions received after 5:00 p.m. on Dec 3rd will not count toward the match allocation, but they will still be deposited and sent to your organization.

Will I learn who the donors are?

- Yes! After the donation window closes, you will be emailed a list of the names and contact information for anyone who donated through your donation page, unless they opted to remain anonymous.

How much matching funds are available?

- CCF is currently raising funds for the match pool with a goal of raising \$50,000.

How will the match dollars be allocated?

- To be eligible for match dollars, you must raise at least \$1,000. The match dollars are not first-come, first-served. They will be allocated after the donation window closes & proportionally based on how much each nonprofit has raised; however, to ensure all organizations have a chance to receive matching funds, a single organization's match is limited to 10% of the match pool.
- The match pool will be divided among organizations in proportion to the total amount raised. For example, if \$250,000 is raised overall and your organization raises \$10,000, you would receive 4 percent of the match pool, which would be \$2,000 if we reach the match pool goal of \$50,000.

When will I receive my funds?

- All funds raised will be sent to organizations via ACH transfer in mid-December.

Additional questions can be emailed to alexandra@cobbfoundation.org.

HOW TO APPLY

Applications can be submitted at our Online Grant Portal:

<https://www.grantinterface.com/Home/Logon?urlkey=cobbfoundation>