



# 2024 Grant Seeker Session

*Wednesday, August 28<sup>th</sup> 3-5pm*



# Hello and Welcome!



# *Welcome!*

**Welcome from the Cobb  
Community Foundation Board  
Chair, Chris Gruehn**

# Today's Presenters



*Shari Martin,  
President & CEO,  
Cobb Community Foundation*



*Alexandra Boyle,  
Programs Manager,  
Cobb Community Foundation*



*Shelly Owens,  
Director of Nonprofit Services,  
Cobb Community Foundation*

## **Presented by Cobb Community Foundation**

*with special guests:*

Michelle Jordan, United Way of Greater Atlanta

Laurie Wong, Reflections of Trinity

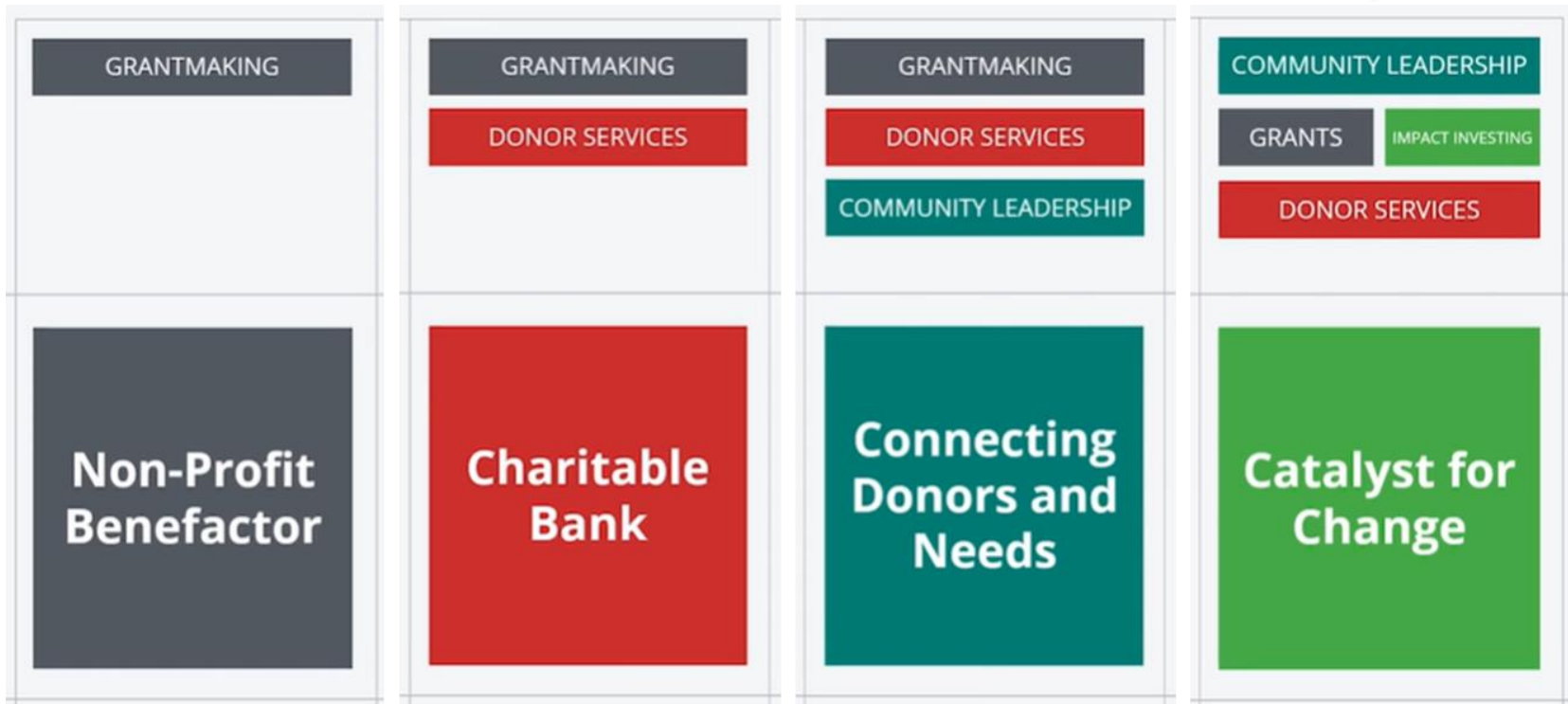
Amber Jones, Serenade Heights

Nithin Elango, NE Studios

# Who is Cobb Community Foundation?



Our mission is to be a catalyst for a thriving community— mobilizing people, ideas, and resources to improve quality of life in and around Cobb.



# Our Strategic Plan

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## Our Strategic Themes

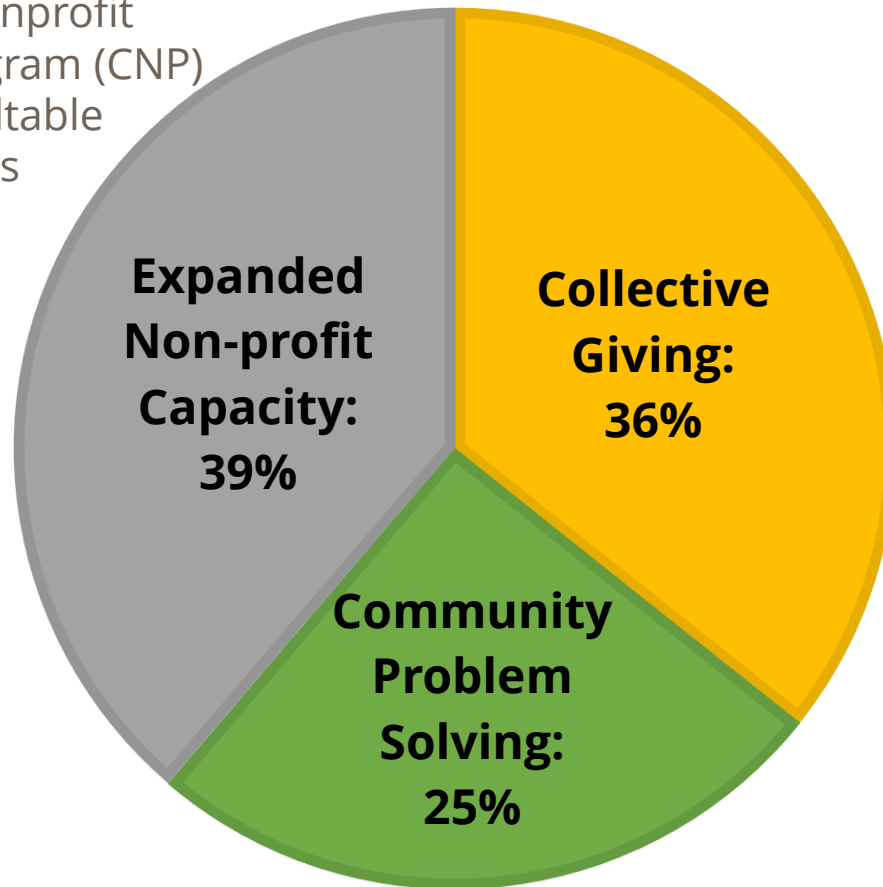
1. Collective Giving by an Engaged Community
2. Community Problem Solving
3. Expanded Non-profit/Agency Capacity
4. CCF Organizational Effectiveness

## A Few of Our 5-Year Goals

- \$5 million funding pipeline established for key efforts, and significant resources directed to identified needs
- \$2 million granted annually (in conjunction with community problem solving initiatives)
- Increase in community giving as evidence by surveys

# 2024 Grantmaking Allocation

- KSU Certified Nonprofit Practitioner Program (CNP)
- Nonprofit Roundtable
- Nonprofit Awards



- Childcare Support Fund
- Corporate Champion Designated Grant
- Match Magic: Cobb's Holiday Giveathon

**Overall  
budget of  
\$330K**

- Vital Signs
- Mental Well Being Grants
- Community Resource Center Initiatives
- Poverty Reduction

# 2024 Vital Signs



*A collaboration of Cobb government, nonprofit and other key community stakeholders that will create a single source of meaningful, longitudinal data and qualitative findings that can guide human services and other resource providers in Cobb County in determining what is needed, what is working and what is not*



**We are currently recruiting  
7-8 individuals to serve on  
the Leadership Team**

## Current Stakeholders

Cobb Chamber	Chattahoochee Tech
Cobb Collaborative	City of Acworth Parks and Recreation
Cobb County CDBG Office	City of Mableton
Cobb-Douglas Public Health	Cobb Chamber
ELPM	MUST Ministries
GEEARS	Ninth District Opportunity
Highland Rivers	Northwest Family YMCA
Ingenuity Unlimited	Senior Services
Kennesaw State University	Sheltering Arms
Latin American Association	Sweetwater Mission
Life University	United Way of Greater Atlanta NW Metro Region
Marietta City Schools	Wellstar

# 2024 Nonprofit Roundtable #3



## Save the Date!

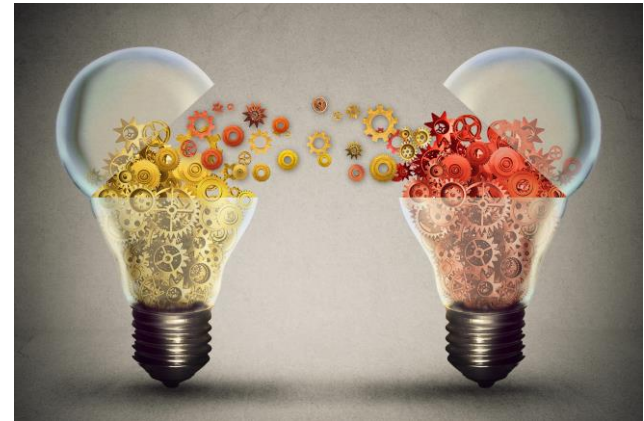
Board Development for  
Board Chairs and CEOs

**December 4<sup>th</sup> 3:30-6pm**

**Wellstar Community Room**

\$20 registration fee

Registration Link coming soon!



## 2024 Nonprofit Roundtable Series





# Competitive Grant Opportunity #1

## *CNP Credential & Incentive*

United Way of  
Greater Atlanta



# CNP Credential & Incentive

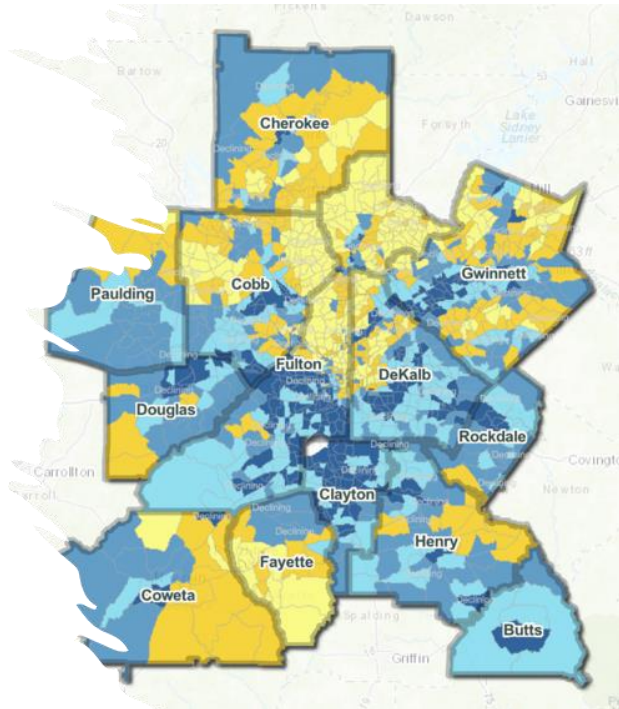


- KSU's Wellstar College of Health and Human Services is affiliated with the Nonprofit Leadership Alliance (NLA) which offers the credential of Certified Nonprofit Professional (CNP)
- The only nationally recognized credential in nonprofit management that provides learning and real world experience.
- We will select 7 individuals to receive:
  - Enrollment and tuition for KSU's 6-month online CNP program, Jan – July 2025
  - 6 in-person workshops with Assistant Dean and Professor Dr. Jennifer Wade-Berg, PhD, MPA, CNP (*6 additional workshops to be scheduled at a later date*)
  - \$5,000 unrestricted completion grant to be awarded in August 2025 to the nonprofit represented by each participant upon successful completion of the CNP program



## What United Way Uniquely Does

United Way of Greater Atlanta connects teams of people, companies, nonprofit partners, government agencies, and community groups to work together to identify and break down barriers within the community through program development, strategic investments, and community service.



United Way of  
Greater Atlanta



### **We connect.**

United Way networks with hundreds of nonprofits, county and local governments, businesses and community leaders, across 13 counties assuring they're connecting, coordinating, and aligning.

### **We use data to drive our investments.**

Data guides the work of United Way to assess gaps in services and understand the unique needs of our region as a whole and within each zip code. We recently updated our Child Well Being Index and Map.

### **We engage and fundraise.**

We engage businesses, individual donors and volunteers, community leaders, foundations and government to drive investments of time, talent and funds in child well-being.

# Hear from one of last year's recipients

Introducing Laurie  
Wong, CNP!

- What did you get out of the program?
- How much time did it really take?
- Advice for someone considering applying?



# Eligibility Requirements



## Eligible Organizations

Nonprofits (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

## Eligible Individuals

- Bachelor's degree from a 4-year accredited school OR a minimum of 10 years of field experience in the nonprofit industry
- A minimum of 5 years of field experience in the nonprofit industry



# 2024-2025 CNP Cohort Schedule



<b>Thurs, Aug 29, 2024</b>	Application opens for 4 weeks
<b>Thurs, Sept 26, 2024</b>	<b>Application deadline at 5pm</b>
<b>Thurs, Oct 24, 2024</b>	Semifinalists notified
<b>Fri, Nov 1, 2024</b>	Semifinalist in-person interviews at CCF from 12-5pm
<b>Mon, Nov 4, 2024</b>	Final Grant Recipients Notified & Declines Sent
<b>Mon, Jan 27, 2025</b>	CNP online coursework begins
<b>Mon, Feb 24, 2025</b>	In-Person Cohort Meeting at KSU from 12:30-4:30pm
<b>Feb 25-27, 2025</b>	Elevate – a virtual conference for social sector leaders
<b>Mon, Mar 24, 2025</b>	In-Person Cohort Meeting at KSU from 12:30-4:30pm
<b>Mon, Apr 21, 2025</b>	In-Person Cohort Meeting at KSU from 12:30-4:30pm
<b>Mon, May 19, 2025</b>	In-Person Cohort Meeting at KSU from 12:30-4:30pm
<b>Mon, June 16, 2025</b>	In-Person Cohort Meeting at KSU from 12:30-4:30pm
<b>Mon, July 14, 2025</b>	Last In-Person Cohort Meeting at KSU from 12:30-2:30pm Final Presentations & Graduation Celebration at KSU from 3-5pm
<b>August 2025</b>	Completion grants sent via ACH

- What is the selection committee looking for?
  - *The intent of the grant is to grow & strengthen organizations, so they are seeking candidates who want to stay with their current nonprofits*
- How many hours a week is the commitment?
  - *Approximately 10 hours a week*
- Are there reporting requirements?
  - *Recipients must report on progress to CCF and will present a final presentation*
- Are the funds really unrestricted?
  - *Yes, but KSU will provide coaching to help the recipient determine best use of funds*
- Any tips for filling out the application?
  - *Yes, let's look at it now!*

# How do I get to your Grant Portal?



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FOUNDATION  
YOUR LEGACY STARTS NOW

## Logon

Email Address\*

Password\*

Log On

Create New Account

[Forgot your Password?](#)

The link is [on our website here](#), in the program guideline documents, & in this PowerPoint (which will be emailed to you): [www.grantinterface.com/Home/Logon?urlkey=cobbfoundation](http://www.grantinterface.com/Home/Logon?urlkey=cobbfoundation)

## Welcome to the Cobb Community Foundation's Grant Portal!

We have 0 grant applications open right now. To apply, you must create an account.

### How do I use this portal?

- This is a new portal as of 8/1/2023.
- If you are a **new user**, please click on "Create New Account" to register and create your logon credentials.
- If you are an **existing user**, please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password?" link to the left to reset your password.
- Not Sure? If you think that you or someone at your organization has already registered in the system, do not create a new account. Please [email Alexandra Boyle](#) to receive your username.
- [Click here to watch a tutorial to learn how to use this portal.](#)

# Creating a new account part 1



Organization Information

<b>Organization Name*</b> <input type="text"/>	<b>EIN / Tax ID (##-#####)*</b> If you have a fiscal sponsor, this should be the EIN/Tax ID of your fiscal sponsor. <input type="text"/>
<b>Address 1*</b> <input type="text"/>	<b>Address 2</b> <input type="text"/>
<b>City*</b> <input type="text"/>	<b>State*</b> <input type="text"/>
<b>Postal Code*</b> <input type="text"/>	<b>County*</b> <input type="text"/>

**Next >**

User Information

Password

Do not create a new account if you receive the Duplicate Tax ID warning. Stop and email [alexandra@cobbfoundation.org](mailto:alexandra@cobbfoundation.org)

Duplicate Tax ID ✕

**Attention Applicant!** The Tax ID number you have entered is already registered in the system. Please do not create a duplicate account. Please contact Alexandra Boyle at [alexandra@cobbfoundation.org](mailto:alexandra@cobbfoundation.org) to receive your login credentials.

**OK**

# Creating a new account part 2



## User Information

Copy Address from Organization

Prefix (Mr, Mrs, Ms, Mx, etc.)\*

First Name\*

Preferred Name

Middle Name/Initial

Last Name\*

Suffix (Sr, Jr, III, etc.)

Organization Role\*

Telephone Number (###-###-####)\*

Email / Username\*

Email / Username Confirmation\*

Address 1\*

Address 2

City\*

State\*

Postal Code\*

Country

[← Previous](#)

[Next >](#)

# Creating a new account part 3



## Password

Passwords must be at least six characters long and may contain capital or lowercase letters, numbers, or any of the following special characters: !@#%\$%^&\*()\_

Password\*

Confirm Password\*

[< Previous](#)

[Create Account](#)

## Email Confirmation

**i** You will be receiving emails from this system about your request.

To ensure you receive emails from this system we have sent you an email to confirm your account was created successfully. If you do not see an email from *Cobb Community Foundation* <administrator@grantinterface.com>, look in your junk or spam folder.

See how to [remove addresses from spam filters](#).

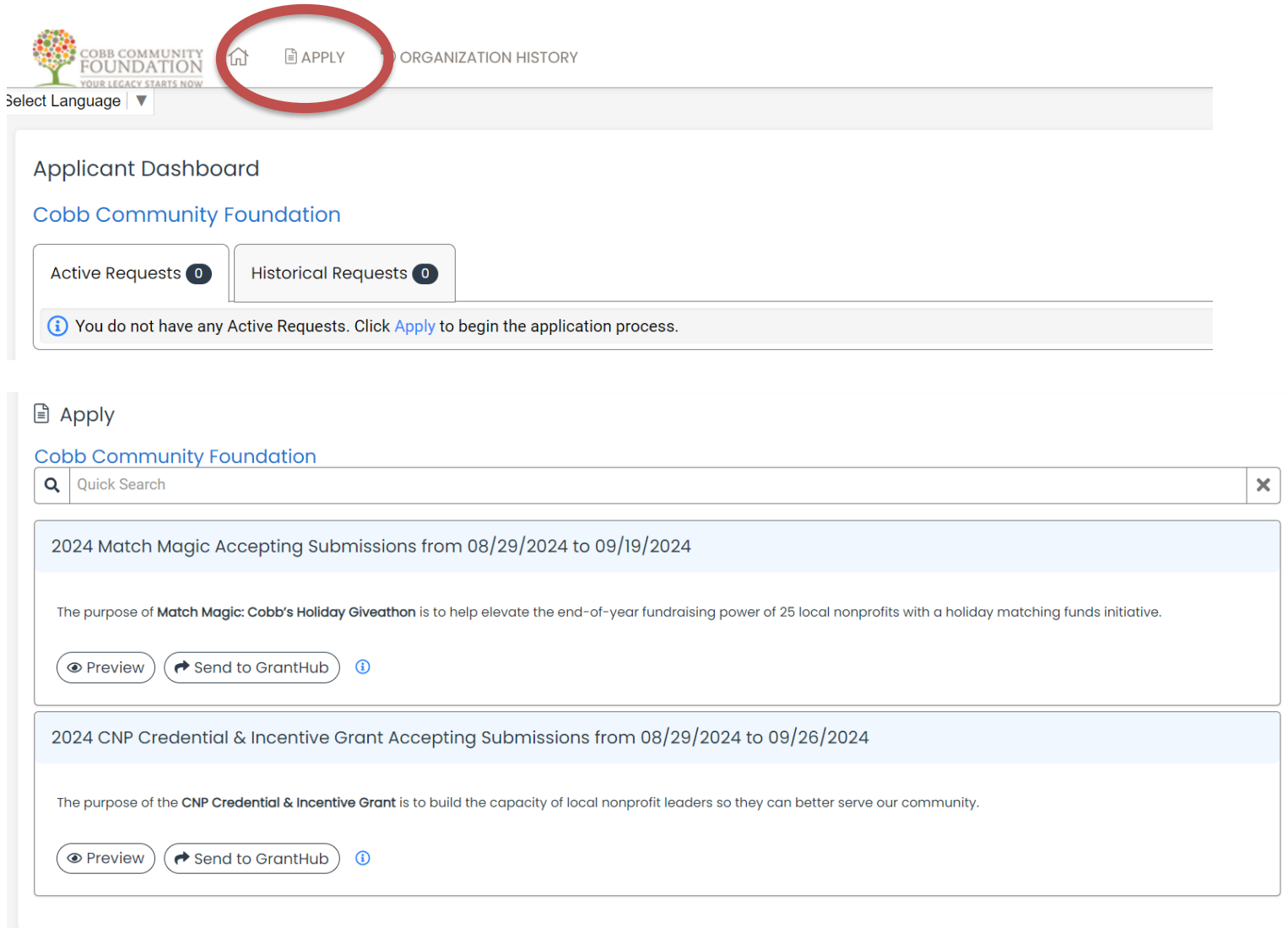
- I have received the email
- Continue without checking
- I have not received the email

[Send Email Again](#)

[Continue](#)

# Accessing the application

Once you have created your new account and logged in or logged in with an existing account, you will be at your Applicant Dashboard. Click Apply.



The screenshot shows the Applicant Dashboard for the Cobb Community Foundation. At the top, there is a navigation bar with the foundation's logo, a home icon, an 'APPLY' button (circled in red), and a link to 'ORGANIZATION HISTORY'. Below the navigation bar is a 'Select Language' dropdown menu. The main content area is titled 'Applicant Dashboard' and 'Cobb Community Foundation'. It features two buttons: 'Active Requests 0' and 'Historical Requests 0'. A message box states: 'You do not have any Active Requests. Click [Apply](#) to begin the application process.' Below this is a section titled 'Apply' with a search bar and two grant listings. The first listing is '2024 Match Magic Accepting Submissions from 08/29/2024 to 09/19/2024' with a description and buttons for 'Preview', 'Send to GrantHub', and an information icon. The second listing is '2024 CNP Credential & Incentive Grant Accepting Submissions from 08/29/2024 to 09/26/2024' with a description and similar buttons.

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Select Language | ▼

Applicant Dashboard

Cobb Community Foundation

Active Requests 0 Historical Requests 0

[i](#) You do not have any Active Requests. Click [Apply](#) to begin the application process.

[i](#) Apply

Cobb Community Foundation

Quick Search [x](#)

2024 Match Magic Accepting Submissions from 08/29/2024 to 09/19/2024

The purpose of **Match Magic: Cobb's Holiday Giveathon** is to help elevate the end-of-year fundraising power of 25 local nonprofits with a holiday matching funds initiative.

[Preview](#) [Send to GrantHub](#) [i](#)

2024 CNP Credential & Incentive Grant Accepting Submissions from 08/29/2024 to 09/26/2024

The purpose of the **CNP Credential & Incentive Grant** is to build the capacity of local nonprofit leaders so they can better serve our community.

[Preview](#) [Send to GrantHub](#) [i](#)

# CNP Application Part 1



- 1. Name of Individual Applying for 2024-2025 CNP Cohort**
- 2. Please select the charitable designation of your associated nonprofit.**
  1. 501c3
  2. Fiscal Sponsor
- 3. Upload IRS 501(c)(3) Determination Letter**
  1. [Click here to see an example of what the document that we are asking for should look like.](#)
  2. If you have a fiscal sponsor, this should be the 501c3 Determination Letter of your fiscal sponsor.
  3. If you are affiliated with a central organization, please upload the group 501c3 Determination Letter and a letter from the central organization stating that the applicant organization is under the group exemption and in good standing. The letter must be dated within the past year.
- 4. Upload Screenshot of your Active GA Secretary of State Charitable Organization Registration**
  1. [Go to the GA Secretary of State website](#) and search for your organization's name. Take a screenshot of the page that shows your Active/Compliance status.
  2. [Click here to see an example of what the document that we are asking for should look like.](#)
  3. If you have a fiscal sponsor, this should be the GA State Registration of your fiscal sponsor.
- 5. Upload Most Recent 990**
  1. [Click here to see an example of what the document that we are asking for should look like.](#)
  2. If you have a fiscal sponsor, this should be the most recent 990 of your fiscal sponsor.

# CNP Application Part 2



## Tell Us About Your Organization

1. Approximately what percent of the people that you serve are served in Cobb County or are Cobb County residents?
2. Please briefly list the services you provide in Cobb County or to Cobb County residents
3. What is your organization's mission statement?
4. How is your organization making a difference in our community?
5. What makes your organization unique?

# CNP Application Part 3



## Tell Us About Yourself

### 1. Please upload your Resume or CV.

- 1. Please make sure this document includes:*
- 2. Your highest level of education and from what institution*
- 3. Your work history in the nonprofit industry (you must have at least 5 years to be eligible for this grant) and your responsibilities associated with each role*
- 4. Your involvement in the community or volunteer service*

### 2. Why are you interested in obtaining a Certified Nonprofit Professional Credential?

### 3. What are your personal career aspirations?

### 4. Tell us about the professional accomplishment of which you are most proud.

### 5. Why is now the right time in your organization for you to receive this knowledge and credential?

### 6. Can you attend all mandatory events?

### 7. Your Signature



## Competitive Grant Opportunity #2

# *Match Magic: Cobb's Holiday Giveathon*



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# What is it?



**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)

## High-level changes from last year's Gift Guide

- Will run Nov 19<sup>th</sup> – Dec 3<sup>rd</sup> (Giving Tuesday/GA Gives Day)
- All funds raised will be unrestricted
- 25 organizations instead of 30 will be selected
- Must raise \$1,000 to be eligible for the match pool
- Match pool will be allocated at the end proportionally instead of first come, first serve
- We are offering a Virtual Storytelling Workshop with 4 coaching sessions, a Mandatory Training for selected recipients, & a customizable Nonprofit Toolkit



# Hear from one of last year's recipients!



## Amber Jones, CNP, from Serenade Heights

Last year they raised \$20,282 which was 28% of all funds raised!

- Why did you apply to be in the Gift Guide last year?
- How did you mobilize your donors to give through the Gift Guide last year?
- Any advice for someone applying this year?



# How will we help you succeed?



We will engage in the following promotional efforts:

- 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

**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.** A customizable Nonprofit Toolkit will be provided.

# 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

FYI

- 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

# Match Magic Timeline



Thurs, Aug 29	Application opens for 3 weeks
Fri, Sept 6	Storytelling for Success: Building Your Match Magic Narrative on Zoom from 10-11am ( <a href="#">Zoom Link Here</a> )
Mon, Sept 9	Virtual Storytelling Coaching at 2pm ( <a href="#">Zoom Link Here</a> )
Thurs, Sept 12	Virtual Storytelling Coaching at 10:30am ( <a href="#">Zoom Link Here</a> )
Mon, Sept 16	Virtual Storytelling Coaching at 2pm ( <a href="#">Zoom Link Here</a> )
Wed, Sept 18	Virtual Storytelling Coaching at 11am ( <a href="#">Zoom Link Here</a> )
Thurs, Sept 19	<b>Application deadline at 5pm</b>
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

# Match Magic FAQs



How much should I request?

- *Request an amount that is aspirational but achievable! You can raise more than your request*

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.*

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 the Match Magic 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*

Will I learn who the donors are?

- *Yes! We will email you a spreadsheet of names and contact info (unless anonymous) after the donation window closes.*

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.*

When will I receive my funds?

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

# Accessing the Application



[www.grantinterface.com/Home/Logon?urlkey=cobbfoundation](http://www.grantinterface.com/Home/Logon?urlkey=cobbfoundation)

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APPLY ORGANIZATION HISTORY

Select Language ▼

### Applicant Dashboard

Cobb Community Foundation

Active Requests **0**    Historical Requests **0**

**i** You do not have any Active Requests. Click [Apply](#) to begin the application process.

### Apply

Cobb Community Foundation

Quick Search ×

**2024 Match Magic Accepting Submissions from 08/29/2024 to 09/19/2024**

The purpose of **Match Magic: Cobb's Holiday Giveathon** is to help elevate the end-of-year fundraising power of 25 local nonprofits with a holiday matching funds initiative.

[Preview](#) [Send to GrantHub](#) **i**

**2024 CNP Credential & Incentive Grant Accepting Submissions from 08/29/2024 to 09/26/2024**

The purpose of the **CNP Credential & Incentive Grant** is to build the capacity of local nonprofit leaders so they can better serve our community.

[Preview](#) [Send to GrantHub](#) **i**

# Match Magic Application Part 1



Charitable Designation Section is the same as CNP except Government Entities and Faith Based Organizations are also eligible to apply

Please select your charitable designation\*

- 501(c)(3)
- Fiscal Sponsor
- Government Entity
- Faith Based

If you select Government Entity or Faith Based, you will need to answer a few additional questions that pop up.

Please briefly describe how you provide services in Cobb County or to Cobb County residents\*

Approximately what percent of the people that you serve are served in Cobb County?\*

Please upload the following documents:

**Screenshot of your Active GA Secretary of State Charitable Organization Registration\***

- [Go to the GA Secretary of State website](#) and search for your organization's name. Take a screenshot of the page that shows your Active/Compliance status.
- [Click here to see an example of what the document that we are asking for should look like.](#)
- If you have a fiscal sponsor, this should be the GA State Registration of your fiscal sponsor.

 [2 MiB allowed]

**IRS 501(c)(3) Determination Letter\***

- [Click here to see an example of what the document that we are asking for should look like.](#)
- If you have a fiscal sponsor, this should be the 501c3 Determination Letter of your fiscal sponsor.
- If you are a church affiliated with a [central organization](#), please upload the group 501c3 Determination Letter and a letter from the central organization stating the and in good standing. The letter must be dated within the past year.

 [2 MiB allowed]

**Most Recent 990\***

- [Click here to see an example of what the document that we are asking for should look like.](#)
- If you have a fiscal sponsor, this should be the most recent 990 of your fiscal sponsor.
- If you are classified as a church and therefore do not file a 990, please upload your most recent financial statements for the relevant program(s).

 [6 MiB allowed]

# Match Magic Application Part 2



## Want help filling out this application?

On Friday, September 6th from 10-11am, we will host a virtual workshop called "**Storytelling for Success: Building Your Match Magic Narrative**" ([Zoom link here](#), no registration required). This workshop will be facilitated by BowerComm, a strategic communications firm with decades of experience in marketing and positioning. It will be recorded if you are unable to attend, and the link to the recording will be added here once the workshop is over.

The workshop will not fill out the application for you—you still have to gather your data and write your responses, but it will guide you through the process of creating specific and compelling answers to the questions below. There will also be 4 virtual coaching calls where you can receive personalized feedback on your narrative and application. You do not need to register for the Coaching Sessions.

The 4 Coaching Sessions will be:

Mon, Sept 9	Virtual Storytelling Coaching at 2pm ( <a href="#">Zoom Link Here</a> )
Thurs, Sept 12	Virtual Storytelling Coaching at 10:30am ( <a href="#">Zoom Link Here</a> )
Mon, Sept 16	Virtual Storytelling Coaching at 2pm ( <a href="#">Zoom Link Here</a> )
Wed, Sept 18	Virtual Storytelling Coaching at 11am ( <a href="#">Zoom Link Here</a> )

Before attending the Storytelling Workshop or Coaching Sessions, we encourage you to read through all questions on this application and start brainstorming your answers.

## Before proceeding, please read and accept the following statements.

*If selected for inclusion in Match Magic: Cobb's Holiday Giveathon, Cobb Community Foundation may utilize your answers in this application to represent your organization in the print and online Gift Guide, social media, or other outlets. Cobb Community Foundation reserves the right to make minor edits according to space requirements of the final layout.*

*If you are a church applying for funding for a non-proselytizing program, please answer the questions below about your specific program only, not your organization.*

**Select your Primary and Secondary Field of Interest**  
**Enter Your Fundraising Goal**  
**Enter Your Website.**

# Match Magic Application Part 3



## 1. Your Appeal & Why It Matters

1. **Describe the root problem that your organization is addressing and explain why it is important. Provide context about the community need, and detail how additional funding will help you activate more good in our community. Additionally, explain why donors should trust your organization to execute your work successfully. Highlight your organization's experience, reputation, impact statistics if available, and any relevant accomplishments or history that reinforce your credibility. Example: "In Cobb, countless families face the harsh reality of being unable to afford fresh fruits and vegetables, vital for maintaining a healthy diet. Without access to these essentials, they risk long-term health issues. For over 40 years, ABC Food Bank has been the backbone of this community, ensuring that nutritious food reaches those who need it most. With your support, every \$XX we receive allows us to provide a family with fresh produce for a month, translating into healthier meals and better lives. Last year alone, we distributed over XXX,000 pounds of fresh produce to thousands of families. Your donation will enable us to continue this vital work, bridging the gap between hunger and health. Trust in our commitment to ensure no family goes without fresh, healthy food."**

## 2. Your Ask

1. **Provide a brief overview of your specific fundraising goal. Explain what you need, why you need it, and how it will benefit those you serve. Think of this as the elevator pitch that quickly gets people on board. Example: "Help ABC Food Bank provide fresh, nutritious produce to families in need. Just \$XX provides fresh fruits and vegetables to XX families for a month. Your donation ensures everyone has access to healthy food."**

## 3. Your Headline

1. **In one sentence, describe the problem your organization is addressing and the solution you are proposing. Focus on the impact this will have on the community. Make sure to keep it clear and concise. Example: "Help Cobb Families Access Fresh Produce They Can't Afford on Their Own"**

# Match Magic Application Part 4



**Your Promotion Plan:** *How are you going to mobilize your existing donor base to give through your organization's fundraising page during the Giveathon? How are you going to recruit new donors during the Giveathon?*

## Main Image (square shape required!)\*

Choose a high-quality photo that represents the core of your project. This image should visually convey the impact of your project.

**Resolution:** 300 DPI or 2500 pixels square

**Shape:** Must be square. No watermarks please.

**Example:** *A high-resolution image of volunteers distributing fresh produce at ABC Food Bank, focusing on the relief and gratitude of the families receiving the food.*

[Upload a file](#) [5 MiB allowed]

## Additional Photo #1\*

Provide up to two additional photos that complement your main image and visually support your narrative. Think about showing different aspects of your work, such as volunteers in action or beneficiaries receiving services.

**Resolution:** 300 DPI 2500 pixels square

**Shape:** Ideally square, but you may submit a horizontal or vertical image if it can be cropped to a square without losing the key subject.

**Example:**

- *Photo 1: A close-up shot of fresh produce neatly arranged, ready to be distributed.*
- *Photo 2: An image of a volunteer handing fresh vegetables to a family at the food bank, highlighting the direct impact on the community.*

[Upload a file](#) [3 MiB allowed]

## Additional Photo #2\*

Provide up to two additional photos that complement your main image and visually support your narrative. Think about showing different aspects of your work, such as volunteers in action or beneficiaries receiving services.

**Resolution:** 300 DPI 2500 pixels square

**Shape:** Ideally square, but you may submit a horizontal or vertical image if it can be cropped to a square without losing the key subject.

**Example:**

- *Photo 1: A close-up shot of fresh produce neatly arranged, ready to be distributed.*
- *Photo 2: An image of a volunteer handing fresh vegetables to a family at the food bank, highlighting the direct impact on the community.*

[Upload a file](#) [3 MiB allowed]

## Your Logo\*

Upload a high-resolution version of your organization's logo. Ensure the logo is in PNG format with a transparent background if possible. This will be used in various promotional materials, so clarity and professionalism are key.

**Resolution:** High-resolution, suitable for both print and digital media

[Upload a file](#) [2 MiB allowed]

# Match Magic Application Part 5



## Mandatory Events\*

If your nonprofit is selected for inclusion in the Gift Guide, you must participate in the following ways:

- Attend the Mandatory Virtual Training for Selected Recipients from 3-5pm on Wed, Oct 9th
- Share the online guide through your newsletter, website, and social media
- Utilize the Customizable Nonprofit Toolkit to create donor letters and social templates (more info will be presented in the Mandatory Training)

Do you agree to participate in the above?

- Yes  
 No

## Match Rules\*

If your nonprofit is selected for inclusion in the Gift Guide, you must be aware of the following Match Campaign rules:

- To be eligible to receive match dollars, your nonprofit must raise at least \$1,000 by midnight on Dec 3rd.
- The match dollars are not first-come, first-served. They will be allocated on Dec 4th after the donation window closes. They will be allocated proportionally based on how much each nonprofit has raised; however, no nonprofit can receive more than 10% of the total match pool.

Do you understand the above?

- Yes  
 No

## Your Signature\*

In providing your signature below, you certify that you have personally reviewed the grant application and that the information presented is complete and meets all eligibility criteria as outlined in the 2024 guidelines.

## Your Phone Number (###-###-####)\*

The portal requires a phone number to be entered, but this will NOT be shown to the public on your donation page if you are selected.

This phone number is for Cobb Community Foundation to contact you if there are questions with your application. It can be the same phone number you entered when you created your organization on the Grant Portal. We apologize for the duplicative field but we cannot delete it!

## Your Email\*

The portal requires an email address to be entered, but this will NOT be shown to the public on your donation page if you are selected.

This email is for Cobb Community Foundation to contact you if there are questions with your application. It can be the same email that you use to log in to the Grant Portal. We apologize for the duplicative field but we cannot delete it!

Q&A



# It's Prize Time!



**Nithin Elango**

Owner, Creative Director  
NE STUDIOS

678-358-3405

[nestudios@nithinelangostudios.com](mailto:nestudios@nithinelangostudios.com)



# Thank You For Coming!



thank  
you!

Deadline for Match Magic: Cobb's Holiday Giveathon is **Sept 19<sup>th</sup> at 5pm**  
Deadline for CNP Credential & Incentive is **Sept 26<sup>th</sup> at 5pm**

These PowerPoint slides & a recorded version will be emailed to you & anyone on the Wait List as well as posted on our website.

Don't hesitate to reach out if you need support! You can reach me at:  
Email: [alexandra@cobbfoundation.org](mailto:alexandra@cobbfoundation.org)  
Direct work phone: 770-859-2359