



## 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 20-30 local nonprofits. Building on the momentum that we experienced last year, we are thrilled to once again **Activate Good this holiday season!**

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

**Match Magic: Cobb's Holiday Giveathon** is an opportunity for 20-30 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: \$200,000)

This 3-week campaign is intentionally timed to start on November 10 and conclude on December 1, which is Giving Tuesday (GA Gives Day). It is an opportunity to tie into your organization's end-of-year giving efforts.

Just like last year, **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 5,500 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 8,000+ 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 to the wider community and matching funds for you to increase your own fundraising power. Selection criteria includes your ability to articulate your commitment to promote the campaign, which will be included in the application. **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 (or a fiscal sponsor 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)
- Effective date of its 501(c)(3) classification must be before June 23, 2025
- Must be registered with the Georgia Secretary of State as a nonprofit (verify here: <https://ecorp.sos.ga.gov/BusinessSearch>)
- If applying under a fiscal sponsor, operations of the applicant nonprofit must have begun before June 23, 2025
- Faith-based organizations are eligible for non-proselytizing activities
- Individual public schools are not eligible to apply, however, district-wide programs, supporting an entire school system, are eligible

- Individual schools are eligible to apply, IF they operate under their own EIN number
- Government entities may apply if all funds will be used for charitable purposes
- Only one application per EIN number will be accepted

## SELECTION

Between 20-30 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

A short report will be due on January 8, 2027 by 5:00pm ET that includes a photo and paragraph that best showcases the impact Match Magic had on your mission, plus six (6) short questions regarding your experience as a grantee. We want to hear and share your success stories!

We also ask that you let CCF know about big wins or how you used your funds. On Social: Tag @Cobb Community Foundation and use the hashtag #2026CobbMatchMagic. Send inspiring emails to [CCFTeam@cobbfoundation.org](mailto:CCFTeam@cobbfoundation.org) or just tell us about it when we meet at trainings or check drop offs. You can find a few [inspiring examples from last year in this blog](#).

## 2026 SCHEDULE

<b>Tue, Jun 23</b>	Virtual Grant Seeker Session from 2:00-3:00 pm ( <a href="#">Zoom link Here</a> )
<b>Tue, Jun 23</b>	<b>Application opens at 9:00am in the portal <a href="#">HERE</a></b>
<b>Thu, Jun 25</b>	Storytelling for Success: Building Your Match Magic Narrative Workshop on Zoom from 10-11am ( <a href="#">Zoom Link Here</a> )
<b>Wed, Jul 8</b>	Virtual Storytelling Q&A at 2:00-3:00pm ( <a href="#">Zoom Link Here</a> )
<b>Tue, Jul 14</b>	Virtual Storytelling Q&A at 11am-12:00pm ( <a href="#">Zoom Link Here</a> )
<b>Thu, Jul 23</b>	Virtual Storytelling Q&A at 3:00-4:00pm ( <a href="#">Zoom Link Here</a> )
<b>Wed, Jul 29</b>	<b>Application deadline at 5:00pm ET (portal closes - no extensions)</b>
<b>Tue, Aug 25</b>	Final Recipients Notified & Decline Notices Sent
<b>Wed, Sep 2</b>	Deadline for grant agreement to be signed
<b>Thu, Sept 10</b>	<b>Mandatory Virtual Training for Selected Grantees from 2:00-3:00pm (Executive Director, Development Team and/or Marketing Team - whoever will be working on the campaign!)</b>

<b>Tue, Nov 10</b>	<b>Match Magic Giving Begins!</b>
<b>Tue, Dec 1</b>	<b>Match Magic Giving Online Portal Closes at 11:59pm ET</b> To count towards the match, checks <i>must</i> arrive at the CCF office before 5:00pm ET and stocks, wire transfers, and DAF grants must be completed before 5:00pm ET.
<b>Fri, Dec 4</b>	Final Match Allocation Announced (anticipated)
<b>Mid-December</b>	Unrestricted funds sent to grantees via ACH
<b>Fri, Jan 8 2027</b>	<b>Final report due in the portal by 5:00pm ET</b>

## FREQUENTLY ASKED QUESTIONS

Any tips for filling out the application?

- Come to our virtual Storytelling Workshop on June 25, or any of the subsequent Q&A sessions on July 8, July 14, or July 23 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. Keep in mind that once we publish your goal amount, we cannot change it.

How many nonprofits will be selected?

- Between 20 and 30 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.
- The match pool is distributed based on each organization's share of the total dollars raised during the campaign. To keep the match fair and ensure that many

organizations benefit, no single organization is credited with raising more than 10% of the campaign total when calculating the match distribution. If an organization raises more than that amount, the dollars above the 10% threshold will still belong fully to that organization – they are simply not included in the match allocation. After applying the 10% cap, the adjusted fundraising total is used to calculate each organization's percentage of the match pool.

### **Example**

Imagine:

- Total campaign donations = \$1,000,000
- Match Pool = \$100,000
- The cap is 10% of total campaign donations = \$100,000

Now suppose:

- Organization A raises \$250,000
- Organization B raises \$75,000
- Organization C raises \$50,000
- Others raise the remaining amounts

For purposes of calculating the match:

- Organization A is treated as having raised \$100,000 (the cap)
- The extra \$150,000 they raised still belongs to them — it just does not increase their share of the Match Pool
- All other organizations are credited with their full amounts

The adjusted totals are then used to divide the Match Pool proportionately.

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 credit card processing fees. 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. Please notify [lisa-ruth@cobbfoundation.org](mailto:lisa-ruth@cobbfoundation.org) in advance of any stock, wire transfers, or DAF grants, so that contributions are correctly attributed.
- 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 10 through December 1. Note: CCF will be closed on Nov 25-27.
- We cannot apply for grants on behalf of Match Magic grantees.
- We cannot accept donations that are not 100% tax-deductible. For example, we cannot accept funds that include tickets to 5ks, dinners, galas or other events where the donor receives a "benefit".

Is this connected to the GA Gives website?

- Not currently.

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

- Any contributions received after 5:00 p.m. on Dec 1 will not count toward the match allocation but will be deposited and sent to your organization.

Will I learn who the donors are?

- Yes! Weekly during the campaign, 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 \$200,000.

How will the match dollars be allocated?

- To be eligible for match dollars, you must raise at least **\$10,000**. 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.

When will I receive my funds?

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

Does CCF charge a fee for this service?

- No. The only reduction to amounts contributed will be credit card processing fees charged by third-party processors.

*Additional questions can be emailed to [lisa-ruth@cobbfoundation.org](mailto:lisa-ruth@cobbfoundation.org).*

## **HOW TO APPLY**

Applications can be submitted at our Online Grant Portal:

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

If you believe that your organization already has an account, please do **NOT** create a new account. Contact [lisa-ruth@cobbfoundation.org](mailto:lisa-ruth@cobbfoundation.org) or 770-859-2359 to be added to your organization's account.