



MATCH MAGIC

COBB'S GIVEATHON

November 10 – December 1

Match Magic 2026

June 23, 2026

Welcome! Please put your name and organization in the chat to introduce yourself to the group. We won't have time for formal intros, but it will give everyone an idea of who is in the room. Glad you're here!

Meet the team



CCF Team (L to R)

Rebecca Umbden, Intern (former)

Nakeia Gray-Smith, Client Services and Office Manager

Gitanjali Bakshi, Communications and Marketing Manager

Shari Martin, President & CEO

Richard Parham, Operations and Support Specialist

Lisa-Ruth Karnes, Director of Programs

Keisha Myco Tant, Director of Fundholder Engagement

We'll cover...

CCF grantmaking

Upcoming events

What is Match Magic?

Special guest presenter

Eligibility and timeline details

Application and matching funds

Q & A

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| Our mission

OUR MISSION

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

OUR VISION FOR THE COMMUNITY

**A thriving community of engaged, charitable
citizens—**where all people can access
opportunities and achieve their greatest potential.

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| 2026 Grantmaking

Total = Approx \$300,000

Nonprofit Capacity Building

- KSU Certified Nonprofit Practitioner Program (CNP)
- Ignite: Nonprofit Learning Series
- Nonprofit Awards



Collective Giving

- Corporate Champion Designated Grant
- Match Magic: Cobb's Holiday Give-a-thon



Community Problem Solving

- Cobb Vital Signs
- Economic Mobility
- Childcare/Early Learning
- Discretionary grants
- Hyper-local mini-grants



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COBB VITAL SIGNS



Real data.
Real voices.
Real needs.
No assumptions.

Save the date!

October 15
more details to
come!

Cobb Vital Signs brings together trusted data and community voice to answer one essential question: *How is our community really doing?* By aligning partners around a shared understanding of needs and opportunities, it drives smarter investments, stronger collaboration, and coordinated action across Cobb County.

20
in depth
interviews

23
nonprofit
partner
organizations

800+
community
member
surveys



Sponsored in part by:



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| Match Magic: What is it?

Match Magic: Cobb's Holiday Give-a-thon is a 3-week **capacity-building and fundraising campaign** to rally community support around local nonprofits to supercharge their end of year fundraising, raise their visibility, gain new donors, give access to a multi-channel media campaign through a strategic communications firm, and be granted proportional match dollars from CCF's match pool.

Why this time of year?

- Leveraging the spirit of giving surrounding the holiday season
- Capitalizing on the visibility created by Giving Tuesday & GA Gives

What are the goals this year?

- Securing your part of our match pool (**CCF's GOAL: \$250,000**)
 - **We've already secured \$155,000 toward this goal!**
- Overall fundraising goal of **\$1.75 million**

Important Points:

- Will run for 3 weeks: Nov 10 – Dec 1 (Giving Tuesday/GA Gives Day)
- Must raise at least **\$10,000** to be eligible for the match pool
- Change in match pool calculation: straight percent match up to 50%*



| How does it work?

Match Magic is designed to **help nonprofits grow their donor base, strengthen fundraising skills, increase community visibility, and build lasting relationships with supporters.** The matching funds provide an incentive, but the true measure of success is the number of new people who become invested in your mission and continue giving long after the campaign ends.

What we do:

- Create a Match Magic Giving Portal on the CCF website, with unique donation links for each participating organization
- Email the online Match Magic Giving Portal to 8,000+ CCF newsletter subscribers
- Distribute a printed guide to over 5,500 subscribers of the Marietta Daily Journal (courtesy of the MDJ) on the Saturday before the campaign
- Promote the campaign and your stories on Cobb Community Foundation's social media platforms
- Mail the Gift Guide to 1,000+ CCF fundholders, donors and stakeholders
- Promote paid social media advertising and secure coverage in the Marietta Daily Journal and other media outlets

**This is NOT
a traditional
grant or a
“we do it
for you”
fundraiser.
It is an
opportunity
to highlight
your
nonprofit in
the
community.**

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| How does it work?

What We Ask of You:

- **Create a plan** for your fundraising effort using tools given to you in the media toolkit provided by strategic communications firm.
- **Be proactive** and ask current and prospective donors via email, text, snail mail, social media to donate during the Match Magic campaign to earn those matching dollars.
- **Be creative** in your approach – use QR codes, Canva, videos, etc. to raise awareness of Match Magic and your fundraising goal!

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| Why apply?

It's **MORE** than just the match!

- Increase your visibility
- Engage your community
- Introduce your mission to new donors
- Reach a new audience
- Build lasting relationships
- Drive social media and website traffic
- Test a new campaign strategy
- Tell your story

Strategy
+
Engagement
=
Success

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| Recipient Spotlight: Ed Miller, Good Sam



Edward S. Miller, R.Ph., MBA
Director of Development
Good Samaritan Health Center of Cobb

Good Sam raised \$116,954 during the campaign last year, which qualified them for an additional \$12,726.16 from the match pool!

\$129,680.16

**Total Raised in
2025**

- 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?
- What is your advice to someone applying this year?

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| 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)
- Must be registered with the Georgia Secretary of State as a nonprofit (*verify here: <https://ecorp.sos.ga.gov/BusinessSearch>*) (This is NOT your professional license.)
- Effective date of its 501(c)(3) classification must be before June 23, 2025
- If applying under a fiscal sponsor, operations of the applicant nonprofit must have begun before June 23, 2025
- Only one application per EIN number will be accepted
- 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
- Private schools operating under their own EIN are eligible to apply
- Government entities may apply if all funds will be used for charitable purposes

[Download
the full
guidelines
HERE](#)

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Timeline

Tue, Jun 23	Application opens for 5 weeks in the portal here
Thu, Jun 25	Storytelling for Success Workshop: Building Your Match Magic Narrative on Zoom from 10 - 11am (Zoom Link Here)
Wed, Jul 8	Virtual Storytelling Q&A at 2 - 3 pm (Zoom Link Here)
Tue, Jul 14	Virtual Storytelling Q&A at 11am - 12 pm (Zoom Link Here)
Thu, Jul 23	Virtual Storytelling Q&A at 3 - 4 pm (Zoom Link Here)
Wed Jul 29	Applications close at 5pm ET sharp (no extensions)
Tue, Aug 25	Recipients notified and decline notices sent
Wed, Sep 2	Deadline for grant agreement to be signed
Thu, Sep 10	Mandatory Virtual Training for Grantees from 2:00-3:00pm (Executive Director, Development Team and/or Marketing Team – whoever will be working on the campaign!)
Tue, Nov 10	Match Magic Giving Begins!
Tue, Dec 1	Match Magic Online Portal CLOSES at 11:59pm ET (Checks MUST arrive at the CCF office before 5pm ET and stocks, wire transfers, and DAF grants MUST be completed by 5pm ET)
Fri, Dec 4 (anticipated)	Final Match Allocation Announced
Mid-December	Funds will be sent to grantees via ACH
Fri, Jan 8, 2027	Report due in the portal by 5:00pm ET

| Matching funds calculation – Change!

Organizations must raise at least \$10,000 during the donation period to qualify for matching funds. Matching funds are distributed based on each organization's share of eligible fundraising dollars. For example, if you raise 15% of the fundraising total, you would receive 15% of the match pool.

For purposes of calculating matching funds, no organization may be credited with more than 50% of the total fundraising amount. Any fundraising above the 50% threshold will be excluded from the calculation. This cap applies only to the fundraising amount used in the calculation and does not guarantee that an organization's match award will be limited to 50% of the match pool.

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| Match Calculation Example

Total Raised = \$1 million

Match Pool = \$200,000

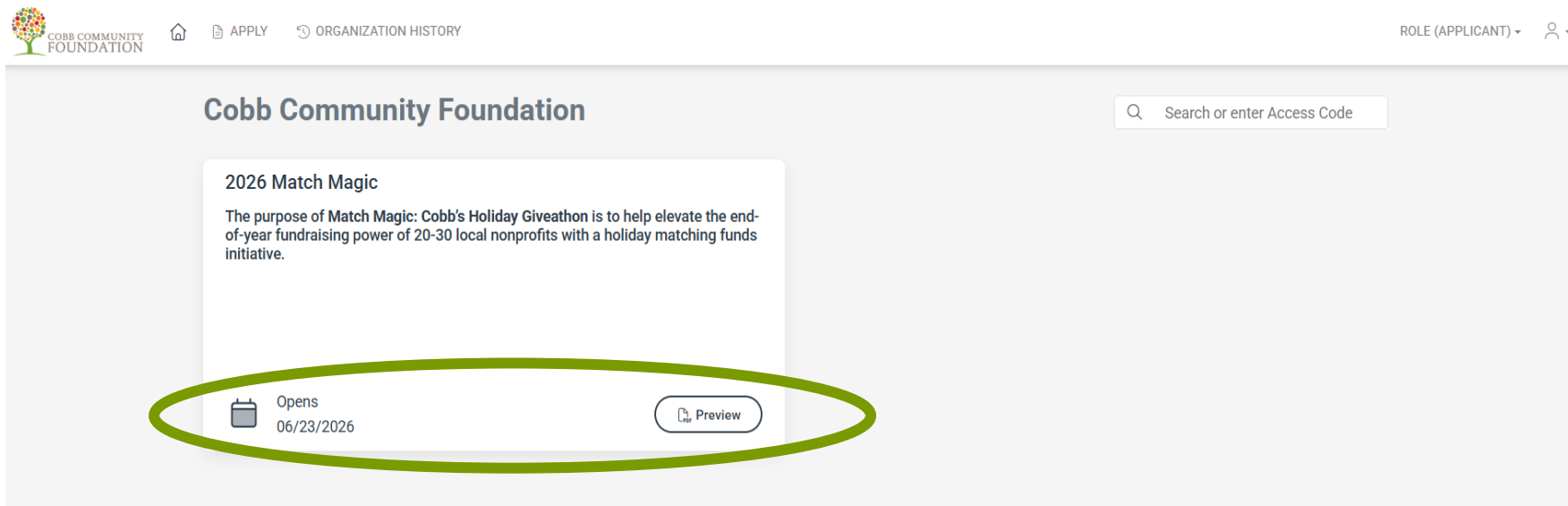
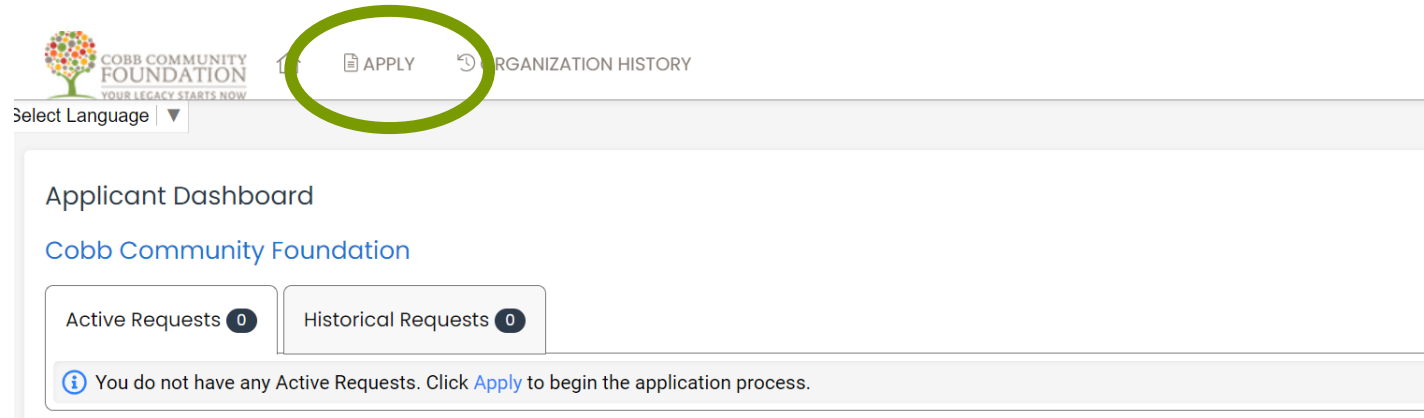
Organization	Amount Raised	Amount Counted for Match Calculation	Share of Eligible Fundraising	Match Award
Org A	\$8,000	Not eligible	0.00%	\$0
Org B	\$200,000	\$200,000	21.23%	\$42,463
Org C	\$550,000	\$500,000 (50% cap applied)	53.08%	\$106,157
Org D	\$150,000	\$150,000	15.92%	\$31,847
Org E	\$92,000	\$92,000	9.77%	\$19,533
Total	\$1,000,000	\$942,000	100%	\$200,000

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| Accessing the Application

www.grantinterface.com/Home/Logon?urlkey=cobbfoundation



| Application

Part 1: Organization Information

- Primary Contact, Mission, Services
- Number of Cobb residents served and percent of those you serve who live in Cobb County
- Budget (Organizational and Program, if applicable)
- Charitable Designation (501c3, Fiscal Sponsor, Government Entity, Faith-Based)

Part 2: Uploads based on your charitable designation

- GA Secretary of State registration (follow instructions exactly)
- IRS determination letter
- Upload 990 **or** 990EZ/990N *If you file a 990EZ, 990N or do not file a 990 at all, you will need to upload an **income statement and balance sheet** for your organization.
 - Income Statement: Your organization's financial performance over the most recently completed fiscal year, detailing revenue and expenses, showing a profit or loss. Includes revenue, expenses, and net income or loss.
 - Balance Sheet: A snapshot of your organization's financial position at a single point in time (e.g. the end of your most recently completed fiscal year), showing what you own, what you owe, and what's left over. Includes assets, liabilities and net assets.
- Is there anything else you would like us to know?

Part 3: Gift Guide Catalog Materials

- This part is where you will complete your storytelling materials that will display in the catalog and online. You can log onto any one of our 4 coaching sessions to receive guidance on how to best present your request. **If you attend, please read through the entire application beforehand and come prepared with a draft of your responses.**

| Application continued

1. **Field of Interest:** Primary and Secondary
2. **Your Fundraising Goal:** Aspirational but realistic!
3. **Website:** ANY page of your website you want to feature

The next few questions are meant to start with the big picture, then zoom in on your request. You can receive help writing these on the coaching calls.

Your Appeal & Why It Matters (750 characters)

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."

If you need inspiration, you can check out [last year's catalog HERE](#).

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| Application continued

Your Ask (250 characters)

- 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."***

Your Headline (75 characters)

- *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"***

Your Promotion Plan (1,000 characters)

- *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 reach new donors during the Giveathon?*

If you need inspiration, you can check out [last year's catalog HERE](#).

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| Application continued

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]

3 HIGH
QUALITY
photos
and
your logo

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| FAQs

How much should I request?

- *Request an amount that is aspirational but achievable! You can raise more than your request. Keep in mind we CANNOT change this number once you enter it into the grant application, even if your fundraising total rises over this amount.*

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) weekly during the campaign, the day before the campaign ends and after the donation window closes.*

Does CCF charge any fees?

- *No. The only reduction to amounts contributed will be credit card processing fees charged by third-party processors. Donors have the option to cover fees when checking out.*

When will I receive my funds?

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

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| Any tips?

- **Start with a plan.** Who do you know? Who do you want to reach? How and when do you want to communicate?
- **Focus on number of donors as well as dollars.** Twenty \$50 gifts can create more long-term value than one \$1,000 because twenty people are now invested in your mission. They can become recurring donors, volunteers, advocates, etc.
- **Craft a clear, compelling story.** Attend the Storytelling Workshop and subsequent Q&As to learn from BowerComm, our marketing and communications experts! Use the toolkit provided.
- **Build momentum before the campaign.** Wait until we tell you it's ok, but share the news you've been included as early as you can.
- **Create multiple touchpoints.** Use all of your available tools. Maybe even test a new tool or strategy!
- **Celebrate your momentum.** Bring your donors along for the ride.
- **Thank quickly and personally.** We'll provide you weekly donor updates – thank them for participating!
- **Think beyond the campaign.** For new donors, this is just the beginning of your relationship. How will you steward both new and existing donors?

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| Feedback from 2025 grantees

In just **three weeks**, our community raised **\$1,710,586**—far exceeding expectations and proving, once again, the power of generosity in Cobb County.

- **93% reported gaining new donors** (up from 64% in 2024)
- **89% received exposure to a new audience** (compared to 68% in 2024), underscoring the program's growing reach
- **78% reporting higher donation amounts** from existing supporters
- **96% of the 27 participating organizations said they'd like to participate again**
- **89% said the time they invested was worth the exposure** and donations received

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| Thank you!

thank
you!

Application Deadline for Match Magic: Cobb's Holiday Giveathon is

Wednesday, July 29 at 5pm sharp!

These PowerPoint slides & a recorded version will be posted on our website [HERE](#).

Don't hesitate to reach out if you need support! You can reach me at:

- Email: lisa-ruth@cobbfoundation.org
- Direct work phone: 770-859-2359

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It's go time

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