Google Ad Grants | Nonprofit Guide

Welcome

We're eager to help you grow your online presence and promote your nonprofit through Google Ad Grants! We admire the work you do and we want to help you share your cause with the world.

Every nonprofit has unique goals. Whether you are trying to build awareness, recruit volunteers, or increase donations, Ad Grants can help you utilize AdWords to captivate your audience and tell your story. We hope this guide will help you set up and activate your Google Ad Grants account and maximize all that our program has to offer.

Best,
The Google Ad Grants Team

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Program Overview

Introduction
Eligibility

Program Overview

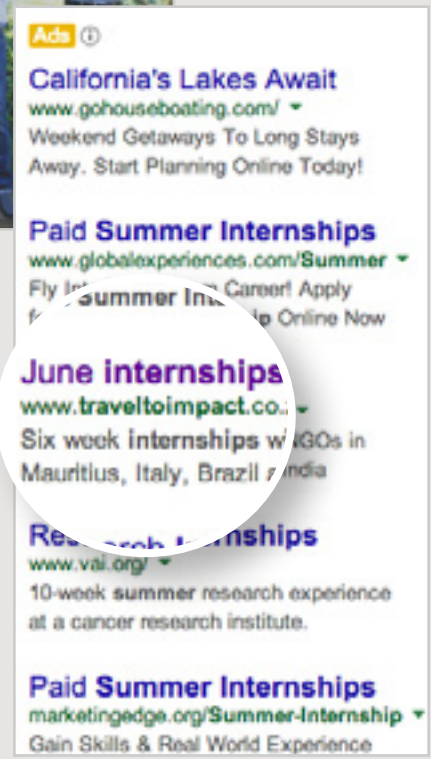
We want to support you in your efforts to raise awareness surrounding your cause and help you change the world. Google Ad Grants offers nonprofits $10,000 per month in in-kind AdWords advertising to promote their mission and grow their nonprofit on Google search result pages. Through Ad Grants Grantees can expand their reach, gain greater visibility, and recruit volunteers for no additional cost.

The Ad Grants program brings you the power of AdWords to create a custom marketing strategy to help your nonprofit achieve its goals with the following parameters:

- **$10,000 per month**, which is equivalent to $329 per day
- A **$2.00 maximum cost-per-click (CPC)**
- Only run **keyword-targeted campaigns**
- Only **appear on Google search** result pages
- Only **run text ads**

"We use Google Ad Grants to reach new markets where we do not have a physical presence. AdWords provides us the clicks and impressions we need to see and has led to 1200 new online student registrations."

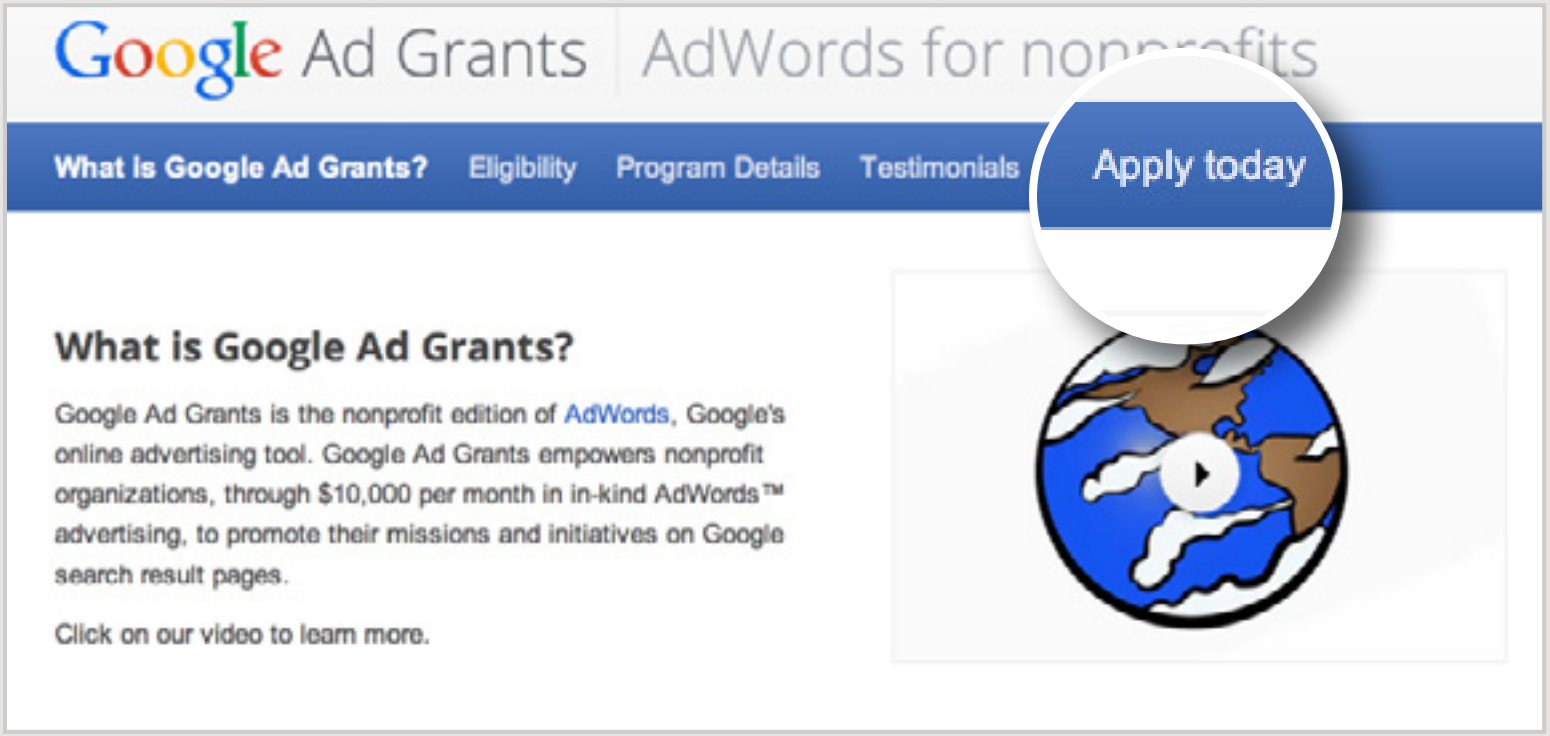
- Michael Hubbard
VP Marketing & Finance, Travel to Impact



Program Overview

In order to utilize Google Ad Grants, your nonprofit must hold current and valid charity status, as determined by your country.

Check to see if your nonprofit is eligible for Google Ad Grants by selecting your country here and clicking on “Eligibility & charity status.” If your nonprofit meets our guidelines, visit your country’s Ad Grants site and click “Apply Today” to access the application.



Creation Guide

Overview
Account Creation
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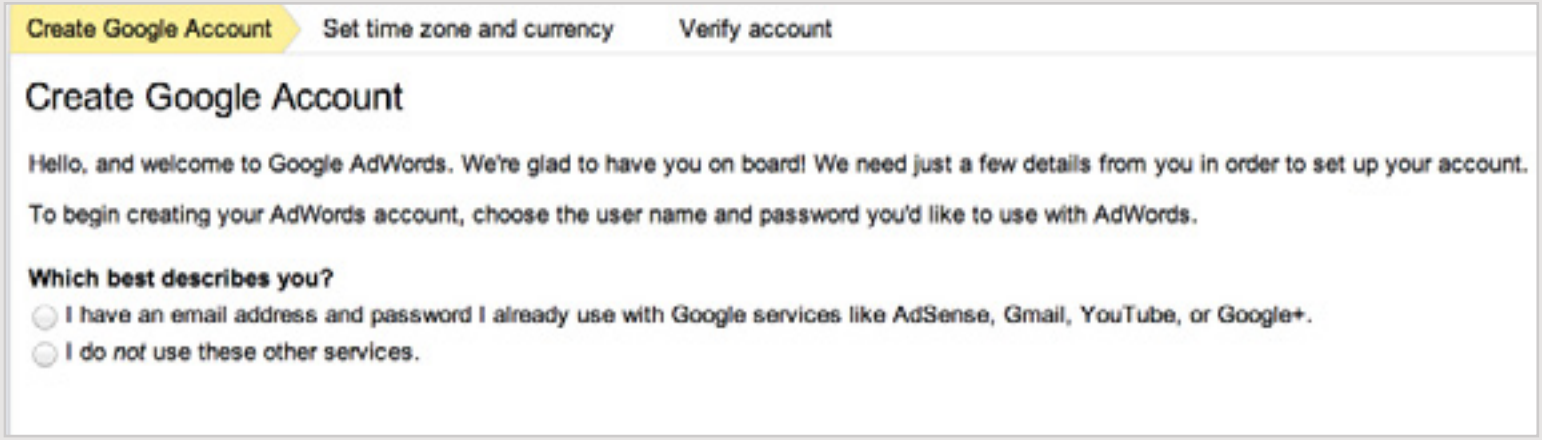
Ad Groups and Keywords
Ads
Account Submission

Every Grantee needs to have an AdWords account. Before Grantees start advertising, they will need to set up their AdWords account in three basic steps:

1. Create an account
2. Create a campaign
3. Submit your account for review

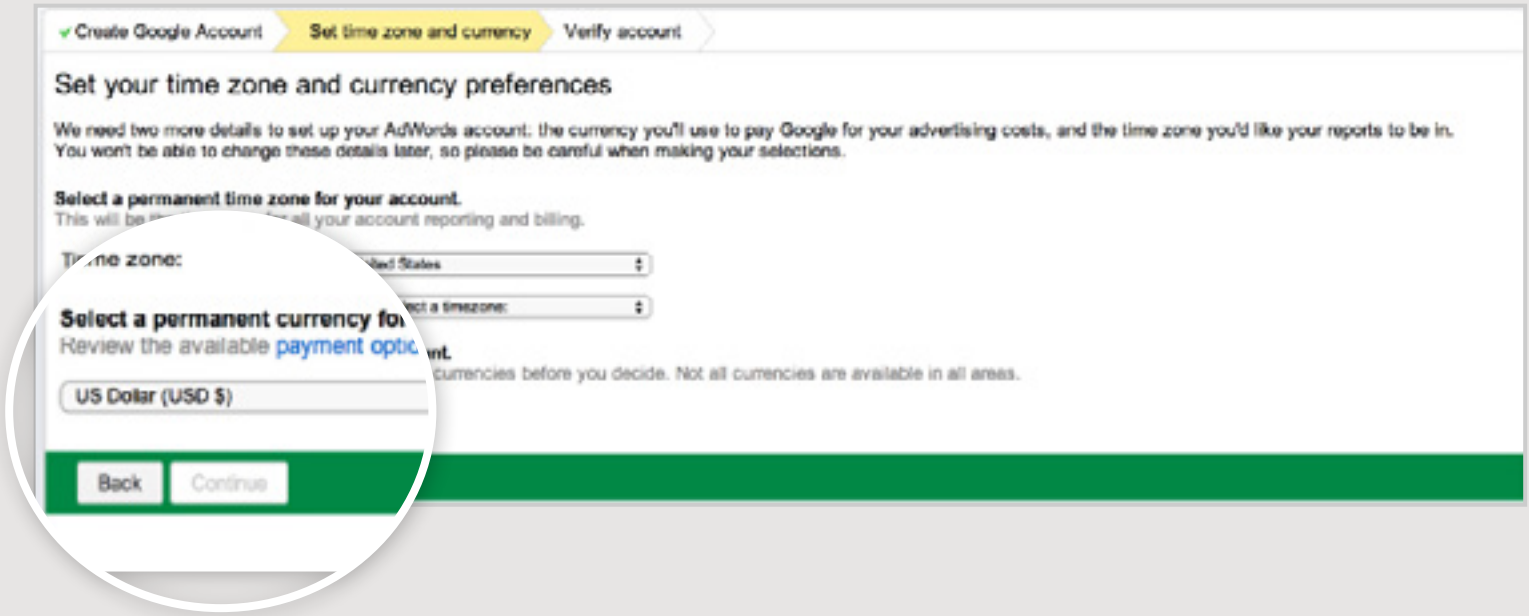
Google Ad Grants | AdWords for nonprofits



You will need to sign up for AdWords and create a new account here (you must use this link to bypass the billing section). During the set up process you will be prompted to enter basic information about the account including currency, billing, and time zone. Please take note of the following information:

- **Choose USD** as your currency regardless of your country
- **Do not submit billing or payment information** - skip this section in your account set up and ignore any messages asking you to submit billing information

****** NOTE:** If you don't follow all of the instructions outlined here, it can delay account processing and you may be required to create an entirely new account.



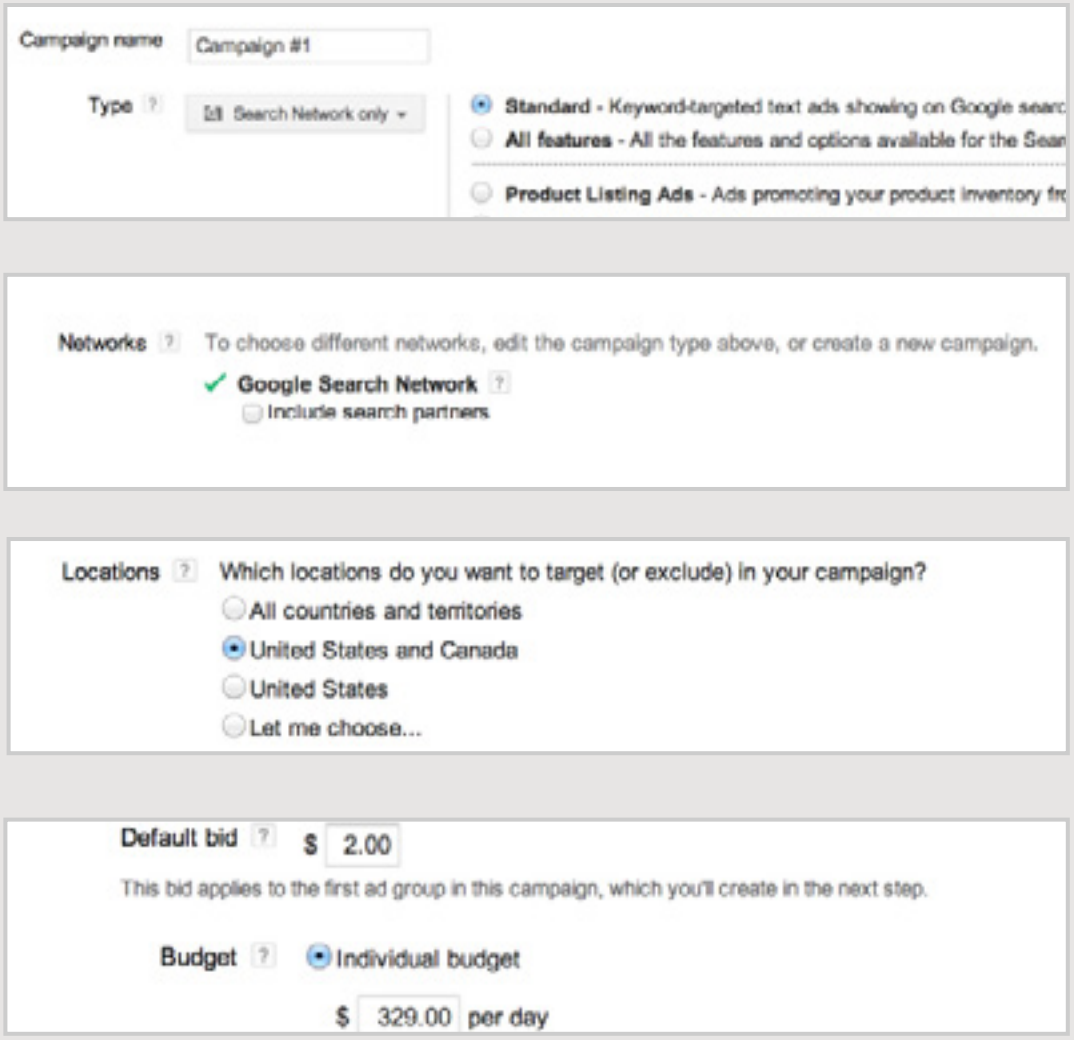
After you set-up your account, you will need to create your first campaign. Your campaign settings control where you show your ads, the language they will appear in, and how much you will be spending.

1. **Select "Search Network Only" -** Name your campaign and select "Standard."

2. **Un-check "Include search partners" -** Grantees are only allowed to show on Google Search results.

3. **Choose your location and language -** Select where you want to show your ad and the language you want to display it in.

4. **Set your daily budget -** The daily maximum is $329. If you decide to create more than one campaign, the total of all of your campaign budgets will max out at $329 a day.



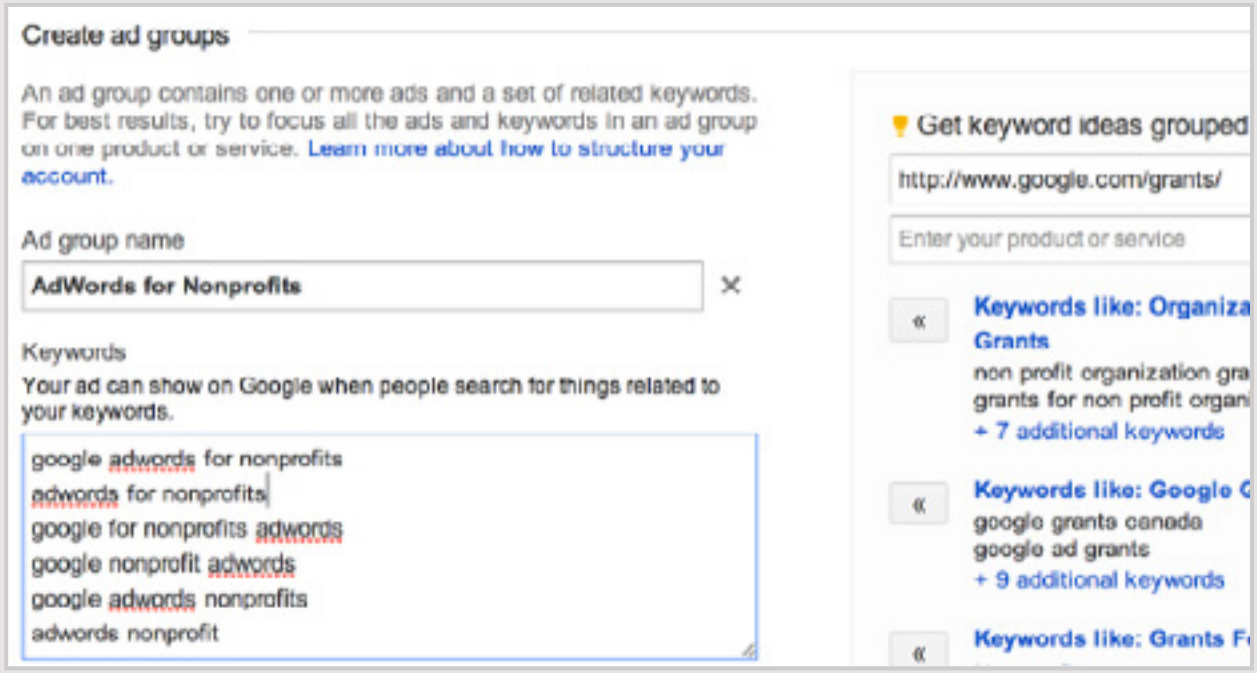
Once you have chosen the settings of your campaign, you will build out its structure. Take the time to think about how your ad groups can mirror your nonprofit's marketing goals. Each ad group should be centered around a different theme or service and contain keywords that represent the corresponding theme.

1. **Create an Ad Group** - Keep stuff together that belongs together.

   Base your ad groups on sections or categories that appear on your website.

2. **Choose your Keywords** - Help your audience find you.

   Think about how someone may be searching for your nonprofit and create different iterations of each phrase.



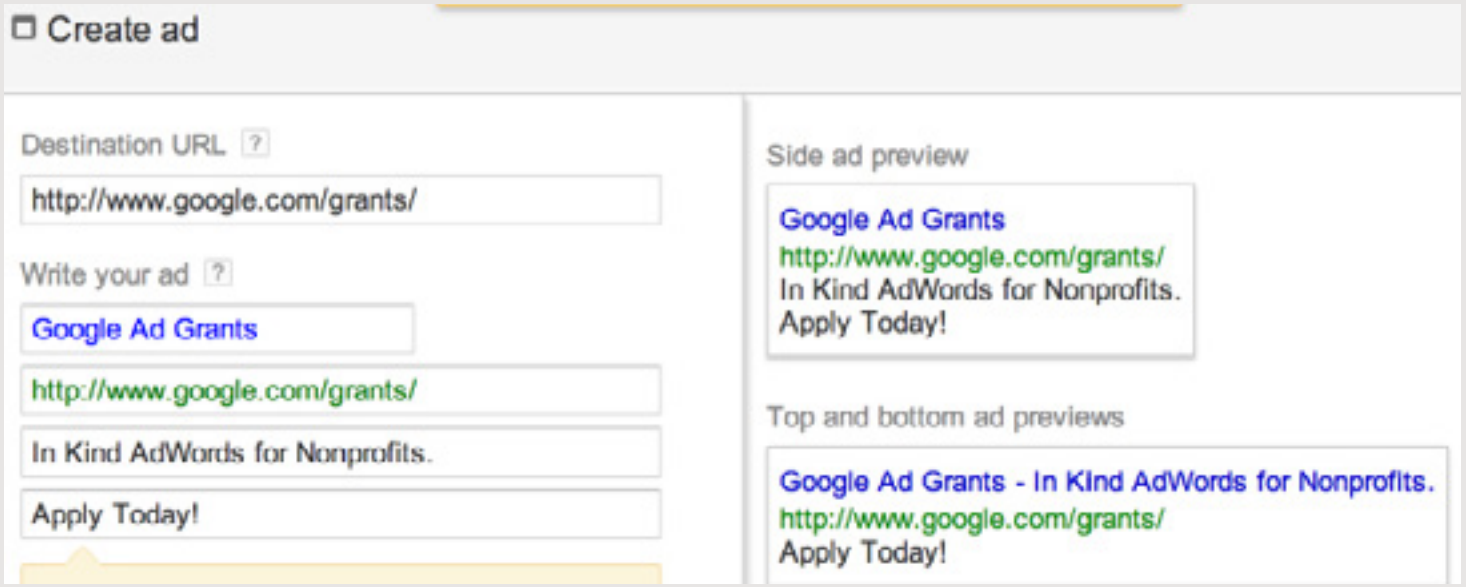
TIP: Enter your landing page and let the AdWords system help you organize your campaign and provide keyword ideas.

Within each ad group, craft your message and write 2-3 compelling ads that give potential volunteers and donors a reason to visit your site. Make sure your ads pop and encourage users to click and navigate to your site.

Headline: Include one of your keywords
Google Ad Grants

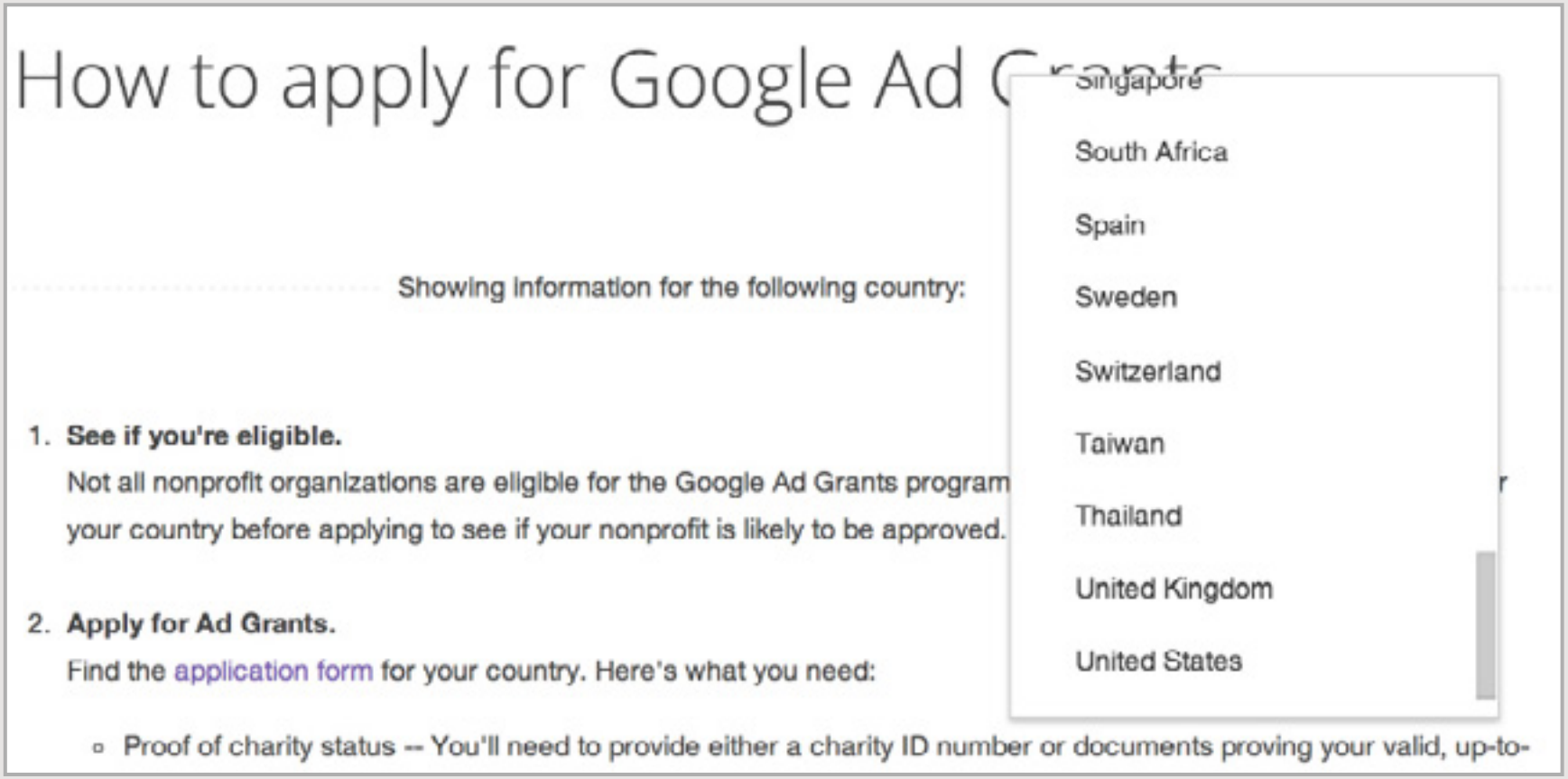
Description Line 1: Highlight what makes your nonprofit unique.
In Kind AdWords for Nonprofits

Description Line 2: Include a call-to-action
Apply Today!



TIP: Check to see if your ads are mission based and compliant with our advertising policies by visiting the AdWords Policy Center here.

Lastly select your country and follow the steps for the application submission process and we will review your account. If your nonprofit meets our eligibility requirements and your account is set up correctly, we will activate your account and notify you via email.



Features & Tools

Extensions
Keyword Planner
Conversion Tracking
AdWords Express
Grantspro

Ad Extensions enable you to share extra information about your nonprofit for no extra cost. With Ad Extensions, you can increase visibility by showing your address, your phone number, and additional links to specific pages on your site.

Sitelinks - Link directly to popular pages of your site.

Help customers get what they're looking for on your site with just one click.

Call Extensions - Encourage calls to your nonprofit.

Show your phone number with your ad and make it easy for people to call you on the go.

Location Extensions - Encourage people to visit you.

Add your address, phone number, and map marker with your ad text.

"Sitelinks allowed us to feature our email signup list and led to a healthy number of conversions."
- Jean O'brian
Online Executive, Barnardos

Do it like Barnardos
Barnardos improved their Ad Grants account's clickthrough rate (CTR) and Quality Score by adding sitelinks. Barnardos chose four pages they wanted to highlight on their website and saw a direct increase in traffic, donations, and email subscriptions.

The Keyword Planner tool gives you keyword or ad group ideas and shows you statistics on how they might perform. This is a great tool for keyword generation and helps you visualize how you can break out each campaign into different ad groups.

The Keyword Planner tool can help you:

- **Search for new keyword and ad group ideas** - Find new keywords related to a phrase, website, or category.
- **Get traffic estimates for a list of keywords** - Enter or upload keywords to research historical stats like search volume, or group them into ad groups.
- **Get search volume for a list of keywords or group them into ad groups** - Enter or upload keywords to get click and cost estimates.

Learn where to find the Keyword Planner and how to use it here.

Do it like Kiwis for kiwi™
Kiwis for kiwi™ segmented their account into three campaigns (Education, Brand Awareness, and Ways to Get Involved) and utilized the Keyword Planner tool to identify relevant keywords that matched each category. Their efforts resulted in a 105% increase in traffic.

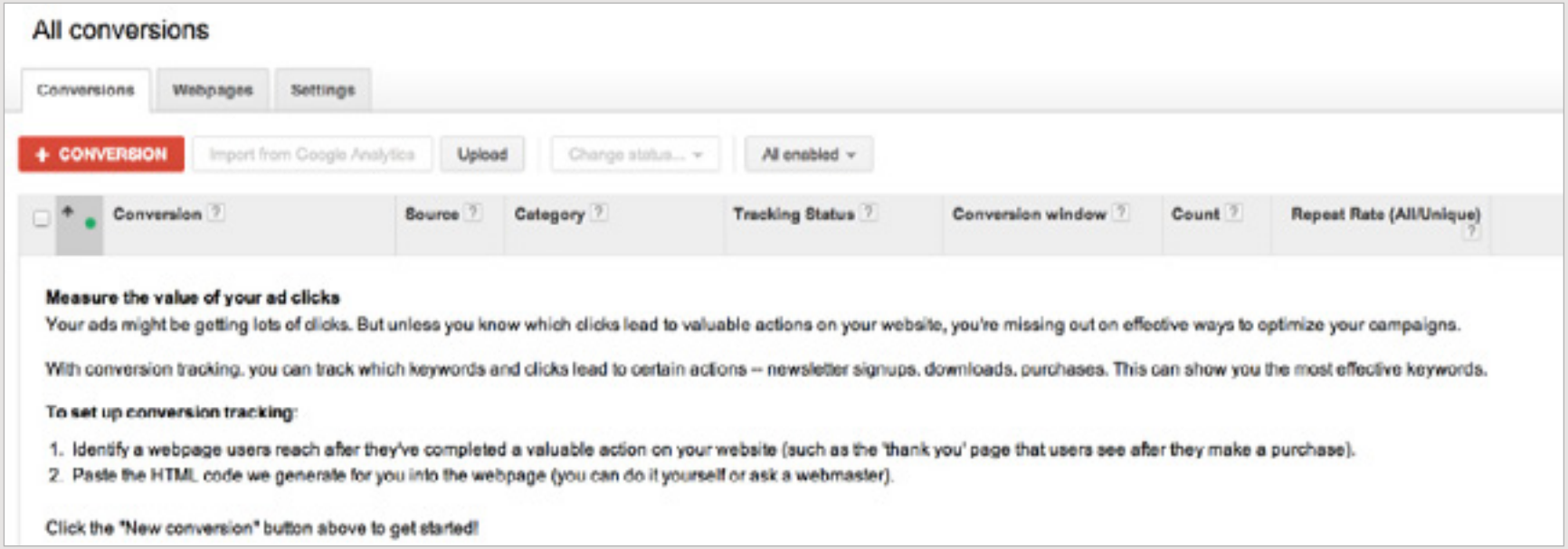
KIWIS FOR KIWI

"Ad Grants offered Kiwis for kiwi™ a new channel and opportunity to reach a new audience."
- Michelle Impey
Executive Director, Kiwis for kiwi™

Conversion Tracking and Google Analytics allow you to see what happens after someone clicks on your ad. The data behind these metrics are powerful and can help you measure whether or not someone completes a specific action on your website such as a donation, a volunteer registration, or a visit to your mission page.

- Create conversion goals that help you **track your ROI** and **reflect your marketing goals**
- Analyze **which keywords are driving the most traffic to your site** and helping you reach your marketing goals

A step-by-step guide to setting up conversion tracking can be found here.



Once you have an approved Ad Grants AdWords account, sign up for AdWords Express and save yourself some time! As an existing Grantee, you have the opportunity to engage in a simplified advertising format that allows Google to maintain your campaigns and optimize their performance. Simply select your audience, write three lines about your nonprofit, set your budget and the AdWords Express system will do the rest for you!

Benefits of using AdWords Express include:

- Easy and quick ad creation
- Minimal ongoing maintenance
- Automatic backend optimization
- Comprehensive dashboard with performance metrics
- Additional traffic to your website

To get started, review FAQs and current countries available here.

Do it like Plant With Purpose
Plant with Purpose signed up for AdWords Express and were immediately impressed by their results. Their new campaign achieved a 1.33% CTR with a lower CPC and a higher average position than the campaigns they were actively managing.

PLANT WITH PURPOSE

The Grantspro program supports nonprofits that can effectively demonstrate how they can make the world a better place with additional advertising budget. Grantees are selected to join based on specific criteria and can receive up to $40,000 per month in in-kind advertising to impact their nonprofit and support additional programs or services.

To be eligible to apply, current Ad Grantees must meet the following criteria:

- **Have conversion tracking installed**. The conversion goal must be tracking a substantial action (i.e. newsletter or volunteer sign-up) and must have received at least one conversion.
- **Have hit their monthly budget cap** (at least $9900) for at least two months over the last six months.
- **Have maintained an average level CTR of 1%** or higher over the past 6 month period.
- **Have an authorized representative manage** the account on a bi-weekly basis.
- **Complete surveys and agree to share impact or conversion data**.

If you meet the above criteria, apply for Grantspro here.

"Moving from a cap of $10,000 to $40,000 increased the number of people we could reach by 200%!"
- Doug Meckelson
Founder, Elder Wisdom Circle

Do it like Elder Wisdom Circle
Through Grantspro, the Elder Wisdom Circle has been able to host 350,000 one-on-one online intergenerational interactions. Over 80% of all young advice-seekers have discovered them through AdWords and has helped change the lives of a quarter of a million people.

Features & Tools

We want to ensure that you take advantage of all that Google Ad Grants has to offer and are receiving the help you need. If you have any questions, visit our website or utilize one of the resources below:

Google Ad Grants Help Center - Read about frequently asked questions and solutions.

Call and speak to a personal representative - Find your country's phone number here.

Google Ad Grants in the AdWords Community - Join fellow Grantees in an unmoderated public forum to read about their questions and post your own to receive answers from Ad Grants experts.

Google for Nonprofits' Blog - Learn about Google for Nonprofits' latest updates and how they are using Google products to help nonprofits change the world.

Case Studies - Read about what other Grantees are doing with their Ad Grants account to help them reach their marketing goals.

Testimonials - Have a success story with Google Ad Grants that you want to share? Fill out this form to be featured on our website!

Google Ad Grants < Thank you.