

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

Ads ⓘ

California's Lakes Await
www.gohouseboating.com/ ▾
Weekend Getaways To Long Stays Away. Start Planning Online Today!

Paid Summer Internships
www.globalexperiences.com/Summer ▾
Fly In Summer Internship Career! Apply for Summer Internship Online Now

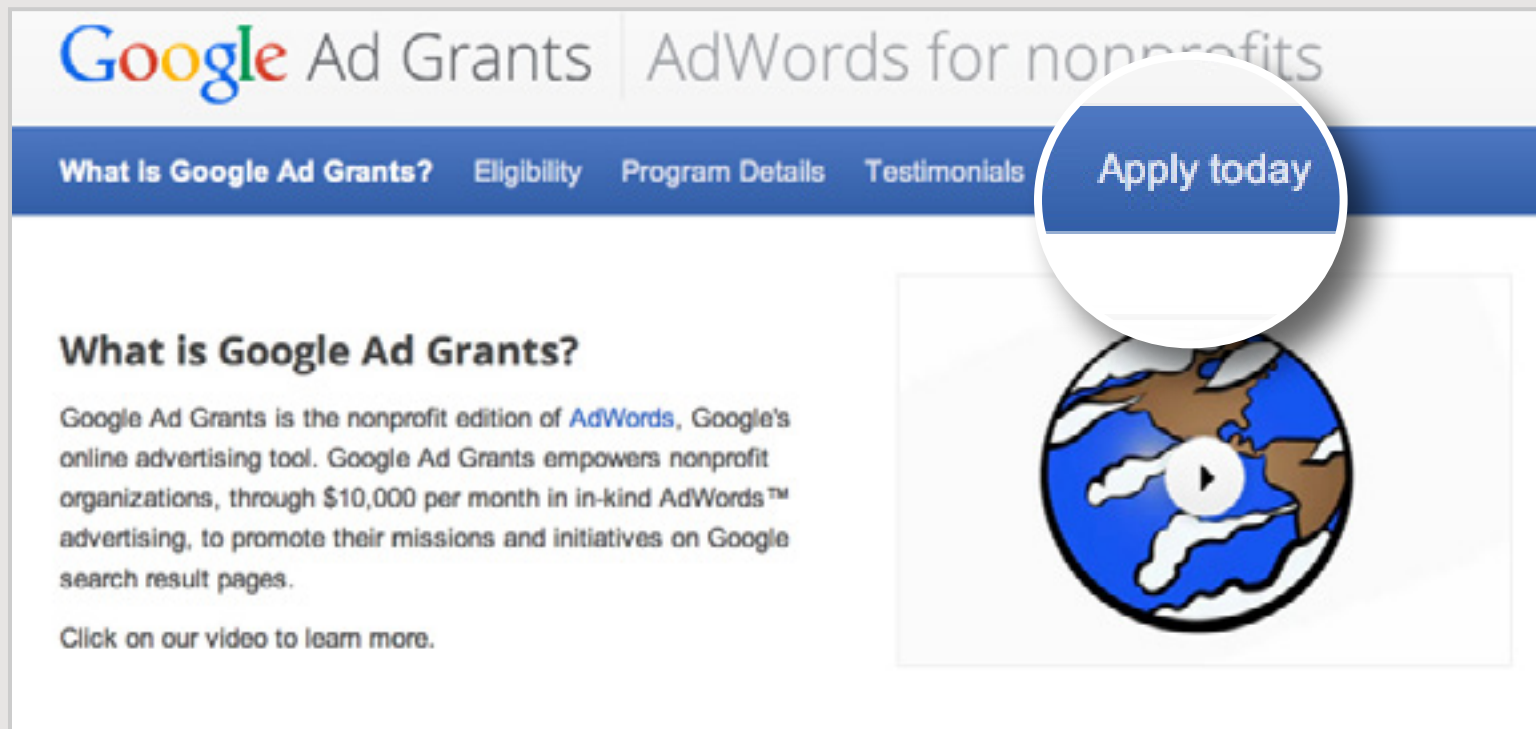
June Internships
www.traveltoimpact.co.uk ▾
Six week internships with NGOs in Mauritius, Italy, Brazil & India

Research Internships
www.vai.org/ ▾
10-week summer research experience at a cancer research institute.

Paid Summer Internships
marketingedge.org/Summer-Internship ▾
Gain Skills & Real World Experience

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.



The screenshot displays the Google Ad Grants website interface. At the top, the text "Google Ad Grants" is followed by "AdWords for nonprofits". Below this is a blue navigation bar with links for "What is Google Ad Grants?", "Eligibility", "Program Details", "Testimonials", and "Apply today". The "Apply today" link is highlighted with a white circular callout. The main content area features the heading "What is Google Ad Grants?" and a paragraph explaining that Google Ad Grants is the nonprofit edition of AdWords, providing \$10,000 per month in in-kind advertising. A video player icon is visible on the right side of the page.

Creation Guide

- Overview
- Account Creation
- Campaign Settings
- 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

The logo for Google Ad Grants | AdWords for nonprofits. The word "Google" is in its multi-colored font, followed by "Ad Grants" in grey, a vertical line, and "AdWords for nonprofits" in grey.

Create Google Account

Set time zone and currency

Verify account

Create Google Account

Hello, and welcome to Google AdWords. We're glad to have you on board! We need just a few details from you in order to set up your account.

To begin creating your AdWords account, choose the user name and password you'd like to use with AdWords.

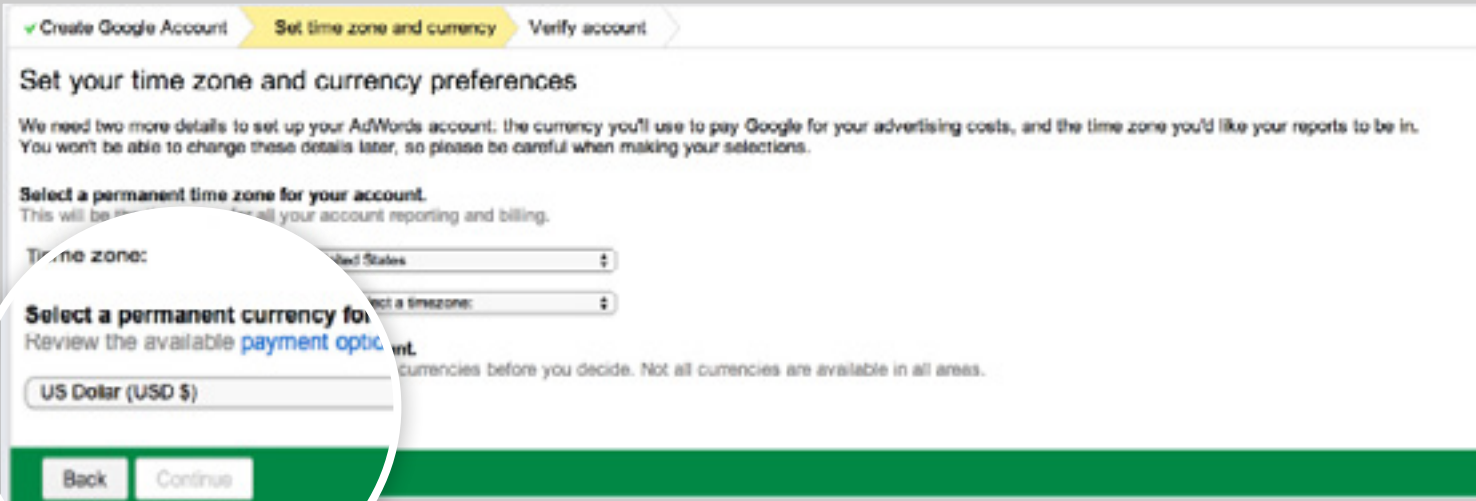
Which best describes you?

- I have an email address and password I already use with Google services like AdSense, Gmail, YouTube, or Google+.
- I do not use these other services.

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

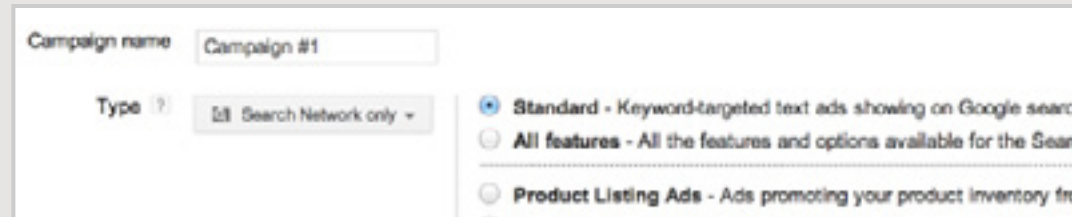
****** NOTE:** If you don't follow all of the instructions outlined here, it can delay account processing and you may be required to create an entirely new account.



The screenshot shows the 'Set your time zone and currency preferences' step in the Google AdWords account creation process. The page has a progress bar at the top with three steps: 'Create Google Account' (completed), 'Set time zone and currency' (current step), and 'Verify account'. The main heading is 'Set your time zone and currency preferences'. Below this, there is a paragraph explaining that two more details are needed: the currency for advertising costs and the time zone for reports. A note states that these details cannot be changed later. The form includes two dropdown menus: 'Time zone:' with 'United States' selected, and 'Select a permanent currency for your account:' with 'US Dollar (USD \$)' selected. A 'Back' button and a 'Continue' button are at the bottom. A circular callout highlights the 'US Dollar (USD \$)' selection.

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.”



Campaign name: Campaign #1

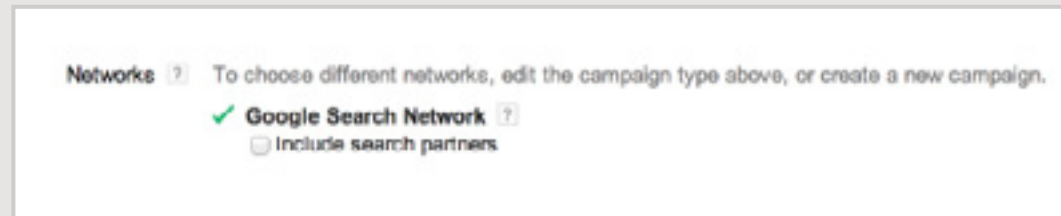
Type: Search Network only

Standard - Keyword-targeted text ads showing on Google search

All features - All the features and options available for the Search Network

Product Listing Ads - Ads promoting your product inventory from Google

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

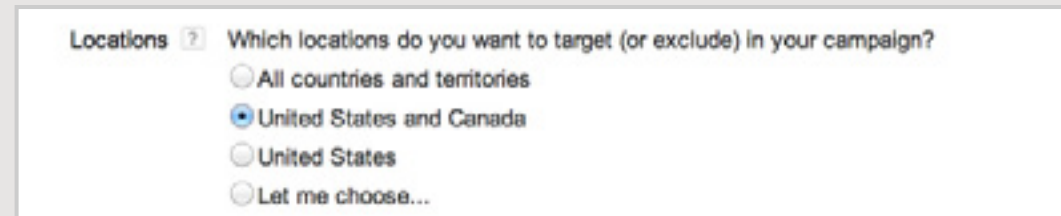


Networks: To choose different networks, edit the campaign type above, or create a new campaign.

Google Search Network

Include search partners

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



Locations: Which locations do you want to target (or exclude) in your campaign?

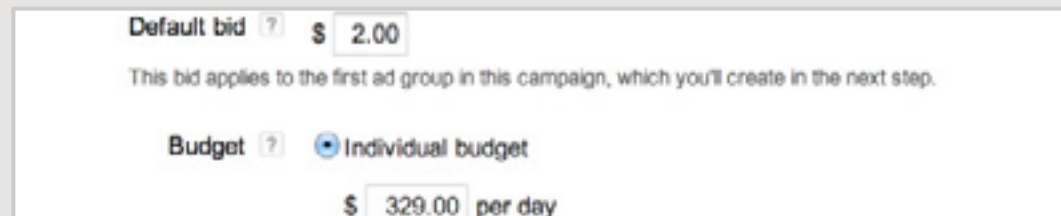
All countries and territories

United States and Canada

United States

Let me choose...

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.



Default bid: \$ 2.00

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget: Individual budget

\$ 329.00 per 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.

Create ad groups

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service. [Learn more about how to structure your account.](#)

Ad group name
AdWords for Nonprofits

Keywords
Your ad can show on Google when people search for things related to your keywords.

google adwords for nonprofits
adwords for nonprofits
google for nonprofits adwords
google nonprofit adwords
google adwords nonprofits
adwords nonprofit

Get keyword ideas grouped
http://www.google.com/grants/
Enter your product or service

Keywords like: Organiza Grants
non profit organization gra
grants for non profit organi
+ 7 additional keywords

Keywords like: Google C
google grants canada
google ad grants
+ 9 additional keywords

Keywords like: Grants F

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!

Create ad

Destination URL ?

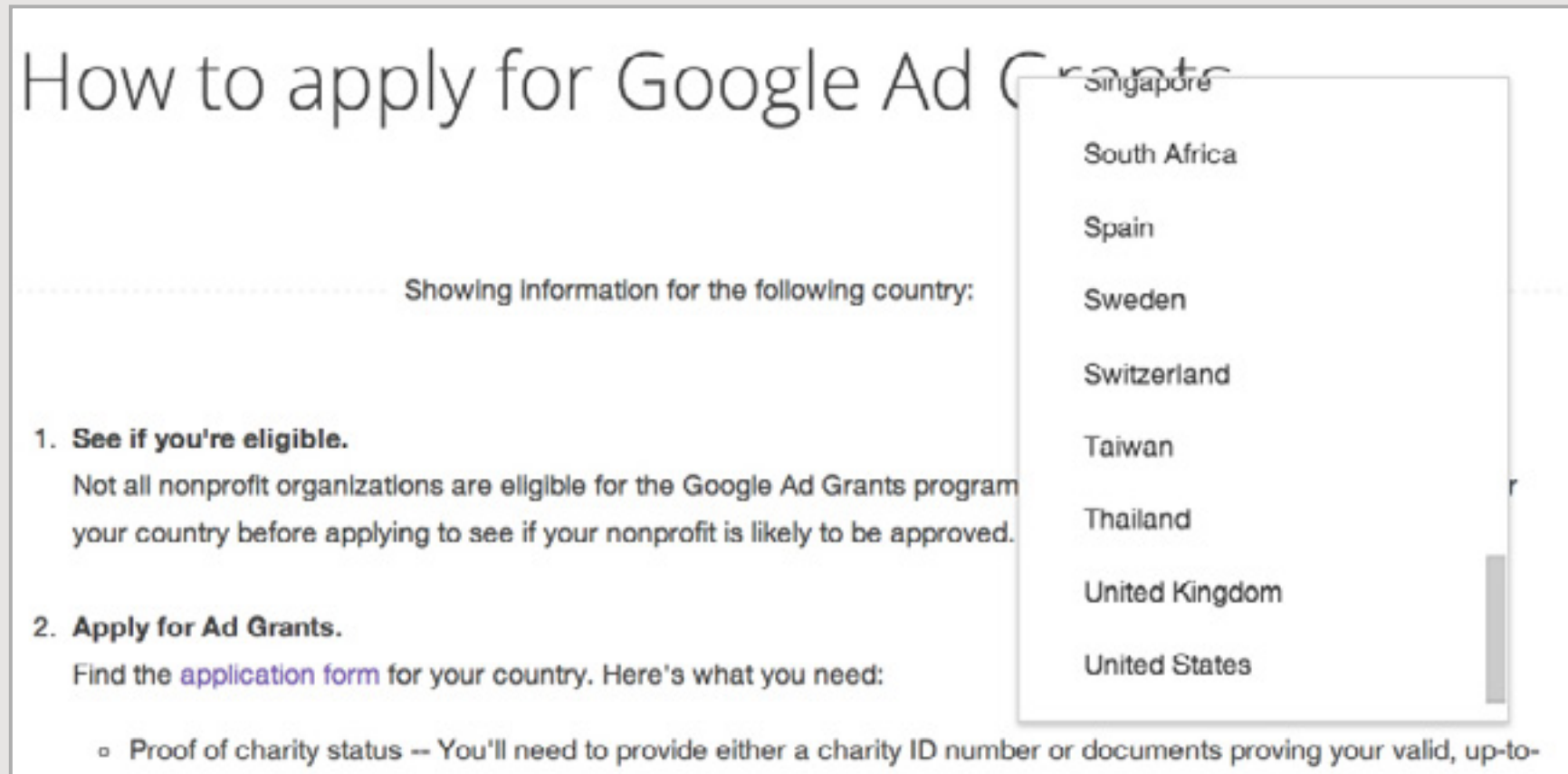
Write your ad ?

Side ad preview
Google Ad Grants
<http://www.google.com/grants/>
In Kind AdWords for Nonprofits.
Apply Today!

Top and bottom ad previews
Google Ad Grants - In Kind AdWords for Nonprofits.
<http://www.google.com/grants/>
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.




The screenshot shows the 'How to apply for Google Ad Grants' page. A dropdown menu is open, listing countries: Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, United Kingdom, and United States. The page content includes the following text:

Showing information for the following country:


- 1. See if you're eligible.**
Not all nonprofit organizations are eligible for the Google Ad Grants program in your country before applying to see if your nonprofit is likely to be approved.
- 2. Apply for Ad Grants.**
Find the [application form](#) for your country. Here's what you need:
 - Proof of charity status -- You'll need to provide either a charity ID number or documents proving your valid, up-to-

Features & Tools


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.

Donate to Barnardos - Barnardos.ie

Ad www.barnardos.ie/Donate

Just €7 a Month to Barnardos Can Change a Child's Life - Donate Now!

[Contact Us](#)

[Donate Online Now](#)

[Get Email Updates](#)

[Donate €7 a Month](#)

"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.



Features & Tools

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.



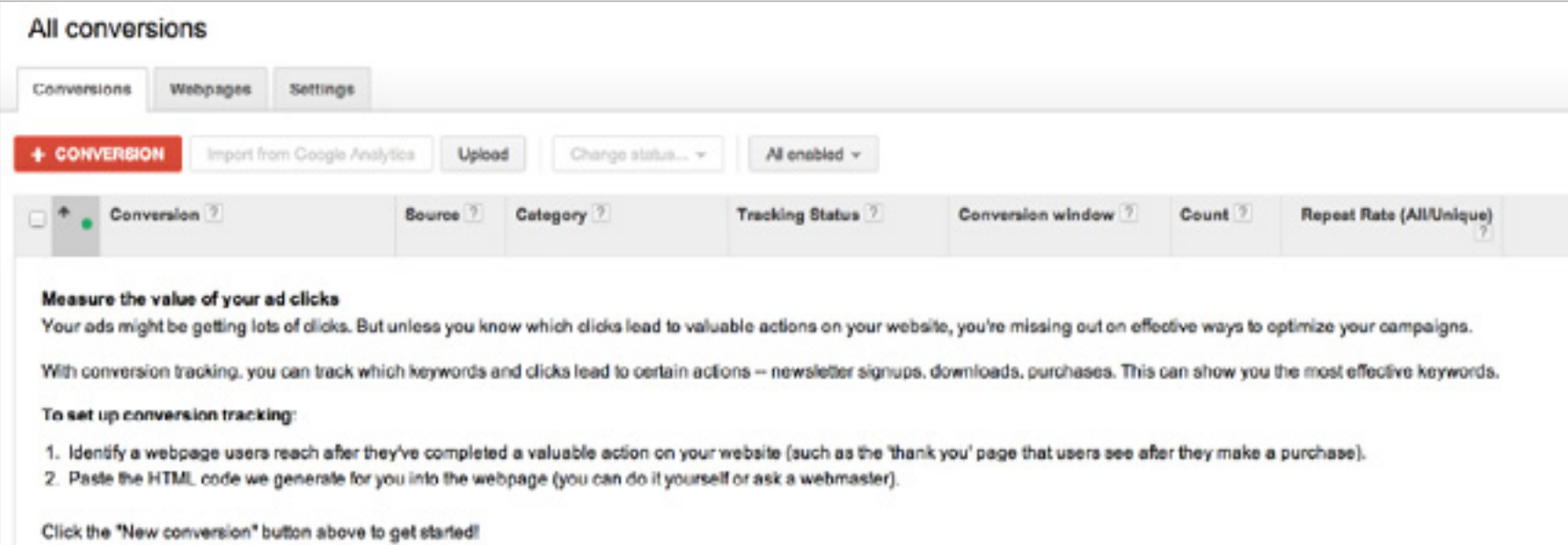
"Ad Grants offered Kiwis for kiwi™ a new channel and opportunity to reach a new audience."

*- 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](#).



All conversions

Conversions Webpages Settings

+ CONVERSION Import from Google Analytics Upload Change status... All enabled

Conversion ?	Source ?	Category ?	Tracking Status ?	Conversion window ?	Count ?	Repeat Rate (All/Unique) ?
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Measure the value of your ad clicks
Your ads might be getting lots of clicks. But unless you know which clicks lead to valuable actions on your website, you're missing out on effective ways to optimize your campaigns.

With conversion tracking, you can track which keywords and clicks lead to certain actions -- newsletter signups, downloads, purchases. This can show you the most effective keywords.

To set up conversion tracking:

1. Identify a webpage users reach after they've completed a valuable action on your website (such as the 'thank you' page that users see after they make a purchase).
2. Paste the HTML code we generate for you into the webpage (you can do it yourself or ask a webmaster).

Click the "New conversion" button above to get started!

Features & Tools

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.



Features & Tools

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.

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.