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Hello,

You are receiving this letter because a student team has selected you to participate in the Google Online Marketing Challenge (www.google.com/onlinechallenge), a global student competition developed by professors from across the globe in collaboration with Google. The students who gave you this letter would like to help your organization by developing a free online marketing campaign, using Google AdWords (www.google.com/adwords) and online marketing principles, to improve and drive traffic to your website.

What is in it for your organization?

This is an excellent opportunity to have hard working students analyze your current organization's online marketing and work to improve it with \$250 USD of free online advertising through Google AdWords.

Also, if you are a nonprofit organization, you have a chance to win up to a \$15,000 donation if your student team wins the AdWords Social Impact Award. The teams will be evaluated on campaign effectiveness as well as the impact made for the nonprofit organization.

How does it work?

There is no cost to you. The students will receive \$250 of free Google AdWords advertising and then work with you to devise an effective online marketing campaign. They will evaluate your current online marketing, outline a strategy, run a three week advertising campaign, assess the results and then provide you with recommendations to further develop your online marketing.

Although students might suggest ways to enhance your website, students will not control or alter your website. Your student team will, however, use Google AdWords to drive traffic to your website.

What do you need to do?

First, you will need to agree with the students that you want to participate. Then, at a convenient time, meet with your student team to explain what your organization does and what you want to achieve from online marketing. Student teams should reach out to you for approval of the campaigns, including ad creatives, before going live. Ideally, you will take an active interest in the campaign, such as providing feedback on the proposed campaign strategy, interim campaign results and campaign changes. The students do all of the work, but the more you help them, the more you gain through a successful campaign. To find out more about Google AdWords, simply talk to your student team or visit www.google.com/adwords.

What happens after the campaign ends?

Once the campaign is over you are under no obligation whatsoever to continue using AdWords. If you would like to continue your AdWords campaign after the Challenge is over, the student team can download the campaigns from their AdWords competition account to a file that you can upload into a new AdWords account created and owned by you. Also, nonprofit organizations can find out how to benefit from Google tools at www.google.com/nonprofits.

Regards,
The Google Online Marketing Challenge Team