# Google Grants

Your Nonprofit Could Qualify For $10,000 A Month In Free Advertising!



**Many nonprofits have not heard about Google Ad Grants and the extraordinary opportunity Google is giving nonprofits.**

**It's $10,000 of free search advertising PER MONTH to eligible nonprofits.**



In this white paper, we'll walk you through:

- what Google Ad Grants is.
- the biggest questions people have.
- how to get started.

Some questions you may already have:

## 1 Can my nonprofit really get $10,000 of free ads each month?

Absolutely, if your organization qualifies (and many do), you have the opportunity to get $10,000 a month in advertising at no cost to you.

However, you may run into issues spending most of that money.

Once you have qualified, there are restrictions on where your advertising can show up and the keywords you can advertise on. Ads can be shown only to people in your service area as well.

If your website isn't high quality or your ads don't speak well to the search audience, the ads will be limited by Google based on their algorithms meant to show the top performing ads with the best website experiences.

In addition, people may not be searching as often as you'd think for the keywords related to your services.

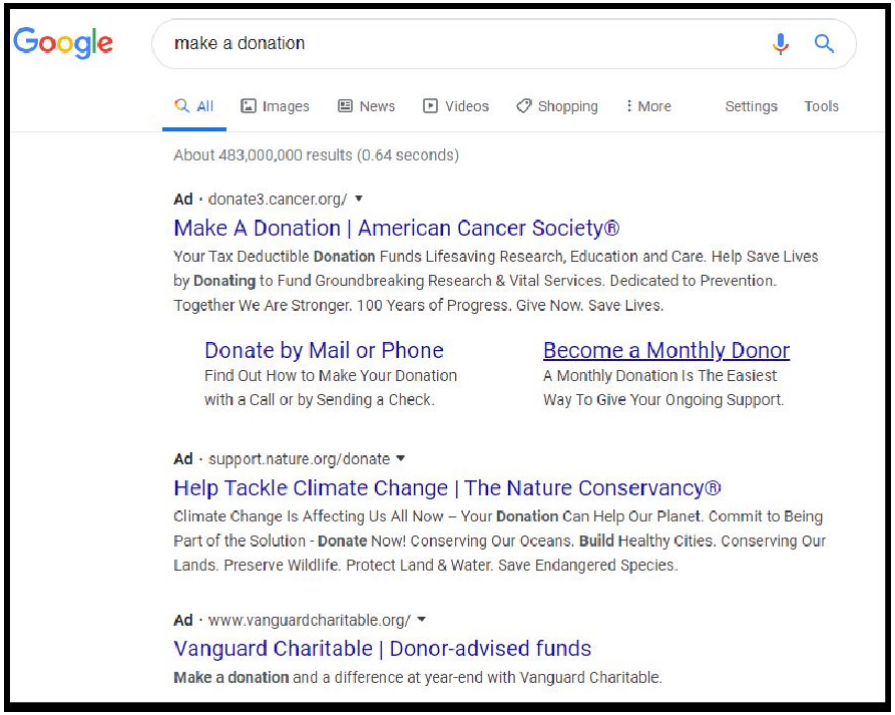
**There are ways to use more of the available money, using some top strategies, really working to improve on the account, and learning about Google Ads.**

# 2 What can I use my Google Ad Grant for?

You can use a Google Ad Grant for search ads on the Google search network. You can target people:

- Looking to make a donation.
- Wanting to volunteer.
- Needing your services.
- Interested in your events.
- And many more advertising, branding and promotional opportunities for your organization.

It's useful to think about all the things you want to promote. We recommend promoting EVERYTHING possible.




For instance, maybe you are a nonprofit that has nothing to do with health, but you recently started holding yoga classes just for fun or awareness. Promote your yoga night.

Or maybe you are an educational nonprofit that just created a white paper on early education tips. Promote that too. Nothing is too small to promote and you want to try to use all of the grant money.

# 3 What do we have to do to get a Google Ads Grant?

There are 3 basic requirements:

- Your nonprofit must have its own 501(c)3 number, if in the US. Outside of the US, your nonprofit must be a registered charity (specific rules apply to each country).

- Your nonprofit cannot be one of following:
  - Governmental entity or organization
  - Hospital or health care organization (some mental health organizations can qualify depending on their nonprofit code).
  - School, academic institution, or university (philanthropic arms of educational organizations are eligible).

- Your website's main function cannot be for commercial (sales) purposes. Your website must also be of decent quality and secure (using an SSL certificate and having an https:// URL).

# 4 How do we get started?

## FIRST

You have to be approved for Google for Nonprofits - the umbrella platform for Google Ad Grants and other free Google tools for nonprofits.

Go to https://www.google.com/nonprofits/account/signup and begin the process of signing up for Google for Nonprofits.

Fill out the information about your organization. Then, wait for Google to approve you into Google for Nonprofits (this can take a few days or weeks depending on the current backlog).

## SECOND

Once approved for Google for Nonprofits, go to your account dashboard and find the Google Ad Grants section. Complete the information there and submit it to Google. It may take several days or weeks for approval. Wait until then to move any further.

Once approved for Google Ad Grants, you will have a Google Ads Account assigned to you that is specifically for this ad grant account. You must now set up your Google Ads account to fit their specifications for ad grants. Ignore any request for billing. Never enter any billing information.

# 5 How Do You Set Up Ads For A Google Ad Grant Account?

1. Once you have been approved for a Google Ad Grant, go to your Google For Nonprofit dashboard. In the Google Ad Grants section, click on the Sign In To Ad Grants link. Or follow the instructions you receive in your Google Ad Grant approval email.

You will directed to your Google Ads account specifically for your ad grant. Make sure the account number at the top left of your Google Ads account matches the Google Ad Grants account number in the Google For Nonprofits dashboard.

2. Create at least one conversion in your ad account. This is required.

Conversion tracking can be complicated - more than we can put into this guide. The best way to see step-by-step instructions on this is to visit https://support.google.com/google-ads/answer/6167168.

3. Now create a search (or Performance Max) campaign in the Google Ads platform. Google Ad Grant accounts must have:

- At least two active ad groups per campaign with each containing a set of closely related keywords and at least one search ad.

  Keywords need to be more than one-word phrases, related to your offerings, and not overly generic. There is an exceptions list of one-word keywords that can be used for Google Grant recipients here.

- At least two sitelink ad extensions.

- Relevant geo-targeting - when you create your campaign, select geographic targets that match your target audience in the "Locations" section.

- A high-quality landing page.

- A qualifying bid strategy. With Google Grants, you can select "Maximize conversions," “Maximize conversion values,” "Target CPA," or "Target ROAS" in bidding. We recommend starting with "Maximize conversions."

You can also visit https://support.google.com/nonprofits/answer/9841727 for step-by-step instructions on setting up a campaign.

4. Once you've setup your campaign, your ads should begin running.

# 6 Once I have a Google Grant, are there things I should watch for?



Your Google Grant Ad account will need regular monitoring and maintenance.

If you are using Target CPA bidding, you can adjust your target CPA up and down to help spend more money or bring down costs if you are spending all the money quickly.

You will also want to make sure that your account is maintaining an account-wide CTR (click-through rate) of at least 5%. This is a policy of Google Ad Grants and your account will be suspended if it does not have a CTR of at least 5% over a 30-day period.

In addition, you will want to monitor quality scores, as any keywords with a quality score of 1 or 2 need to be paused to stay within compliance.

You must also get at least one conversion a month. We recommend having a lot of conversions! Google's bidding strategy rewards more conversions.

But not too many conversions - there is a rule that your conversion rate cannot be too high over a one month period or you may be suspended.

Continuing to improve on your Google Grant account through optimization of the keywords, search ads and ad extensions will help you gain momentum and use more of the Google Ad Grant.

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# This is all a lot for our nonprofit to manage - is there help for us??

Of course, at Digitable, we offer completely managed services to help your Google Grant's Ad account grow to its maximum potential.

Let us do a free consultation for your organization to answer questions about managed services and the potential Google Ad Grants could have for you through our managed services.

Find out more information here at https://www.digitableco.com/google-grants-management/

**SCHEDULE A FREE CONSULTATION**