

Google Ad Grants

An Introduction to Google's in-kind Advertising for Nonprofits

Google™



Introduction To Google Ad Grants

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A decorative graphic in the bottom right corner consisting of numerous overlapping circles of varying sizes and colors, including shades of green, yellow, and orange, creating a complex, abstract pattern.

Google Ad Grants in a Glance

Mission: drive change by connecting nonprofits with the world through online advertising

- Launched in 2003
- Live in 50 countries and regions
- Currently supports over 20K Grantees globally
- Helps promotes causes ranging from:
 - Education
 - Public & Social Benefit
 - Environment & Animals
 - Arts & Culture
 - Human Services
 - Youth Development
 - Volunteerism
 - Health



Photo by WaterAid

WaterAid



Photo by Direct Relief International

Direct Relief International



Photo by Samasource

Samasource

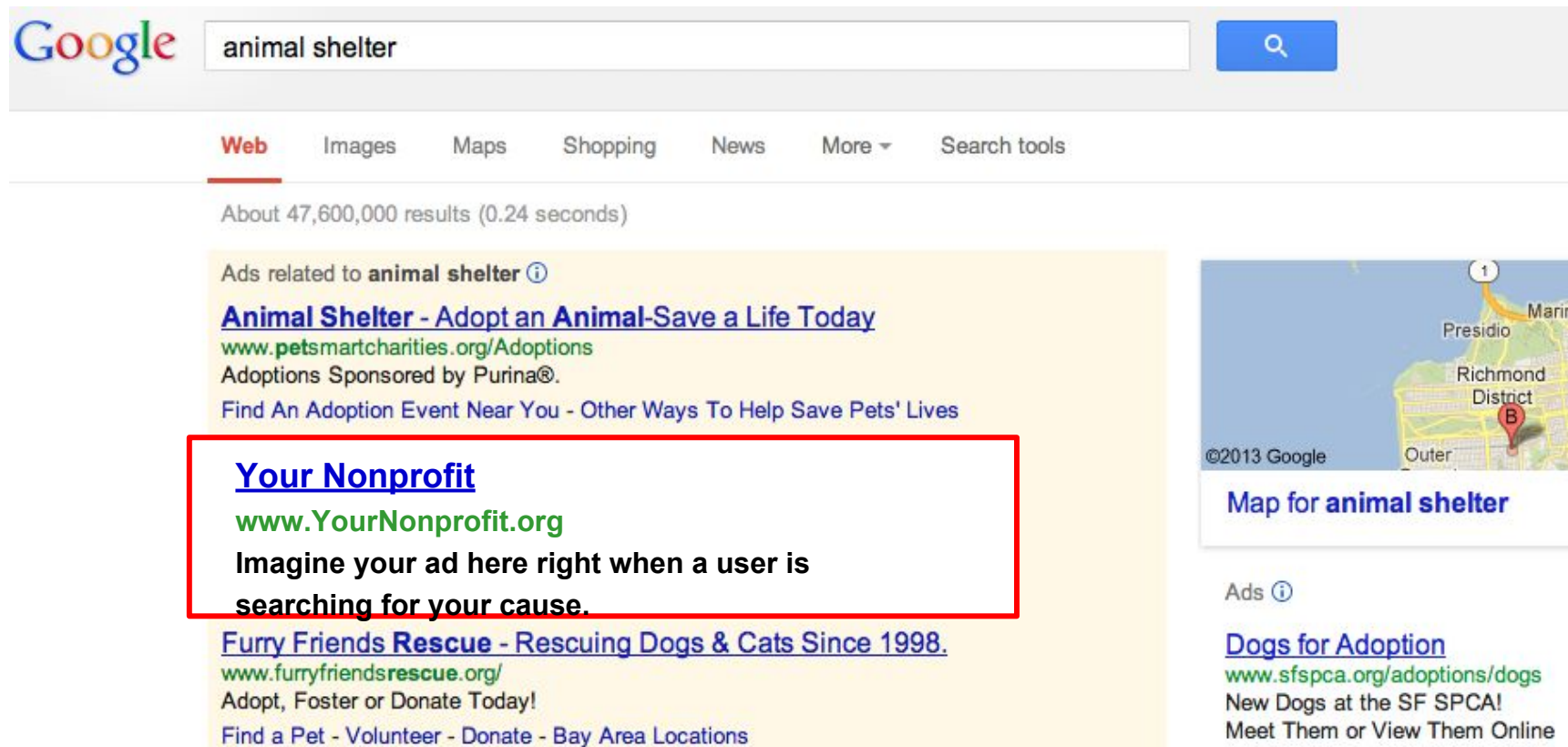


Photo by Anaheim Ballet

Anaheim Ballet

What is Google Ad Grants?

Google Ad Grants provides eligible nonprofits with free advertising via the Google AdWords program.



The image shows a Google search interface for the query "animal shelter". The search bar contains the text "animal shelter" and a magnifying glass icon. Below the search bar are navigation tabs for "Web", "Images", "Maps", "Shopping", "News", "More", and "Search tools". The search results indicate "About 47,600,000 results (0.24 seconds)".

Under the heading "Ads related to animal shelter", there are several search results:

- Animal Shelter - Adopt an Animal-Save a Life Today**
www.petsmartcharities.org/Adoptions
Adoptions Sponsored by Purina®.
Find An Adoption Event Near You - Other Ways To Help Save Pets' Lives
- Your Nonprofit**
www.YourNonprofit.org
Imagine your ad here right when a user is searching for your cause.
- Furry Friends Rescue - Rescuing Dogs & Cats Since 1998.**
www.furryfriendsrescue.org/
Adopt, Foster or Donate Today!
Find a Pet - Volunteer - Donate - Bay Area Locations

On the right side of the search results, there is a map showing the San Francisco area with a red pin labeled "B" in the Richmond District. Below the map is a button labeled "Map for animal shelter".

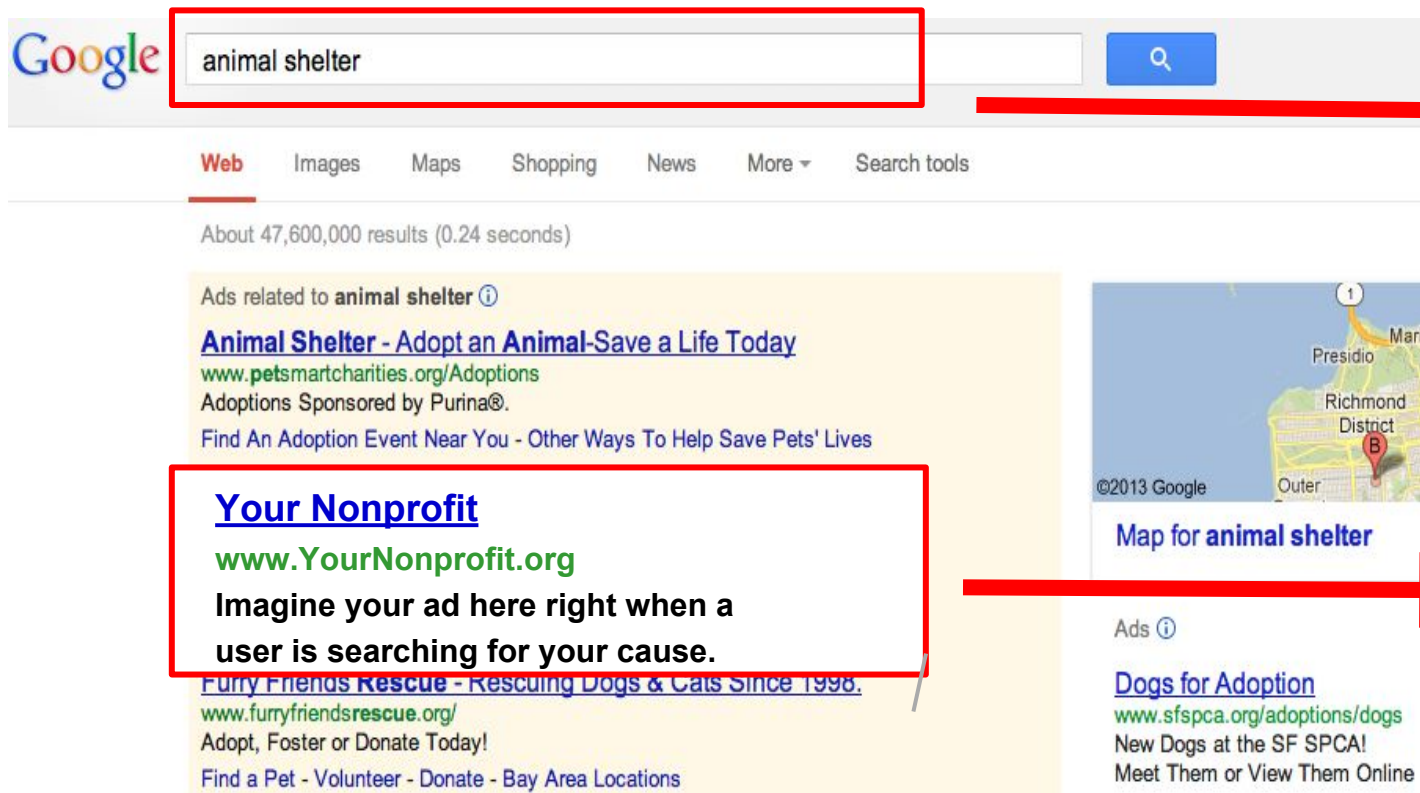
Below the map, there are more search results under the heading "Ads":

- Dogs for Adoption**
www.sfspca.org/adoptions/dogs
New Dogs at the SF SPCA!
Meet Them or View Them Online

How do Google Ad Grants Ads Work?

Google Ad Grants ads are free AdWords ads that run on Google search.

1. You create your ads and choose keywords related to your cause
2. Your ad appears beside relevant search results on Google
3. You attract new audiences to your website



A user searches on a keyword: "animal shelter"

The user interested in your cause clicks on your ad and is taken to your website

Program Details & Eligibility

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Program Details

Nonprofits in the Google Ad Grants program receive:

- Up to **\$10K** in free advertising a month (\$329/day)
- **Text ads** shown on **Google search** results
- CPC bid cap of **\$2.00 USD**
- No expiration date: ads are eligible to show as long as the Ad Grantee actively manages their AdWords account and follows [our guidelines](#)

Program Eligibility

Eligible Organizations

- **501(c)(3)** status required in US (or international equivalent)
- Acknowledge and agree to application clause regarding nondiscrimination and donation receipt and use

Ineligible Organizations

- Governmental entities and organizations
- Hospitals and healthcare organizations
- Schools, childcare centers, academic institutions and universities
 - note: philanthropic arms of educational organizations are eligible

Google Ad Grantee Requirements:

- Actively manage the AdWords account by logging in at least once a month
- Ads and keywords must reflect the mission of the approved organization
- Website cannot display Google AdSense or affiliate advertising ads

How do I apply?

Nonprofits In Countries With [Google For Nonprofits Program](#)

1. First, apply to Google for Nonprofits at www.Google.com/Nonprofits
2. Once approved, you can enroll in Google Ad Grants, along with other free products, by following the instructions in the Google for Nonprofits acceptance email.



Rest of International Nonprofits

Visit the [Google Ad Grants website](#) for your country to submit an application on the "Apply Today" tab. This will require submitting charity status verification and an AdWords account built according to the Grants Account Creation Guide.

Set Campaign Goals

Identify your campaign goals before creating your campaign

- Why do you want to show ads online for your organization?
- What actions do you want users to do once on your website?
 - Make a donation?
 - Sign up for a newsletter?
 - Register to volunteer?
- Is your main goal branding, acquiring a new audience, etc?

Optimize Your Account Structure

- With a well-structured account, you can easily see which campaigns, keywords and ads are performing well, and which need adjusting
- Mirror your account after your website



Ad Group Best Practices

- Create multiple tightly themed ad groups that focus on specific themes or services
- Each ad group should contain specific keyword lists that relate directly to the associated ad texts



**Ad Group:
Youth Camp Volunteer**

Keywords:

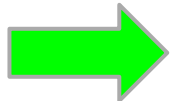
- youth camp volunteer
- volunteer at youth camp
- youth camp volunteering
- need youth camp
volunteer

Keyword Best Practices

- Add synonyms of existing keywords
- Add plural and singular variations of keywords
- Remove duplicate keywords to prevent them from competing with one another
- Create a negative keyword list to filter out irrelevant traffic
- Consider using different keyword match types
- Use multi-word keywords that are specific and targeted

Ad Text Best Practices

- Use keywords in the ad title: keywords will appear in **bold** in ads
- Your ads should reflect the theme of the ad group
- Use call-to-actions, such as 'Donate online' or 'Sign Up to Volunteer'
- Run several ads per ad group to test out which perform best
- Send users to a targeted landing page



Remember! Your ads must be mission-based and reflect the not-for-profit mission of your organization. Ads cannot be commercial or direct to a URL that isn't associated with the approved organization.

Sample Ad Group Do's & Don'ts

Sample Campaign: Volunteer in Asia

Bad Ad Group

travel to asia
volunteer china
work in vietnam
flight to china

Too Many Themes

Good Ad Group

volunteer china
volunteer work china
work in china
help in beijing china

Unified Theme

A unified theme allows for more tailored ads

Generic Creative

[Volunteer Abroad](#)

Help disadvantaged children.

Learn more here!

www.VolunteerOrg.org

Tailored Creative

[Volunteer in China](#)

Help disadvantaged children

in China. Learn more here!

www.VolunteerOrg.org

Thank You!

