Many nonprofits have not heard about Google 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 Grants is.**

- **the biggest questions people have.**

- **how to get started.**

So, some questions you may already have:

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

Absolutely, if your 501(c)3 organization qualifies (and many do), you do have the opportunity to get $10,000 a month in advertising at no cost to you.

However, just because you can, doesn't mean you will.

Once you have qualified, there are restrictions on where your advertising can show up, the maximum bid in some cases and the keywords you can advertise on.

Your ads also must perform well enough to have a minimum click-through rate (the rate at how often the ad is clicked when it is shown) or your account will get suspended.

You also have to choose geographic locations to target that are in your service area. If you are a national or international organization, you can do national or international targeting.

If you are a local organization, you will many times have trouble spending much of the available $10,000. If your website isn't high quality or your ads don't speak well to the audience, you also will be limited by Google based on their algorithms meant to show the best performing ads with the best website experiences.

If there isn't much traffic for the keywords you are targeting for your offerings, you will have an even harder time using that $10,000.

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

2 What can I use my Google Grant for?

You can use a Google Grant to pay for search ads on the Google search network.

- **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 your grant money.
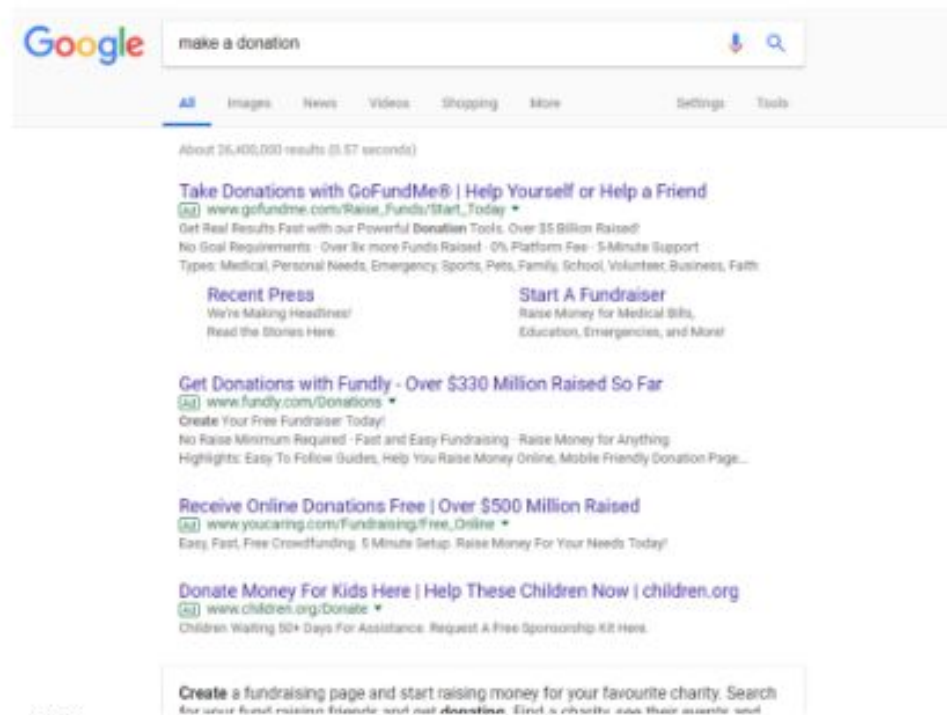
3 What do we have to do to get a Google Grant?

<u>There are four basic requirements:</u>
Your nonprofit must have its own 501(c)3 number.

Your nonprofit cannot be one of the 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 nonprofit must be registered with a local TechSoup partner (http://meet.techsoup.org/about-us/techsoup-global-network) and validated as a nonprofit organization through that partner.

Being a part of a local TechSoup partner is free. You will need to join and fill out the information about your nonprofit. (A warning - this can take up to 30 days and TechSoup may contact you.)

Your website's main function cannot be for commercial (sales) purposes.

4 How do we get started?

FIRST

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

Once you believe your organization would qualify, go to https://www.google.com/nonprofits/account/signup and begin the process of signing up for Google for Nonprofits.

Fill out the form with information about your organization and your TechSoup ID. Then, wait for Google to approve you into the Google for Nonprofits - this can take up to 10 business days.

SECOND

To get approved for a Google Grant, you must now set up your Adwords account to fit their specifications for a grant. When your Adwords account is set up, you may then ask Google to review the account and approve it for the Google Grant.

We say this is the hard part because any one little thing that is not right up to the required specs will stop the account from getting approved to run with Google Grants and you will have to go back and make changes and ask for approval again. This process can go on for weeks because there is so many rules and things that must be learned to set up Adwords for Google Grants.

How Do You Set Up Adwords For Google Grant Approval?

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1. Go to Adwords.google.com and signup for an account.

A BIG Word Of Caution

MAKE SURE TO NEVER PUT IN YOUR BILLING INFORMATION!!
Never add your credit card to the Adwords account - even though it may give you a big warning banner at the top asking you to do so. This will disappear as soon as Google approves your account for Google Grants. If you get to a section that asks you for billing information, hit the "skip" button.

2. Now create a campaign. Ad Grants AdWords accounts must have:
- At least 2 active ad groups per campaign each containing a set of closely related keywords and 2 active text ads.
- At least 2 sitelink ad extensions.
- Relevant geo-targeting - when you create your campaign, select geographic targets that match your target audience in the "Locations" section.
- Send people to a high quality website.
- When you first start, your bidding needs to be CPC bidding with a $2 max bid.
- Your daily budget needs to be $329/day.

3. Ad groups are subgroups to a campaign.

We recommend doing the minimum to get approved by just creating two ad groups (for now) with a few keywords each, two text ads each and two sitelink ad extensions. Once you are approved, you can expand your account.
Keywords need to be more than one word, related to your offerings, not branded keywords that you don't own, and not overly generic.

4. You will need to have at least one conversion point being tracked.

To learn more about conversion tracking and setting that up, visit https://support.google.com/adwords/answer/1722022.

5. Once you've done these things, submit your Adwords account number through your Google For Nonprofits dashboard in the Google Grants section.

You will hear back from Google in a few business days as to whether your account was accepted or if there are errors you need to fix.

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

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

You may be able to change your bidding to CPA (cost per acquisition) bidding or Maximize Conversions bidding if you feel like your conversion tracking is bringing in a lot of great conversions at a low cost. This will allow you to rank higher because you won't be capped at a $2 maximum bid.

You will also want to make sure that your account is maintaining an account-wide CTR (click-through rate) of at least 5%.

In addition, you will want to monitor quality scores, as any keywords with a quality score of 1 or 2 will not be shown.

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

7 This is all a lot for our nonprofit to manage - is there help for me??

Of course, at Digitable, we offer completely managed services to help your Google Grant's Adwords 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 Grants could have for you through our managed services.

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

SCHEDULE A FREE CONSULTATION