

The Guide to Applying for Google Ad Grants

Everything you need to know about applying for Google Ad Grants, all packed into one guide!



Nonprofits across the globe are missing out on this amazing opportunity with Google Ad Grants.

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



In this guide, we'll walk you through:

- what are Google Grants
- who is eligible
- how you can apply



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What Are Google Ad Grants?

Google Ad Grants is a program designed to help nonprofit organizations expand their reach through free advertising on Google Search. With up to \$10,000 per month in ad credits, nonprofits can raise awareness, attract supporters, and drive meaningful engagement.



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Why Apply?



Gain increased online visibility:

Your nonprofit's message can appear at the top of Google search results, helping you connect with more people who are interested in your cause.

Drive more traffic to your nonprofit's website:

Google Ads can help direct potential donors, volunteers, and supporters to your website, where they can learn more and take action.

Reach potential donors and volunteers:

By targeting relevant keywords, you can attract users who are actively searching for causes to support.

APPLY



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Who Can Apply?

To be eligible your organization must meet the following criteria:

- ✓ Be enrolled and verified through Google for Nonprofits [own 501 (c)3 number].
- ✓ Maintain a functional, high-quality website with mission-driven content.
- ✓ Adhere to Google's non-discrimination and eligibility policies.

Who is NOT Eligible?

- ✗ Government agencies and organizations.
- ✗ Healthcare institutions and hospitals (except some mental health organizations depending on nonprofit code).
- ✗ School, academic institution, or university (philanthropic arms of educational organizations are eligible).

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

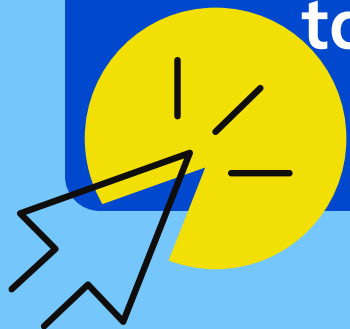
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Step-by-Step Application Process

Step 1:

Sign Up for Google for Nonprofits

1. Visit the Google for Nonprofits website and create an account.
2. Submit required documentation to verify your nonprofit status.
3. Wait for Google's approval, which typically takes a few business days.

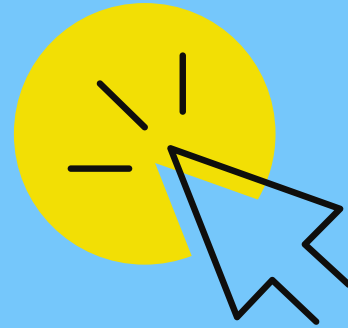


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Step-by-Step Application Process

Step 2.


Apply for Google Ad Grants



1. Log into your Google for Nonprofits account.
2. Navigate to the "Google Ad Grants" section and click "Get Started."
3. Ensure your website meets program requirements:
 - Secure domain (HTTPS)
 - Mission-focused and clear content
 - User-friendly navigation
4. Complete the Google Ad Grants eligibility form.
5. Submit your application and await approval (takes about 5 business days).

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After Approval: What's Next?



Once approved, you will receive a confirmation email with setup instructions. You'll receive information about setting up your ad account and creating campaigns.

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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 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**