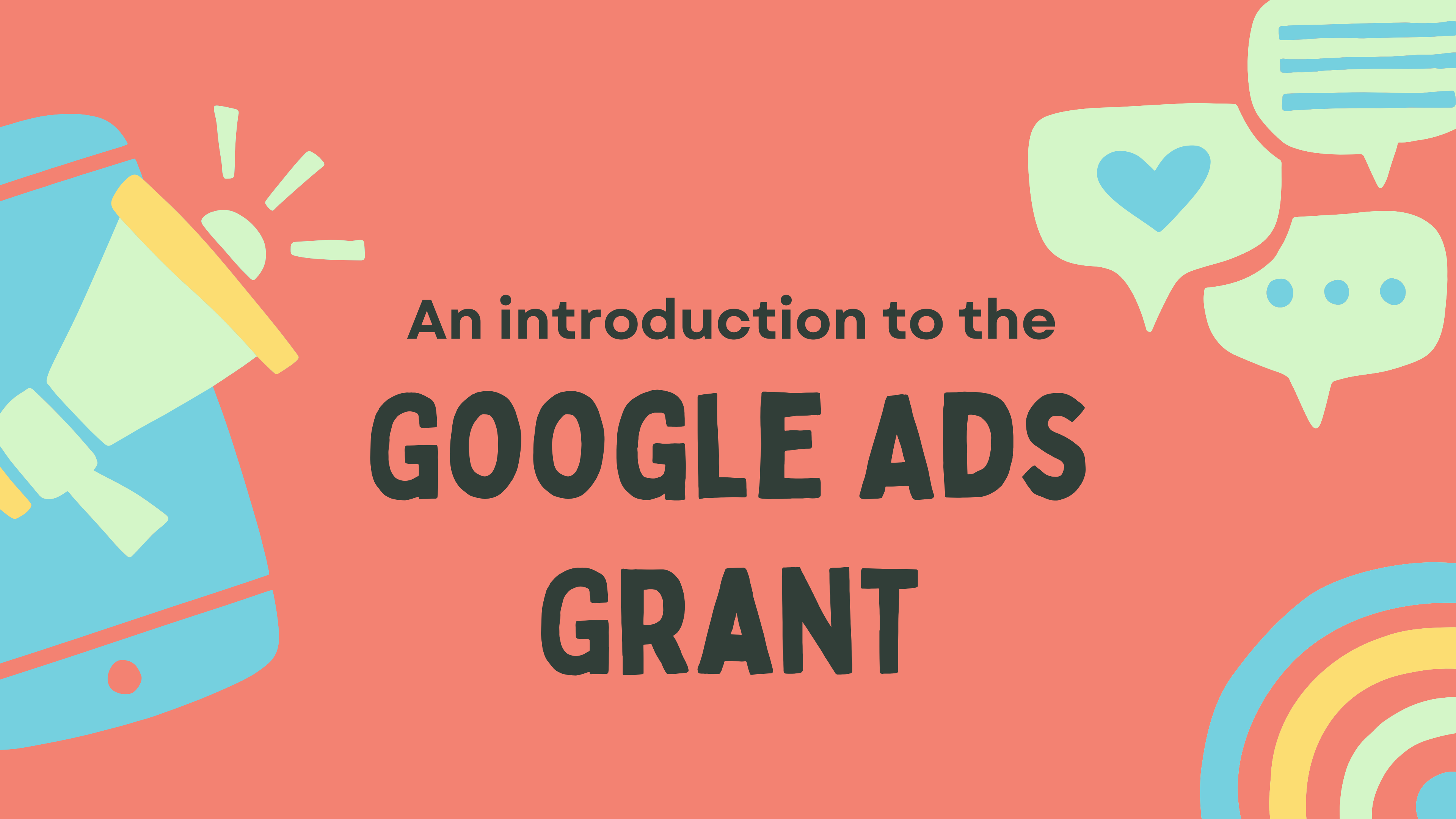




An introduction to the

GOOGLE ADS GRANT



CONTENTS

1. What is the Google Ads Grant?
 2. What are Google Ads?
 3. What is Google Grant good for?
 4. Website eligibility
 5. Creating a campaign
 6. Google Grant maintenance requirements
 7. Should you apply?
- 

WHAT IS THE GOOGLE ADS GRANT?

A monthly **\$10,000** in-kind donation from Google to advertise on their search network.



WHAT ARE GOOGLE ADS?

A pay-per-click online advertising platform that allows advertisers to display their ads on Google's search engine results page - usually above organic search results.



YOU'VE DEFINITELY SEEN GOOGLE ADS BEFORE



Paid results

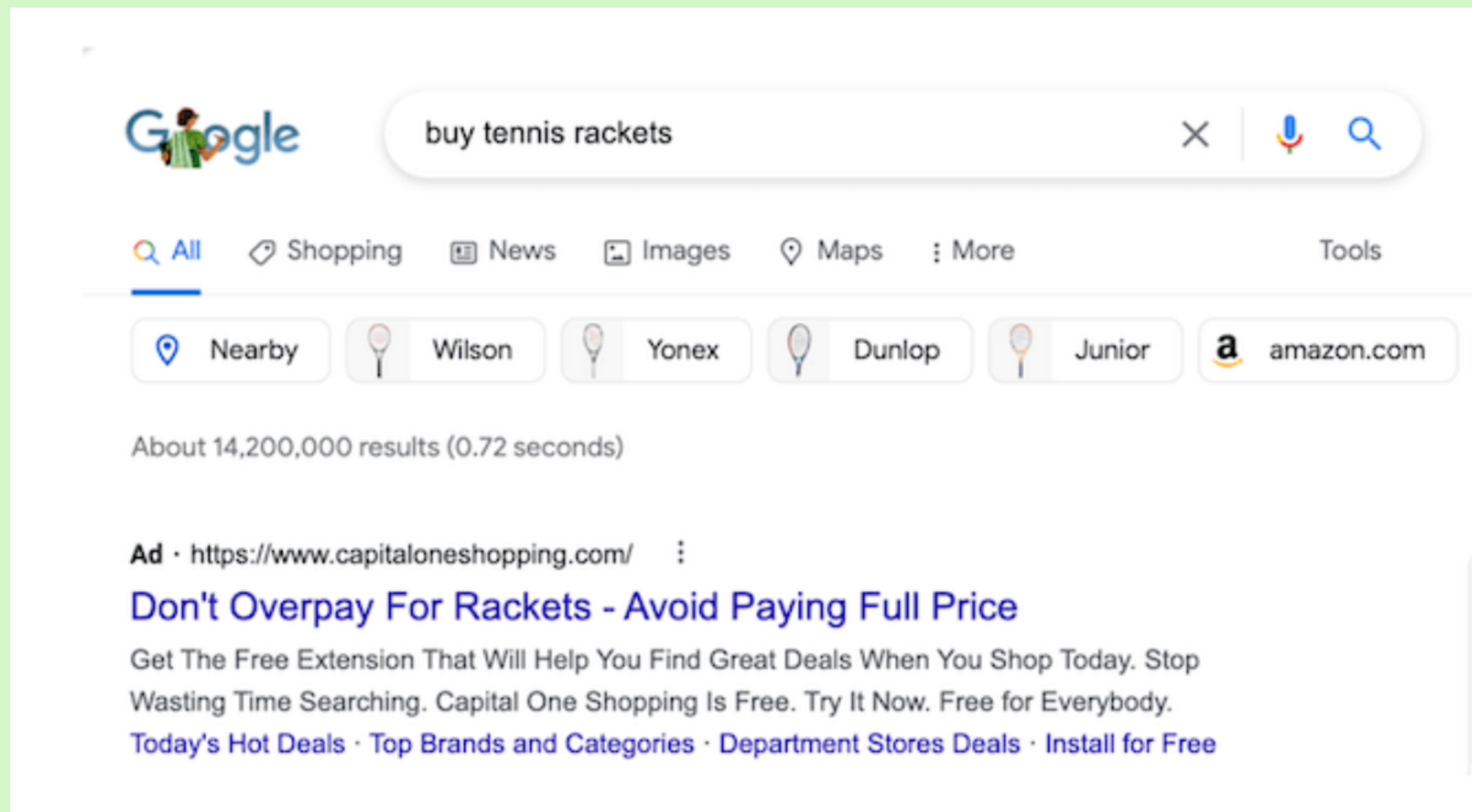
Business pay Google to be here.

Organic results

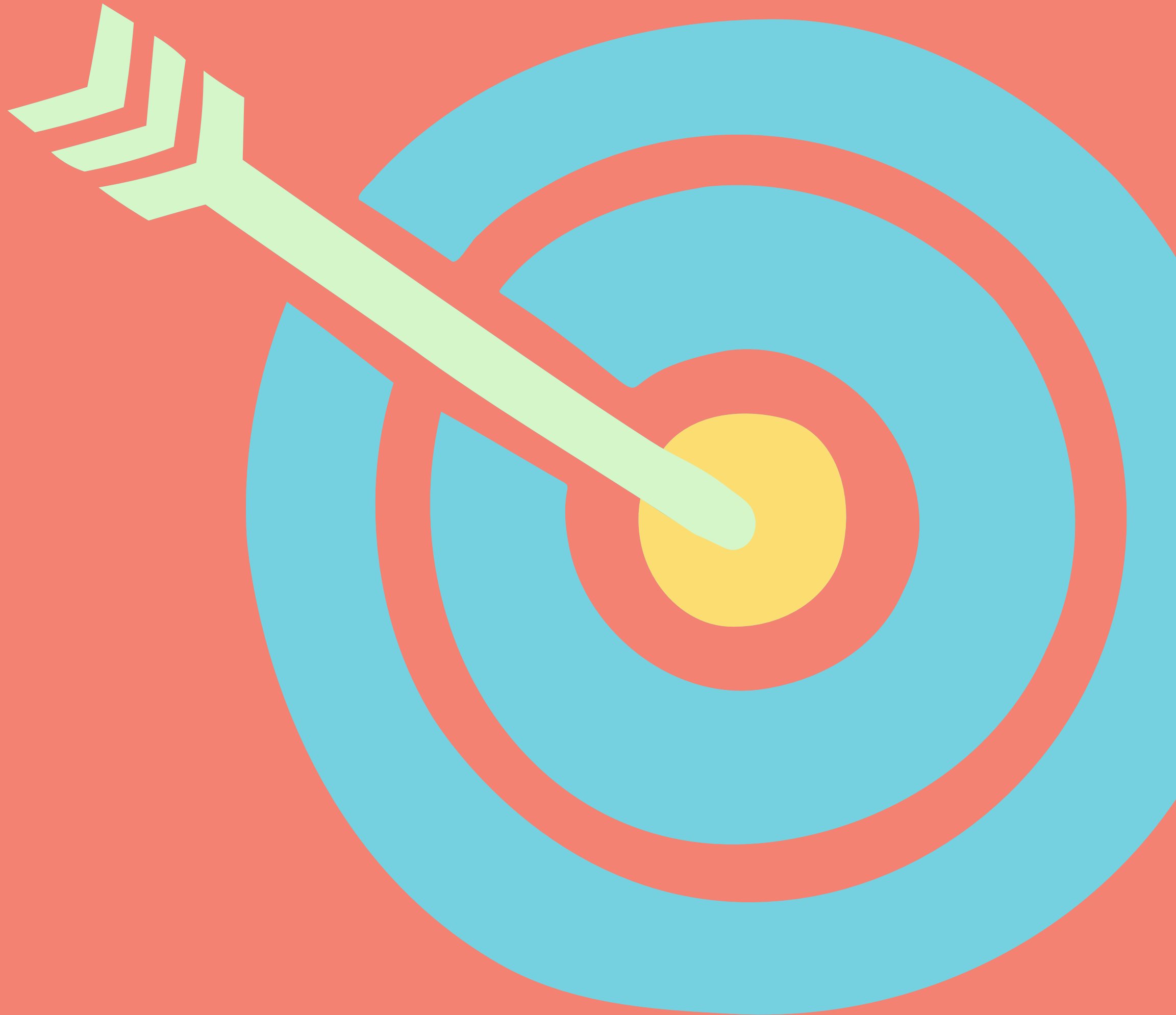
Nobody can pay Google to be here.

REAL-LIFE EXAMPLE OF GOOGLE ADS

For most people, the first thing they do when they want to learn more about something is Google it. How many people do you think Google search “tennis near me” in your area?



GOOGLE ADS GRANT



WHAT IS GOOGLE GRANT GOOD FOR?

This is a tool in your advocacy toolbox that helps you increase visibility for your organization's initiatives!



Brand Awareness

Getting the word out about your CTA/NJTL!

Reaching New Audiences

Including potential players, volunteers, and donors

Promoting Programs

Connect community that could benefit from your programming

Advertising Events

Show information about upcoming events



IS YOUR WEBSITE ELIGIBLE?

Link to full Ad Grant [website policy](#).

1. Your website domain must be owned by you (i.e., no Facebook pages)
2. It must have a robust and clear description of your organization, mission, and activities
3. It must have substantial content, updated events and information, clear navigation, and clear calls to action
4. It must load quickly, not contain broken links, and be secured with HTTPS (an SSL certificate)
5. Commercial activity must not be the main purpose (i.e., selling products or consultations)
6. Advertising must be relevant to your mission and not obtrusive; no affiliate links or AdSense ads allowed

CREATING A CAMPAIGN

AWARENESS

PROGRAMS

HOME PAGE

ABOUT US

PROGRAM A

PROGRAM B

KEYWORD
KEYWORD
KEYWORD
KEYWORD
KEYWORD
KEYWORD
KEYWORD
KEYWORD

AD A

AD B

KEYWORD
KEYWORD
KEYWORD
KEYWORD
KEYWORD
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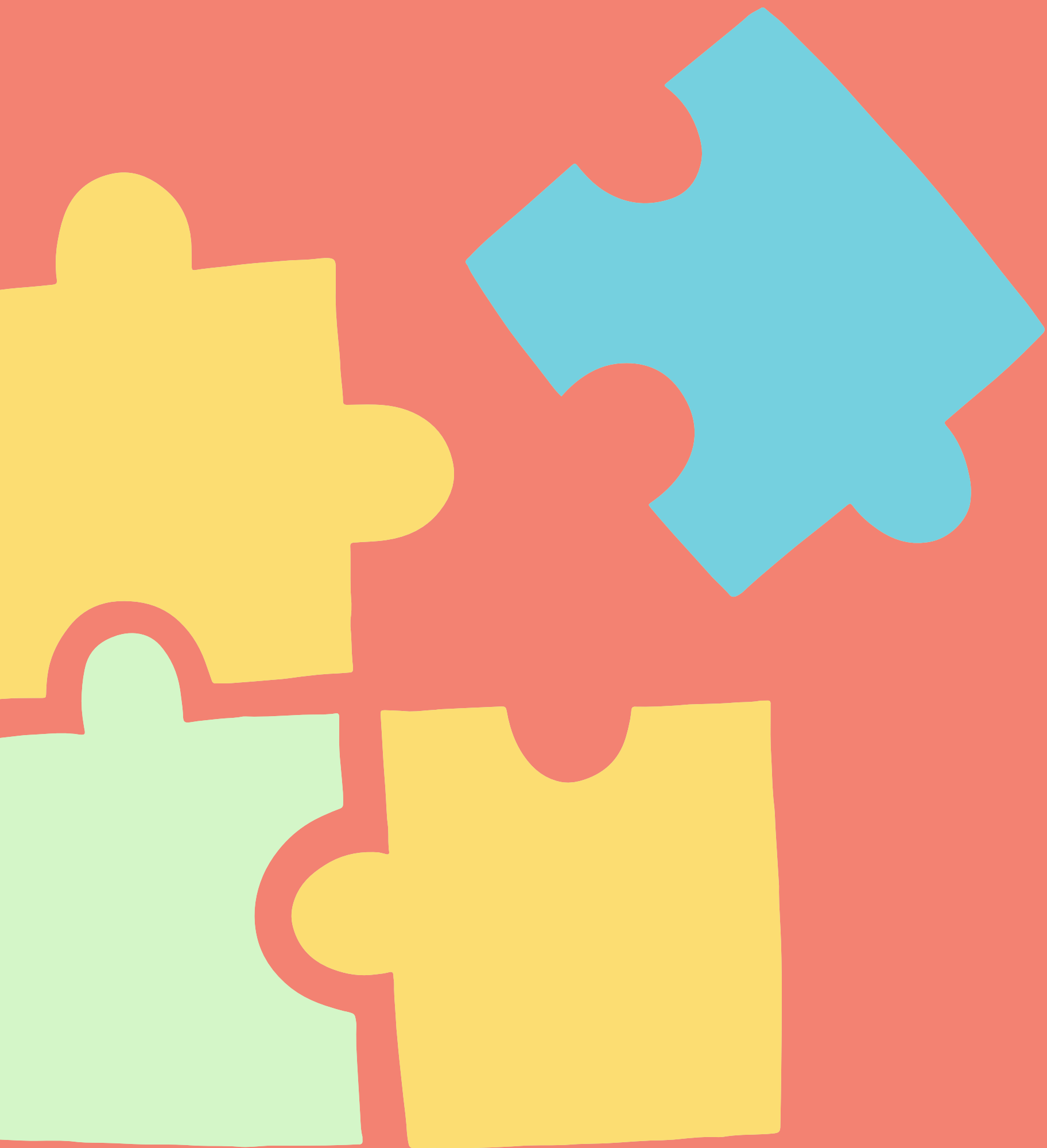
AD A

AD B

EXAMPLE CAMPAIGNS

CAMPAIGN	AD GROUPS	BID STRATEGY	BUDGET (DAILY)	GEO-TARGETING
BRAND AWARENESS	HOME PAGE, ABOUT US	MAXIMIZE CLICKS	\$110	GREENSBORO, NC
PROGRAMS & SERVICES	TRY TENNIS, TRIPLES, RED BALL	MAXIMIZE CLICKS	\$110	GREENSBORO, NC
EVENTS	TOURNAMENT, CHARITY GALA	MAXIMIZE CLICKS	\$110	GREENSBORO, NC





**SO... HOW DO YOU
GET STARTED?**

**STEP 1: SIGN UP FOR GOOGLE FOR NONPROFITS
- VERIFICATION TAKES 2-14 BUSINESS DAYS**

**STEP 2: INSTALL GOOGLE ANALYTICS ON YOUR
WEBSITE - ONLY TAKES A FEW MINUTES**

**STEP 3: APPLY FOR THE GOOGLE AD GRANT -
APPLICATION APPROVAL TAKE 1-2 WEEKS**

GOOGLE GRANT MAINTENANCE REQUIREMENTS

- Organization must be a 501(c)3 with a secure website (HTTPS)
- Account organization: at least two ad groups per campaign with at least two ads each
- Negative keywords; *quality* keywords
- Geo-targeting
- Site Link, Callout & Structured Snippet Extensions
- Set up Conversion Goals
- Regular account optimization is required
- **Maintain a 5% Click-Through Rate (CTR)**
- Respond to the annual program survey



**Promoting
donation and
sponsorship
opportunities**

**Informing and
educating** the
public by attracting
new visitors

**Recruiting
volunteers**

WHAT CAN THE GOOGLE GRANT BE USED TO PROMOTE?

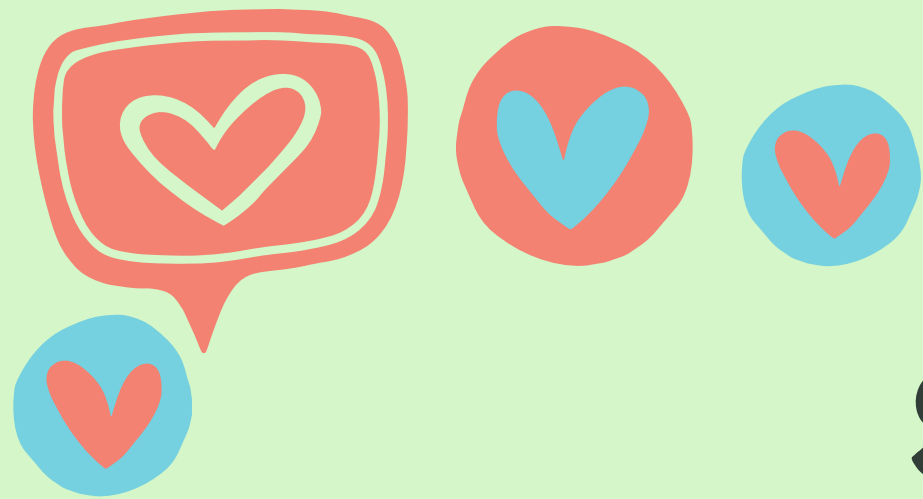
**Building an
audience** by
attracting new
subscribers to
newsletters

Selling tickets to
events,
tournaments,
webinars, etc.



TIPS/BEST PRACTICES





STAY ON GOOGLE'S GOOD SIDE

Create valuable and promotable website content

Measure campaign performance

Understand your target audience

Focus on generating quality ads

Experiment with your ad titles and copy

Choose your keywords carefully

Pick the right landing pages

Strengthen your ads with geotargeting

Run 3-5 ad campaigns at once

Focus each ad group on a central topic

Use a liberal amount of ad extensions

Pair Google Ads with other marketing efforts

WHAT'S THE CATCH?

The main factors that determine the potential value of the Google Grant for your organization include:



How many people are searching for the topics your organization deals with?



Do you have content on your website that speaks to those topics?

PROS/CONS

There can be a lot of value in the Google Grant, but there are hoops you have to jump through to make it worthwhile



Free ad credits

You're able to place your own ads in highly ranked spots for free

Increase visibility

More awareness of your organization outside your established community

Tools and Analytics

Access to Keyword Planner and other valuable marketing analytics

Time commitment

Must actively manage and optimize your campaigns to stay compliant

Performance requirements

Have to meet certain performance standards to avoid suspension

Bidding/placement limits

Grant ads are placed below paid ads and have an inherent \$2 CPC limit

MY TWO CENTS...

It's not "too good to be true"

Google really will give you up to \$10,000 per month in ad clicks... but you have to work for it.



Is the time commitment worth it to you?

You're all very busy, and likely not Google Ad Certified.



How to find success?

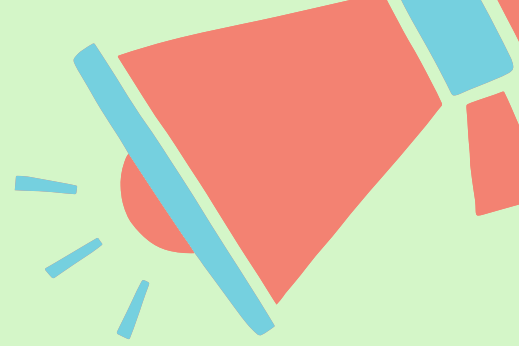
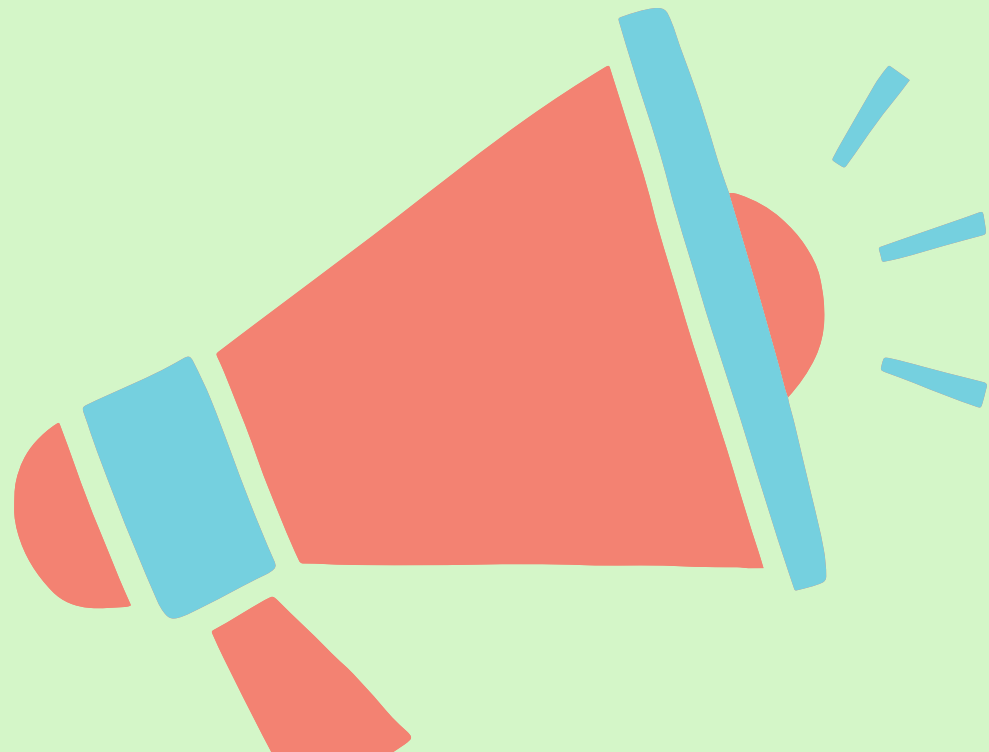
In my research, most nonprofits who find value in this outsource campaign maintenance.



TAKEAWAYS

The Google Ads Grant is a great opportunity **FOR SOME NONPROFITS.**

There is a lot of preparation and consideration that goes into weighing the value for your unique circumstances.



1

Google Ad Grants are “free” ads for 501(c)3's

(Up to) \$10,000 is an incredible amount of ad spend, especially for locally geotargeted campaigns

2

Success depends on several factors

You need a good website, clear campaign goals, and ongoing attention paid to your campaigns

3

You need to weigh pros/cons

Only you can determine whether this opportunity is worth pursuing

4

Would you be willing to outsource the work?

It's an unrealistic expectation to add “ad campaign manager” to your resume



THANK YOU!

I'm always here as a resource for you, so please don't hesitate to reach out!

morgan@nctennis.com
(336) 283-8879

NPTechforGood.com

NonprofitMegaphone.com

GettingAttention.org

