The Google Ad Grant: Explained!

ELEVATION

Hi I'm Nidia!

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ELEVATION

A full-service web design agency dedicated to helping nonprofits tell their stories digitally.

WEB DESIGN | GRAPHIC DESIGN | BRANDING | SEO | EMAIL MARKETING | SOCIAL MEDIA

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Overview of Presentation

1. What you need to know about Google Ad Grants

2. Benefits of Google Ad Grants

3. How to tell your nonprofits story through effective campaigns

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What is the
Google Ad Grant?

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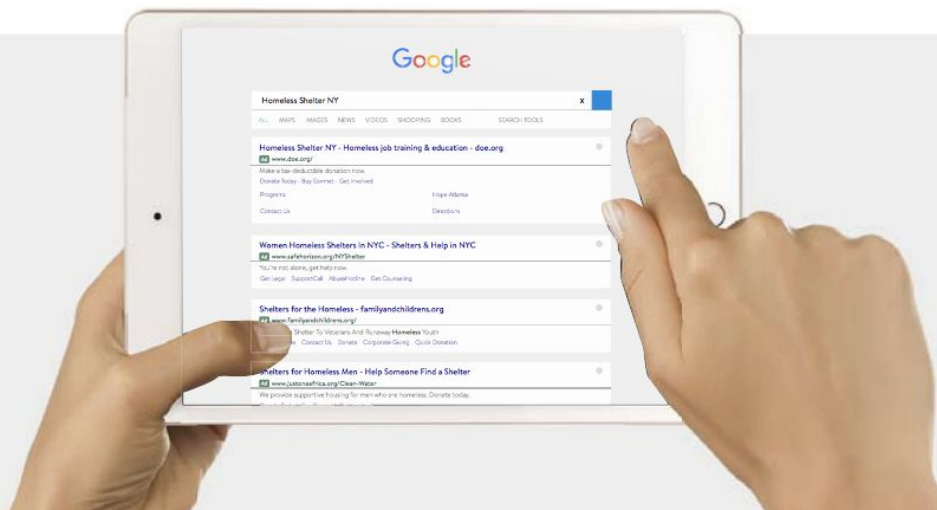
Google For Nonprofits

1. Google Ads
2. Youtube
3. G-Suite (Gmail)
4. Google Apps (Drive & Forms)
5. Google Analytics

Google Ads

Digital Ads that appear in Google.com (Google Search Network) next to search results for people who are searching for products, services and organizations like yours.

Why use the Google Ad Grant?

1. Google is the #1 search engine in the U.S.

- Don't know something…? Google it!

- Over 1.6 BILLION unique monthly visitors

- #1 U.S. search engine

- Where people search for products & services

2. SEM Marketing

Businesses receive an average of **$2 of revenue for every $1 spent** on paid advertising on the Google Ads platform

60% of Google users are unable to identify the fact that they are looking at a **paid ad**, rather than an organic listing

75% of consumers who find useful, local information online are **more likely to visit** the physical stores associated with that information

People already know what they're searching for...

3. Acquisition Channels

- Drives the most engaged & valuable traffic
- Higher search & intent
- Google Ads vs Social Media
  - Conversions vs Branding

4. Awareness

**Share
Your Story**

Every nonprofit has a story behind its vision so share yours through online ads by answering "why".

**Drive
Website Visits**

Direct people to your website to perform different actions through the use of online ads
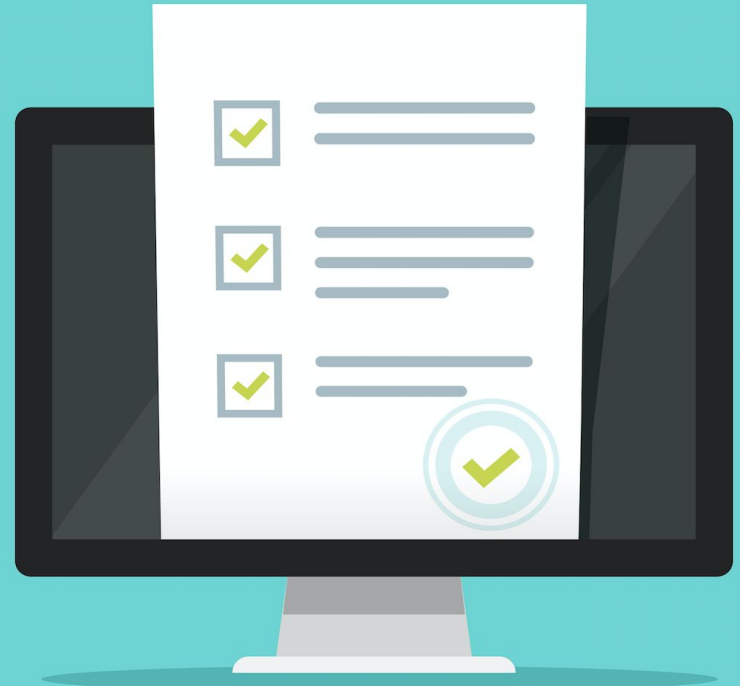
**Increase
Donations**

Get more donations by with online ads that help people find a cause to donate to

More Visibility = More Engagement

5. Easy to Receive

- Relatively **short process**

- It's all **online**

- **No limited pool** of funding

- **$10,000** of free advertising per month

- **No annual renewal**

- **Lifetime grant** as long as it's in compliance

PAY PER CLICK

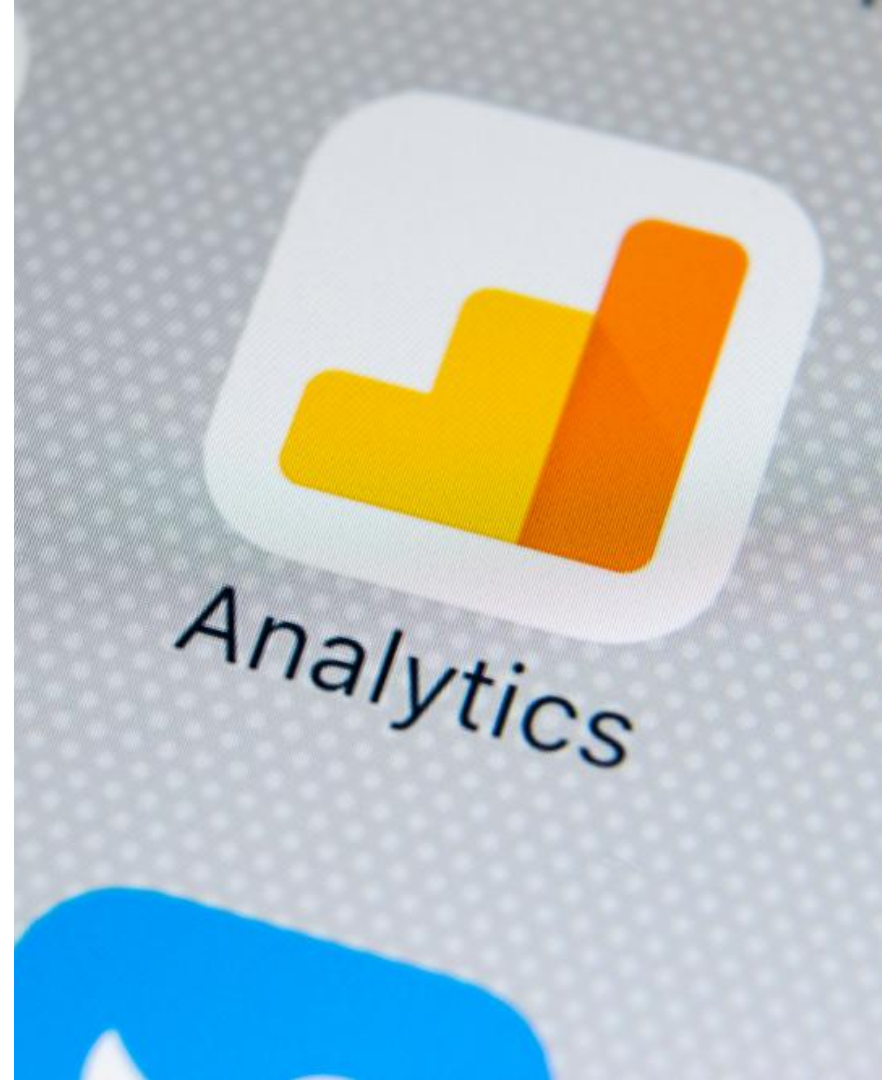6. You only pay for people who click on your ad

○ Google Ads is **PPC** (pay-per-click) or **CPC** (cost-per-click) advertising

○ Only pay for clicks, not views

○ $2 CPC limit

○ Maximize conversions bidding strategy

7. Google Ads allows for performance tracking

○   Link to Google Analytics

○   Real-time data

○   Data Studio reporting

○   Evaluate performance indicators -

    top ads, keywords
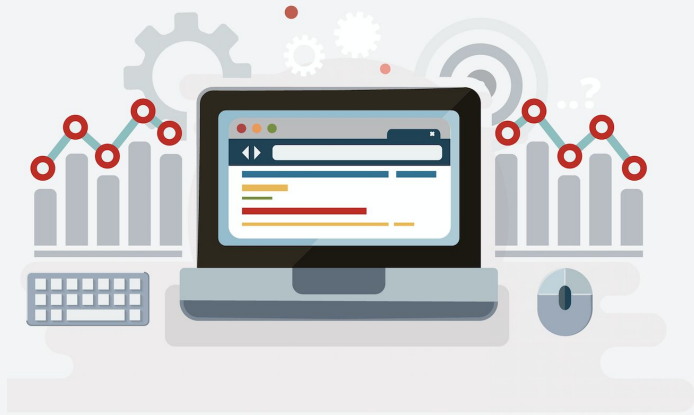
8. Conversion Tracking

- Track valuable actions on your website

- Channel Attribution

- Donations

- Volunteer Forms

- Event Registrations

Eligibility

Eligible Organizations

- Hold valid charity status i.e. registered as a 501(c)(3)
- Agree to Google's required nondiscrimination certifications
- Have a live website with substantial content

Organizations that are **not eligible**...

- Government entity or organization

- Hospital or healthcare organization

- School, academic institution or University (Google for Education)

How to Apply...

1 Validate Nonprofit with TechSoup

2 Enroll in Ad Grants

3 Create your Account

4 Submit Account for Review

Google Ads

How it works...

How it works...

1. Select keywords related to your nonprofit or cause to set up campaigns.

How it works…

2. Showcase your cause through compelling text ads

NYC Homeless Shelters - doe.org

Ad www.doe.org/

Make a tax-deductible donation now.

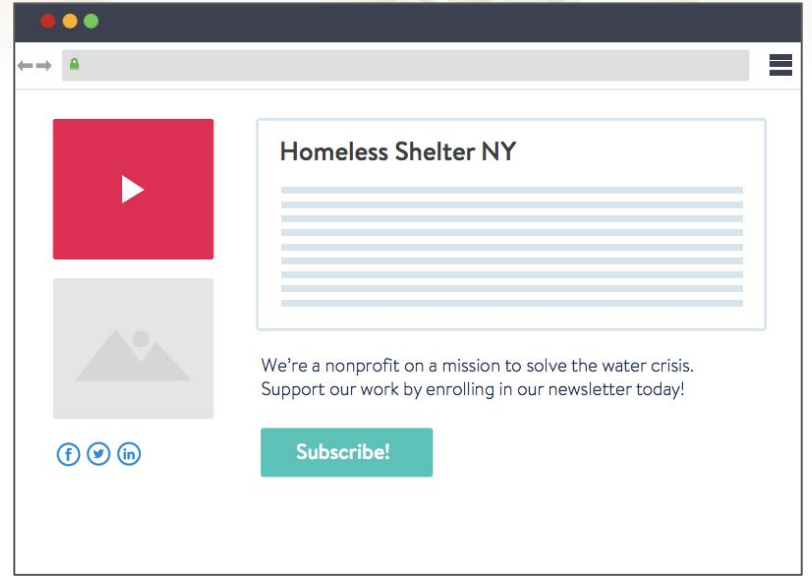Donate Today - Buy Gormet - Get Involved

How it works...

3. Increase traffic when more people see you on Google

How it works...

4. More people entering your website means more potential supporters

To keep your account in compliance...

No single-word keywords, no generic keywords & no competitor keywords

No keywords with quality scores under 2 allowed

Minimum of 2 Campaigns, 2 Ad Groups & 2 Extension Links

Set-up conversion tracking if applicable

Maintain a 5% CTR

Respond to program survey

Only **text-based** ads allowed, no display or video

How to create an effective campaign

Correct Account Set Up

=

Better Management

+

Future Campaign Success

Account Set Up

| CAMPAIGN	→	AD GROUP 1	→	KEYWORDS	→	TEXT ADS
CAMPAIGN	→	AD GROUP 1	→	KEYWORDS	→	TEXT ADS
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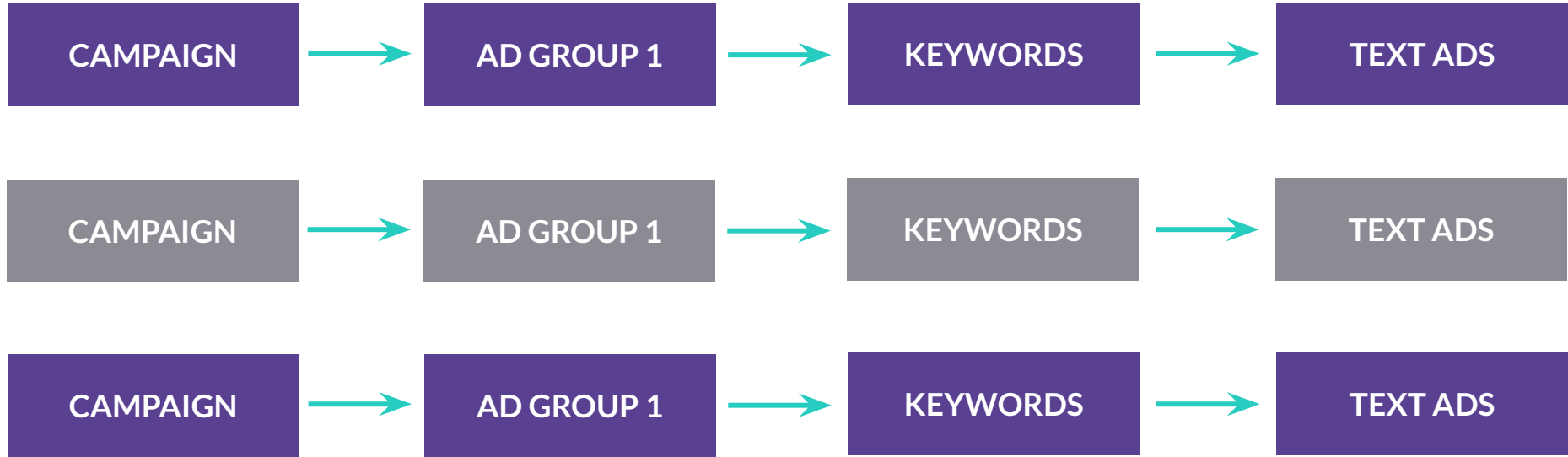
Keyword Selection

○ Keyword Research
○ Relevant terms & match types
○ Avoid competitors names
○ Negative Keywords

Keyword research	+	Broad match modified keywords	+	Keywords in the ad copy	=	Google Ads Success
Evidence that people are actually searching for this topic		A keyword format that will cover lots of phrase variations		An ad that the searcher can clearly see is relevant to their needs		A Google Ads account that maintains a high CTR and is easy to manage.
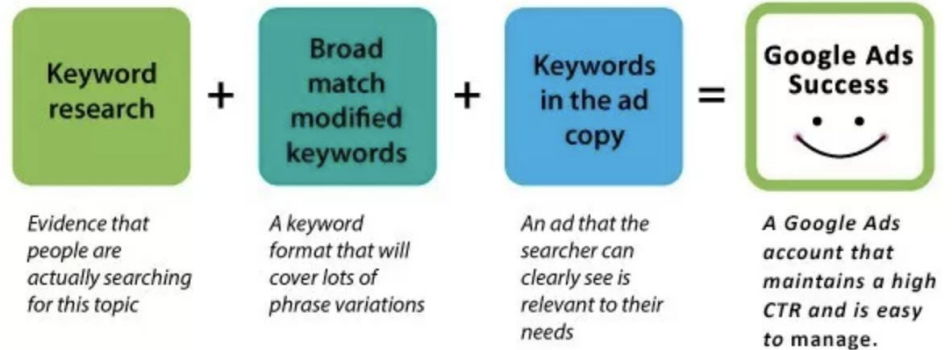
Text Ads

- Target Individuals who are already interested & motivated
- Direct to relevant landing pages
- Use keywords in text copy and headlines
- Use CTA's (Call-To-Actions)
  - Donate Now
  - Make A Difference
- Stay within compliance
  - No excessive symbols
  - Correct spelling
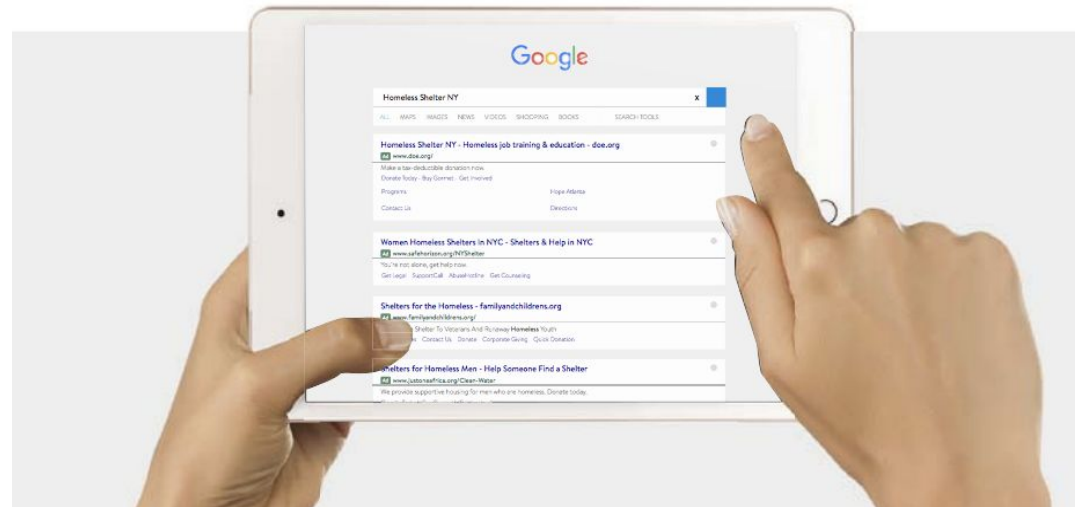
Ad Extensions

- Enhance your text ads
- Additional information
- Sitelinks
- Telephone
- Reviews
- Location
- Call Out

Disability Rights Advocates | Donate Today

Ad dreamscapefoundation.org/Disability/Advocates   (239) 325-1881

Dreamscape Foundation Focuses On Building Accessibility Through Technology.
Help Children · Donate Today · Volunteer with Us
Types: Help Disabled People, Address Disability Needs, Assistive Technology
Types: Educational Resources, Employment Tools, Assistive Technology

About Us   Why Accessibility

Donate Today   Sponsor A Charity Project

Cross Device Storytelling

- Adapt Ads to multi-devices
- Mobile
- Desktop
- Bid Adjustment
- Check load time

Languages

- Serve Ads in multi languages
- Spanish, English
- Proof
- Translation discrepancies

Global Reach

- Reach your audience, anywhere, everywhere
- City, State, Regional
- Circumference around organization

Your Google Ad Checklist:

- Keyword list
- 2 Campaigns
- 2 Ad Groups per campaign
- 2 Text Ads per Ad Group
- 2 Sitelink Extensions minimum
- Link Google Ads to Google Analytics
- Conversion Set Up if applicable

Strategies

Sharing Your Story...

Tell your story to the those who are interested or relate to your cause.

↓

GOOGLE ADS

Large Audience

More people will click

Learn "Why?"

Attract Donations...

People need to know about your cause in order to want to donate to it.

↓

GOOGLE ADS

Increase exposure

Increase website traffic

Gain financial supporters

Recruit Volunteers…

Frequency of ads on Google =
More Awareness of your cause

↓

VOLUNTEERS

| More Volunteers | Advocates | Volunteer Tracking |

Promote Content...

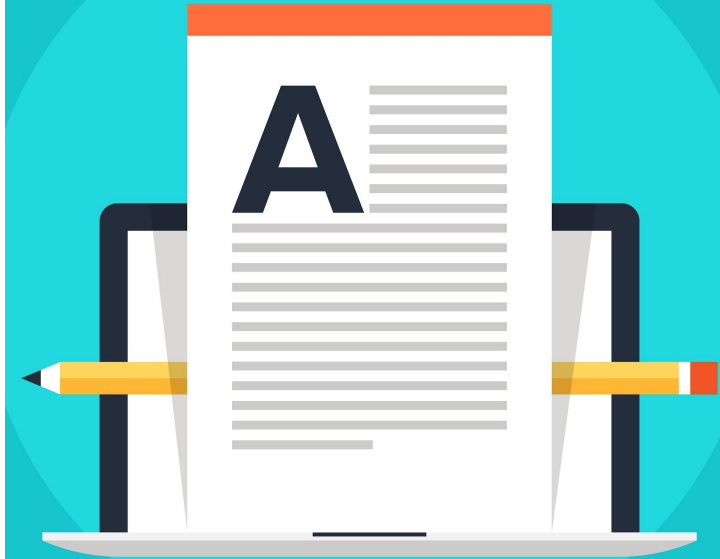Have people associate your organization with the go to place for topics related to your cause

⬇

BLOG ARTICLE

Awareness	Education	Thought Leaders

Blogging

Fundraising...

Use Google Ads platform to let more people know about your events

↓

FUNDRAISING CAMPAIGNS

Recruit Volunteers

Increase Sign-Ups

Increase Fundraising

Thanks for Joining Us!

Questions? **nverdugo@elevationweb.org**

Learn more: **elevationweb.org/google-adwords-grant**
Sign up: **go.elevationweb.org/google-grant-management-interest**

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