

# Google Ad Grants

## What is Google Ad Grants?

Google has a program where registered nonprofits in 53 countries can receive \$10,000 in advertising spend a month on the Google AdWords platform.

Google AdWords serves ads to people as they search on the internet. Whenever you type a search query on Google and see an ad that's similar to what you've searched then you've seen Google AdWords in action.

## The relevance of Google search for nonprofits

Google now processes over 40,000 search queries every second which translates to over 3.5 billion searches per day and 1.2 trillion searches per year worldwide.

## Possible Ad Grant strategies for your nonprofit

(Note: these are examples, anything that supports your mission is applicable)

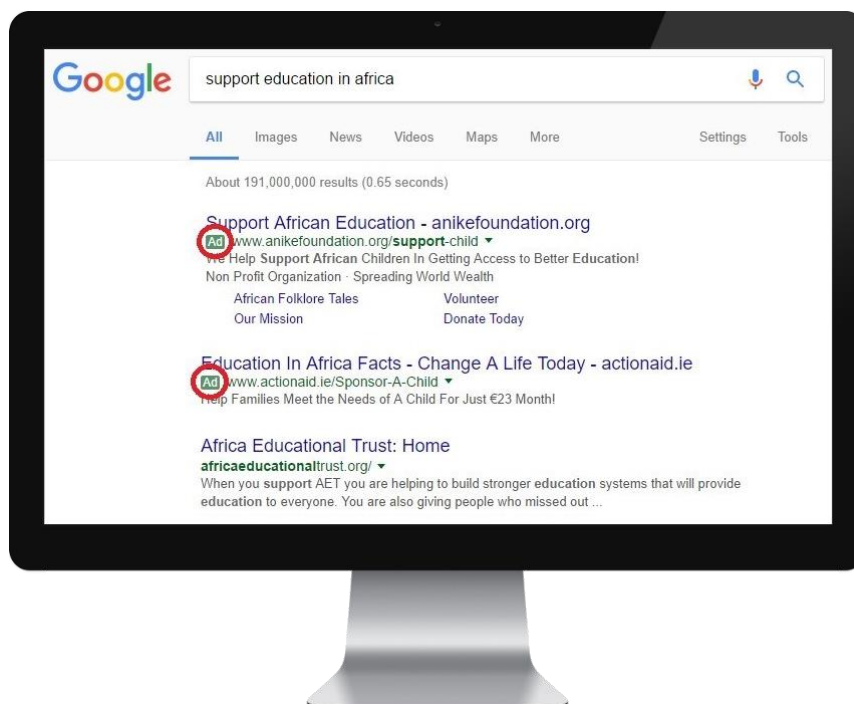
1. General awareness of your mission
2. Brand Recognition
3. Programs & Services
4. Recruiting Volunteers
5. Newsletter Sign Ups
6. Blog & Social Media Channels
7. Membership
8. Events and ticket sales
9. Your nonprofit's shop
10. Donations
11. Downloads of your nonprofit's mobile app
12. Vacancies available within your nonprofit

## What Is Google AdWords?

Google AdWords is the online advertising platform owned and operated by Google. AdWords is also the largest and most widely used online advertising network in the world, and millions of commercial businesses advertise online using AdWords to reach new customers and grow their business.

Advertisers who choose to use Google AdWords can target users on the search network. The search network refers to pay-per-click advertising, in which advertisers bid on keywords that are relevant to their business and have a chance to display their advertisements to users who enter those keywords into Google as part of a search query. Pay-per-click advertising is also known as paid search.

Below is an example of a Google search engine results page (SERP). There are two sections of paid Google ads, one above the "natural" or organic links and one at the bottom of the results page:



*Text ads on a Google SERP*

The sponsored results, or ads are denoted with a green "Ad" label (circled red). The results that appear below the ads are referred to as organic results.

## What are the terms of the grant?

Google Ad Grantees receive free AdWords advertising on Google search result pages. Ad Grantees build and manage their own AdWords accounts similar to paying advertisers, but participate with the following restrictions:

1. The accounts currency must be set up in US dollars
2. A daily budget set to \$329 USD, which is equivalent to about \$10,000 USD per month
3. A maximum cost-per-click (CPC) limit of \$2.00 USD
4. Only run keyword-targeted campaigns
5. Only appear on Google search result pages
6. Only run text ads

## What are the eligibility requirements?

Take a look below to find out if your nonprofit is eligible for Google Grants for non-profits. You must:

1. Hold current 501(c)(3) charity status.
2. Agree to Google Grant's terms and conditions.
3. Have a live website with content.
4. Not be a governmental organization.
5. Not be a hospital or medical group.
6. Not be a school, childcare center or academic institution.

## Maintaining the Ad Grant

Grantees also have to actively engage with their AdWords account by logging in at least once a month, and making some sort of change every 90 days. Google wants to ensure they're getting the best out of their grant and making edits as needed!

*Clicks to Causes are experts in managing the Google Ad Grant on behalf of non-profit organizations. If you have any questions about how to apply for or unlock the potential of the Google Ad Grant, please don't hesitate to reach out to Andrew our Head of Communications at [andrew@clickstocauses.info](mailto:andrew@clickstocauses.info).*