

Google Ad Grants:

Free online advertising for non-profits!
How to make the most from Google's
free online advertising service

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Google Ad Grants: an overview

Ad Grants is Google's service offering in-kind advertising on the AdWords platform to eligible nonprofits, allowing organisations to reach people searching online for relevant services, products or online giving.

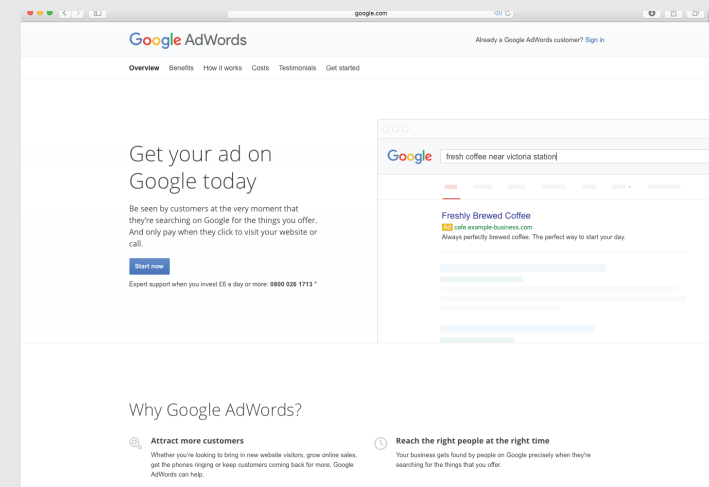


// For Tafelmusik, accessing our Google Ad Grant has been an important step in gaining better positioning online and ultimately, more brand recognition. It has also proven to be a great solution to test out different keywords that informed future paid campaigns. It's quite empowering to be able to make decisions based on data." //

Réjean Tremblay, Senior Marketing Manager,
Tafelmusik, Canada <http://www.tafelmusik.org/>

The essential facts:

- Free Google search advertising for nonprofits up to **\$10,000 USD** per month
- A maximum cost-per-click limit of **\$2.00 USD**. You only pay per results
- Advertising responsive to keyword-targeted campaigns, e.g. theatre events in London
- Text ads appear on Google search results pages only, no video or banners
- Adverts must link to a website hosting "substantial" content



Why use Google Ad Grants?

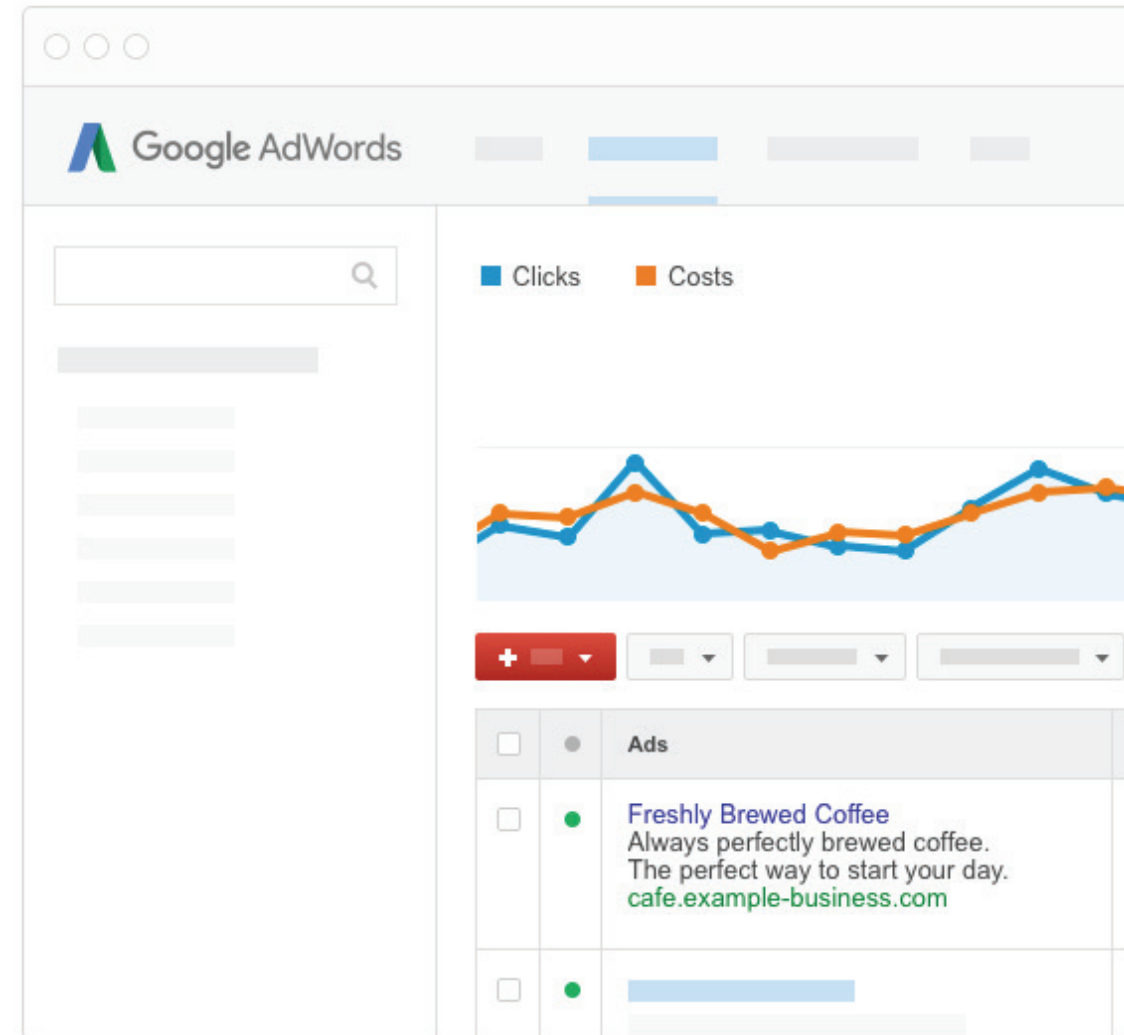
With over 3.5 billion searches every day and a market share of web searches in 2012 of 65.2%*, Google is an essential platform for reaching and engaging with consumers.

As accessing specific budget for online campaigns is unfeasible for many nonprofits, the Ad Grants service provides the opportunity to display ads on Google, enter the search market, attract more customers, advertise locally or globally and reach people when they're looking for relevant information.

*Source: www.internetlivestats.com/google-search-statistics/

// "Paid media helps you reach people actively looking for entertainment. Used properly you can attract new visitors and find new audiences" //

Paul Crabtree, Managing Director,
Velo, UK



Easy-to-read reports and graphs show how your ads are doing in Google AdWords

How do I get involved?

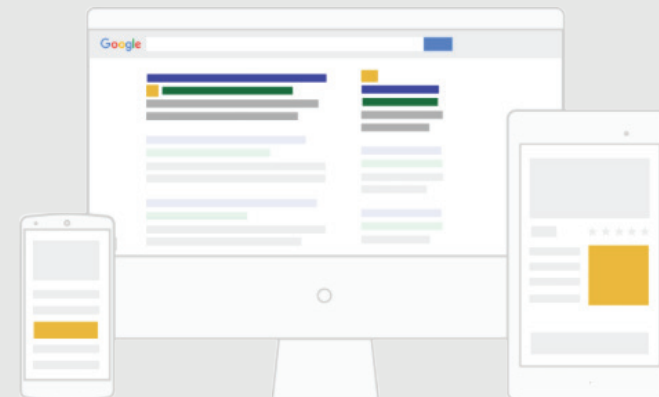
Signing up and accessing Ad Grants requires a simple process on Google's dedicated Ad Grants website. Often your digital agency can do these things on your behalf, although it is best to ask one with prior experience.

Here's a step-by-step guide:

1. Make sure that your organisation is eligible and meets Google's definition of a nonprofit. You can do this for your country here: https://support.google.com/nonprofits/answer/3215869?hl=en-GB&ref_topic=3247288
2. Validate your nonprofit status by accessing a TechSoup Validation Token through one of Google's local partners <https://www.techsoup.global/>
3. Apply for the Google for Nonprofits service at <https://www.google.com/nonprofits/>
4. Sign up for Google Ad Grants <https://www.google.com/nonprofits/account/signup>
5. Enroll and choose how you would like to manage your Ad Grants account (see below)
6. Set up the relevant account and send across to Google for approval

Important actions to maintain your Ad Grants account

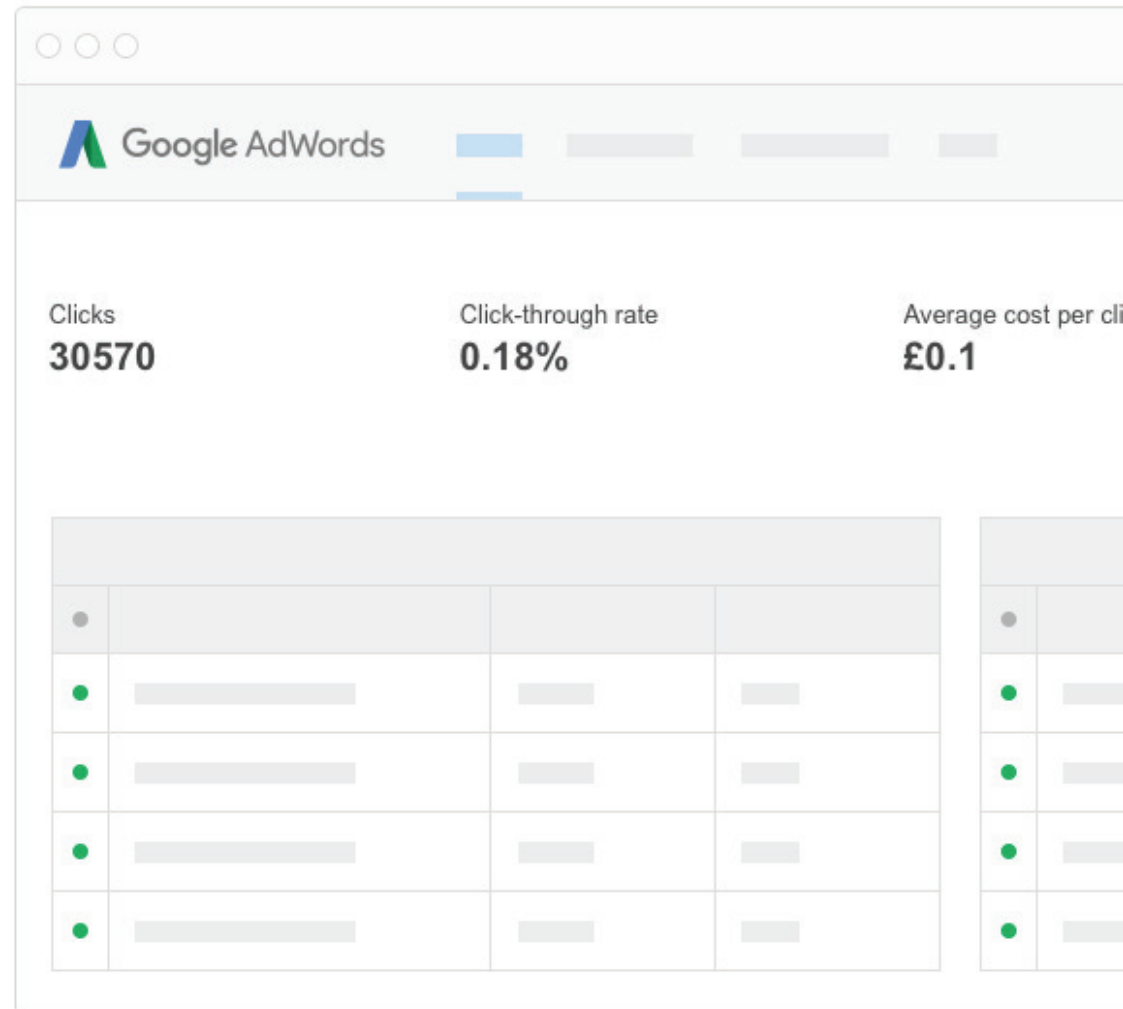
- Your adverts should only link to the website you included in your application. If you change your domain you may need to reapply
- Log into your account at least once per month and make a change every 90 days
- "Commercial advertising is prohibited". Make sure that revenue from the products you advertise is re-invested back into your company



Managing Google Ad Grants

Google provides 2 models for using Ad Grants, catering for those with limited or sufficient time for managing their AdWords account.

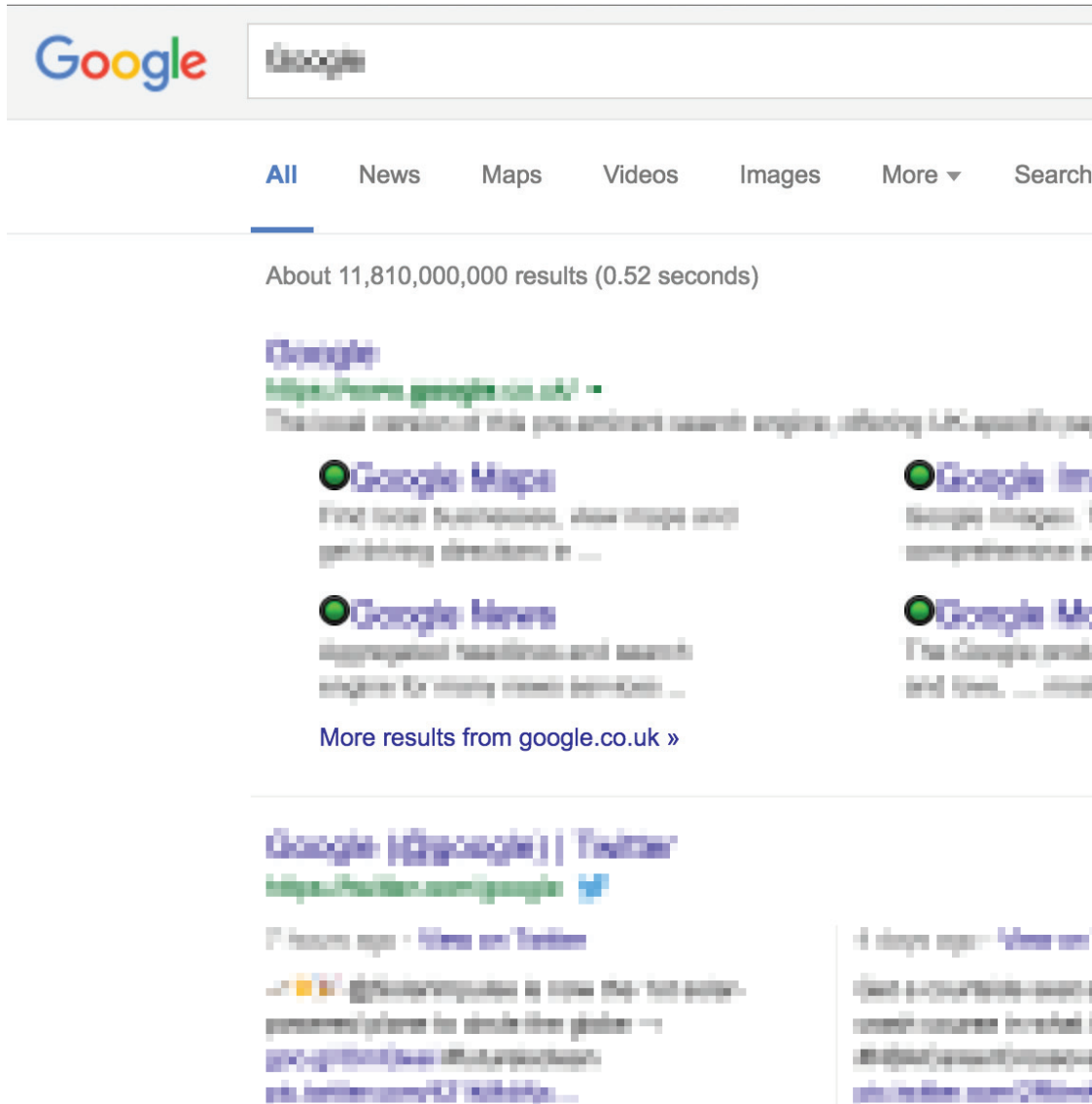
1. **AdWords Express** automatically manages where and when your ads appear. You select the audience, write your copy, set your daily budget and Google does the rest
2. If you've got the time or just want to manage your budget more closely then Google gives you this flexibility using **AdWords**, powerful tools enabling you get the largest number of clicks for your \$2 USD daily budget



You can see how your ads are performing anytime in Google AdWords.

Top tips for getting the most from Google Ad Grants

1. Use Google Ad Grants as free funds to test the best performing advertising copy and targeting for your organisation
2. Already running search campaigns? Move the best performing keywords into your normal account and experiment with the free funds to bring down costs
3. Target and test more search terms to better understand the keywords that can optimize your website for organic search traffic (SEO)
4. Use Google Ad Grants to increase repeat visits from the best performing users. Pull people on to your site through Ad Grants and power remarketing campaigns using video and images.
5. Talk to other organisations and enlist the help of experts to get the best possible performance from your Ad Grants funds



About the authors



Mark Lewis

Mark Lewis is a marketing consultant with extensive experience in strategic marketing for nonprofits and commercial companies across the media and creative industries, most recently building Sinfini Music into the no.1 digital-only classical music brand for Universal Music Group.

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Paul Crabtree

Paul is Managing Director of Velo, a London based digital communications agency who manage paid media campaigns for some of the largest names in the arts including the LSO, Hever Castle and more.

As a Google certified agency, Velo work with internal teams managing Google Grant campaigns in-house, or provide a fully managed service so that your Google Grant account delivers as many of the right people as possible to your web site.

<http://www.velomarketing.co.uk/>