



Nonprofit Fire
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NONPROFIT FIRE (NPF) PRICING

Prices Good Until Dec 31, 2017

If your nonprofit does not already have *Google Ad Grants*, we'll get it for you.

Google Ad Grants is available for free to most 501(c)3 nonprofits from Google. It's an ongoing advertising grant of \$10,000 per month. It's not a cash grant. Turning that advertising grant into value for your nonprofit is our role.

Nonprofit Fire is a digital advertising agency that specializes in using *Google Ad Grants* to get your message out far and wide, as well as for community building and fundraising.

The best use of *Google Ad Grants* is for large-scale marketing and especially community building. The resulting online community can be a source of volunteers and fundraising.

Productively using *Google Ad Grants* includes understanding the "Mechanics" of working with Google's advertising platform and more importantly, using "Creating Strategies" (especially [story development](#)) to leverage the power of the advertising.

This document provides pricing for two categories of Nonprofit Fire marketing programs:

- 1) **NPF Google Ad Grants Consulting**
- 2) **NPF Google Ad Grants Management (GAGM)**

NPF Google Ad Grants Consulting: \$3,000

This \$3,000 consulting service is intended to help nonprofits who wish to be guided through effectively using *Google Ad Grants* themselves. It can also be utilized to analyze and advise upon existing *Google Ad Grants* that are managed internally by the client or by others for the client.

Following are some of the ways to use Nonprofit Fire's Google Ad Grants Consulting Service:

- Story Development (see [Google Ad Grants Story Triangle](#))
- Technical audit of current Google Ad Grants account and report recommendations
- Strategic assessment of existing Google Ad Grants account and report recommendations
- Review existing nonprofit marketing and report recommendations
- Analyze crowdfunding plans and report recommendations
- Crowdfunding campaign strategic plan

NPF GOOGLE AD GRANTS MANAGEMENT (GAGM)

There are no hidden fees. Same rates apply for managing your Google Ad Grants up to the full \$10,000 per month. Contract is month-to-month.

	GAGM Basic	GAGM Social	GAGM Story	GAGM Funding
Monthly Fee	\$360	\$618	\$875	\$1030
Startup Fee	\$750	\$750	\$750	\$750
Ad Keyword Research	Yes	Yes	Yes	Yes
Ad Creation	Yes	Yes	Yes	Yes
Ad Testing	Yes	Yes	Yes	Yes
Reporting	Yes	Yes	Yes	Yes
Landing Pages Consulting	Yes	Yes	Yes	Yes
Landing Pages Testing	Yes	Yes	Yes	Yes
Conversion Tracking	Yes	Yes	Yes	Yes
Fully Transparent Mgmt	Yes	Yes	Yes	Yes
Strategic Social Media		Yes	Yes	Yes
Social Media Advertising*		Yes	Yes	Yes
Ongoing Story Development			Yes	Yes
Story Topic Consulting			Yes	Yes
Story Keyword Research			Yes	Yes
Story Giveaway Advisements			Yes	Yes
Story/Fundraising Advisement			Yes	Yes
Online Fundraising Mgmt				Yes
NPF % Fundraising				5%

OPTIONAL SERVICES

Paid Advertising Mgmt*	\$200-\$500/mo
Wordpress Website Mgmt	\$175/mo
Database/Newsletter Mgmt	\$150/mo
Video Production	Call
Content Creation	\$300-\$1K/mo

PRICING NOTES:

Monthly Fee: Auto-payment by credit/debit card (or annual check).

Startup Fee: Includes account set up for new *Google Ad Grants* recipients. Or it includes a review of client's existing *Google Ad Grants* account. Note: for nonprofits with existing *Google Ad Grants* accounts that are large and/or complex, the Startup Fee may be higher.

Ad Keyword Research: Research optimal words for existing website and story.

Ad Creation: Create advertising for existing website and story.

Ad Testing: Split test advertising to optimize ad response.

Reporting: Monthly reporting of Google Ad Grants performance.

Landing Pages Advisement: Inform client re keywords that should be on Landing Pages.

Landing Pages Testing: Split test Landing Pages to optimize conversions.

Conversion Tracking: Website conversions data (usually email sign-ups) informs keywords research, ads, landing pages, testing and advisement.

Fully Transparent Google Ad Grants Management: You have access to all raw Google Ad Grants data, including keywords, ads, changes and a plethora of metrics. (However, we provide an executive overview: see "Reporting" above).

Strategic Social Media: Ongoing advisement on how to optimally integrate your nonprofit story across platforms between your website, Google, Facebook and YouTube.

***Social Media and Google Paid Advertising (Remarketing):** Currently one of the best advertising opportunities in the world today is the use of paid Facebook and Google "remarketing" (also called retargeting). *Client provides budget for media purchases.* (Some restrictions apply). For more information, visit the "Marketing Sorcery" section of the [Good and Bad of Google Ad Grants](#).

Ongoing Story Development: This is the most important part of using *Google Ad Grants* for community building and fundraising. Developing/testing ongoing creative strategies, stories and messaging generate the greatest results with *Google Ad Grants*. This type of ongoing story development integrates pertinent topics, the most effective (and available) keywords, free giveaways and fundraising goals, all built around your nonprofit mission. For more information, visit: [Google Ad Grants Story Triangle](#).

Story Topic Consulting: Story development specifically pertinent to Google Ad Grants.

Story Keyword Research: Keyword research specifically pertinent to topic.

Story Giveaway Advisements: Free Giveaway advisement pertaining to topic and keywords.

Story/Fundraising Advisement: See above “Google Ad Grants Consulting” (\$3,000 value) for no additional cost.

Online Fundraising Management: In addition to planning online and crowdfunding campaigns, this includes day-to-day management of your resources to execute crowdfunding.

NPF % Fundraising: NPF retains 5% of the fundraising generated via the campaigns we advise.

OPTIONAL SERVICES

***Paid Advertising Management:** Client may elect to amplify their *Google Ad Grants* with paid traditional advertising that pertains to their nonprofit story, which can include direct mail, print, radio, TV, etc. (Some restrictions apply).

Wordpress Website Management: We manage Wordpress websites and landing pages specifically for community building and fundraising. Donations are directed to your nonprofit’s Paypal or other account. (Building a website is extra).

Database/Newsletter Management: Independent, third-party community database is owned by the nonprofit client and managed by Nonprofit Fire. (Prices start at \$20/mo).

Video Production: Southern California clients can benefit from on-site video productions. All clients can take advantage of NPF scripting, video editing, visual effects and extensive stock video libraries without coming to our studio. (We also hire videographers around the USA).

Content Creation: This is absolutely critical to community engagement and fundraising success. For more information, visit the “Community Nurturing” section of the [Good and Bad of Google Ad Grants](#).

Story, Marketing, Community-Building Timeline

If you elect to have NPF provide story development and/or fundraising services as part of our *Google Ad Grants Management* programs, the first 3 months are focused upon the following timeline goals. Meeting these goals is dependent upon client responsiveness to communications and coordination. The fundraising begins when enough of a community is established, which can vary with each nonprofit story.

Month 1: Marketing story and free giveaway conceived.

Month 2: Website and free giveaway established, *Google Ad Grants* obtained.

Month 3: Ad testing, community building and community nurturing begins.

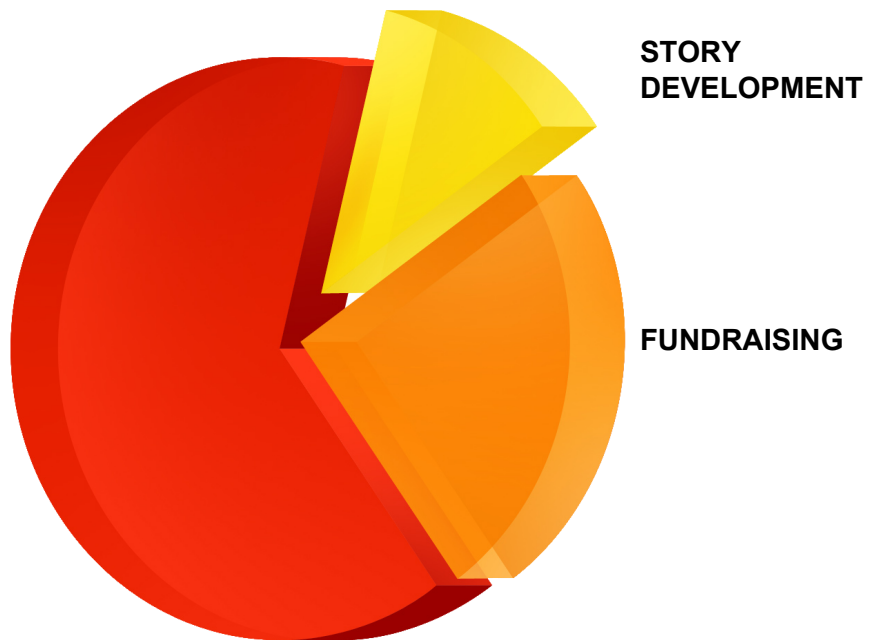
What to Expect: For the first month (initial story and free giveaway development), we ask that you be available for two 45-min calls per week. After the story is established, we suggest one 15-min call per week until the free giveaway, website, landing pages, keywords, ads, conversion tracking and initial community nurturing begins. After that, a brief monthly update call is generally sufficient to keep things moving smoothly.

Labor Distribution

For nonprofits who wish to leverage Google Ad Grants for community building and fundraising with their own resources, the following graph can help with labor distribution planning.

COMMUNITY BUILDING & CONTENT CREATION

- *Google Ad Grants*
- Free Giveaways
- Newsletter
- Articles
- Graphics
- Videos
- Contests
- Events
- Paid Ads
- Market "Testing"
- Email and Database Mgmt
- Social Media



Resources

Good and Bad of Google Ad Grants: <http://nonprofitfire.org/good-bad-google-ad-grants/>

Google Ad Grants Story Triangle: <http://nonprofitfire.org/google-ad-grants-story-triangle/>