

THE GOOD AND BAD OF GOOGLE AD GRANTS



By George Alger

- \$10,000/month in Free Google advertising for your nonprofit! Sounds great, doesn't it? Hold your horses cowboy....

Google does provide \$10,000 per month in Google online advertising — for free — to qualified nonprofit organizations. That's a \$120,000 per year advertising budget (not cash) and most nonprofits are eligible to get it. On top of that, you can access it pretty quickly. That's the good news....

In this Report, You Will Learn:

- Which Nonprofits are Qualified and Unqualified for Google Ad Grants
- How To Receive \$10,000/mo Google Advertising
- Google Ad Grants Limitations
- How Not To LOSE Google Ad Grants
- Whether You Should Even Bother to Get Started

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WHAT IS GOOGLE AD GRANTS?

Nonprofits have available to them a tremendous opportunity for Internet marketing and advertising. It's called Google Ad Grants and it's for nonprofits only. (Not all are eligible, but most are.)

Google Ad Grants is an online advertising budget of \$10,000 per month, which comes out to \$120,000 per year, when used to its maximum potential. This free ad budget is renewed month after month and year after year, as long as it is used per Google's guidelines. If not used as directed, Google does discontinue granting the budget to those individual nonprofits that do not follow their guidelines.

So, how does it work?

As a very brief introduction, Google Ad Grants is a way to advertise to people who are searching online for information related to your nonprofit story.

It's likely you already have some familiarity with this. Whenever you search for anything on Google, much of the time you will see ads on the top and/or the bottom of the search results pages. For example, if you were searching for "Google Ad Grants," you might see an advertisement like this at the top or bottom of the page:

GOOGLE AD GRANTS - C x

Secure | https://www.google.com/search?q=GOOGLE+AD+GRANTS&rlz=1C1CHBF_enUS726US726&oq=google+ad+grants&aqs=chrome.69i59j69i60j69i61j0l3.2405j0j4&sourceid=ch

Google

GOOGLE AD GRANTS

All News Images Videos Shopping More Settings Tools

About 3,440,000 results (0.53 seconds)

How To Use Google Ad Grants - \$10,000/mo Google Advertising
 Ad www.nonprofitfire.org/free/google-ad-grant ▾
 Every qualifying nonprofit should be using **Google Ad Grants**. Sign up now. (Free)
 Nonprofit Expansion · Fundraising · Community Building · Nonprofit Marketing
 Perpetual Fundraising · About Nonprofit Fire · What Is Google Ad Grants?

Grants for Nonprofit Organizations | Google Ad Grants – Google
<https://www.google.com/grants/> ▾
 Explore **Google Ad Grants'** online services designed to help your nonprofit organization. Find out how you can get \$10000 a month to spend in AdWords ...

Eligibility
 See if your nonprofit organization is eligible for Google Ad Grants ...

Sign in - Google Accounts
 Sign in with your Google Account ...
 One Google Account for ...

Google Grants
 Learn how nonprofit advertising works with Google Ad Grants ...

Benefits
 Learn more about the benefits of nonprofit advertising and how ...

Just like any search result, when someone clicks on these text ads, they are instantly directed to a web page. The searcher is directed to the advertiser's website to see details and information, which can include text, videos, photos, downloads, or free giveaways, etc. Some people are not even aware they

are clicking on advertisements because they are moving too quickly to observe the tiny box that says “Ad.”

Businesses pay for the placement of these ads through Google’s *Adwords* platform. More specifically, they pay when people *click* on these ads. In fact, these ads are so powerful, businesses pay Google many billions of dollars per year for the privilege of using these ads to promote their products and services. (Google makes about 90% of their annual revenue through this advertising platform).

Google Ad Grants is a scaled down version of Google Adwords.

Nonprofits can benefit from free use of this Google advertising platform to the tune of \$10,000.00 per month.

Unfortunately, many nonprofits only use a fraction of their Google Ad Grants and some end up losing it.

The report will help you determine if Google Ad Grants is right for your nonprofit. For some nonprofits, this information will guide you towards avoiding it.

IS YOUR NONPROFIT QUALIFIED FOR GOOGLE AD GRANTS?

There are two levels of qualifications to consider.

- Is your nonprofit eligible for Google Ad Grants?
- Does it make sense for your nonprofit to use Google Ad Grants, even if it is eligible?

Getting \$10,000.00 per month of ongoing advertising would be of value to most organizations, nonprofit or not. However, some nonprofits are in such financial dire straits that Google Ad Grants represents a profound paradox. The free advertising could help them gain the support needed to become more stable and productive. But the resources required to take advantage of Google Ad Grants may be out of reach. Paying a professional to manage it may not be an option. Learning to use Google Ad Grants internally may also not be an option, when the last thing available to such a nonprofit is the time to learn something new.

Furthermore, for some nonprofits, the cost of the keywords related to their marketing story may preclude fully benefiting from the advertising, even though Google is paying for the advertising. For example, a nonprofit involved with alcohol and drug rehabilitation would struggle with Google Ad Grants. As it turns out, that is such a competitive industry that those keywords are too expensive for Google Ad Grants (See “Limitations” below). Even so, the *Google Ad Grants Story Triangle* (see below) can be of service. Since it requires researching and selecting *effective keywords* (which means they have to be inexpensive), there may still be a story opportunity, perhaps related to drug and alcohol *education*. Regardless, some work would be required to make that determination.

OK, let's talk about Google Ad Grants eligibility.

Most 501(c)3 nonprofits qualify for Google Ad Grants with a few exceptions. The following nonprofit categories do “not” qualify:

- Government entities and organizations
- Hospitals and medical groups
- Schools, academic institutions and universities
 - However, fundraising foundations for schools “do” qualify

If you are eligible and need help, Nonprofit Fire can obtain Google Ad Grants for your nonprofit. Alternatively, you can apply yourself with the link at the end of this document.

GOOGLE AD GRANTS LIMITATIONS

The Google Ad Grants program provides 501(c)3 nonprofit entities the power of the Google AdWords advertising platform. This international advertising network is best used in conjunction with custom marketing strategies to help nonprofits achieve their goals. But there are some limitations, compared to the full commercial version, called “Adwords,” which is used by businesses all over the globe:

- Mandatory enrollment in Google for Nonprofits
- \$10,000 per month limit, equivalent to \$329 per day
- A \$2.00 maximum Cost-Per-Click (CPC) bid (which is paid by Google’s Ad Grants)
- If “Maximize Conversions” is set up, the \$2.00 limit can be bypassed (with Conversion Tracking setup on your website)
- Only run “quality,” keyword-targeted, text ad campaigns
- Text ads appear below paid advertisers
- Keywords should be mission based
- Single-word or overly generic keywords are not permitted
- Keywords with a Quality Score of 1 or 2 are not permitted
- Ad messaging should be relevant to the nonprofit mission
- The Google Ad Grants account needs to maintain a minimum 5% Click-Through Rate (CTR)
- The ads need to integrate geo-targeting
- At least 2 Ad Groups per campaign need to be active with closely related keywords
- At least 2 Ad extensions need to be activated
- Only appear on Google search result pages
- Only run text ads (not image, video, or other types of ads)
- Monitor account alerts

The reality is that many nonprofits who have Google Ad Grants don’t know how to take advantage of it and end up achieving no meaningful results and some abandon it altogether. It’s the same as having a known gold mine on your property that is left abandoned due to lack of knowing how to mine it, or lacking the knowledge that you can hire someone (like Nonprofit Fire, or others) to mine it and dig out the gold for you.

DON'T LOSE YOUR GOOGLE AD GRANTS

To maintain your eligibility for Google Ad Grants, your organization must:

- Own the domain that users land on when they click your ads
- Your site must have a clear and robust description of your mission.
- Your website must function well and not contain broken links.
- Your ads, keywords, and website may not make claims that promise results after a consultation, service, or purchase.
- Claims on your website must cite verifiable references to provide transparency to users.
- Commercial activity must not be the main purpose of your website. This includes sales of products and services, consultations, lead generation, and providing referrals.
- Any limited commercial activities must support your non-monetary mission.
- If your organization charges for products or services, your website must describe how your organization uses funds, for example, by disclosing an annual report.
- Link your ads to one (and only one) website domain, which should be the same one that was approved in your initial application.
- Your ads and keywords should match your organization's programs and services.
- Strictly commercial advertising is prohibited. If you're promoting products or services, 100% of the proceeds must go directly to supporting your program.
- Your ads must not link to pages that are primarily composed of links to other websites.
- Your ads may not offer financial products (like mortgages or credit cards), nor can they request donations of cars, boats, or other property.
- Your site can't display Google AdSense ads or affiliate advertising links.

Ad Grantees found in violation of any of these guidelines are subject to removal from the program.

Google reserves the right to grant or deny an organization's application or participation at any time, for any reason, and to supplement or amend these eligibility guidelines at any time. Selections are made at Google's sole discretion, and are not subject to external review.

Furthermore, "Google doesn't donate Ad Grants to organizations that discriminate on any basis in either hiring or employment practices or in the administration of programs and services. Ad Grants does not allow ads, keywords, or destinations that promote hatred, intolerance, discrimination, or violence. Specifically, your ads, keywords, and website should not promote opposition or anti-sentiment related to beliefs about protected groups, including religion, race, disability, age, nationality, veteran status, sexual orientation, gender, gender identity, or other characteristics that are associated with systemic discrimination or marginalization."

"Google Ad Grantees must be organized and operated exclusively for charitable purposes. Any account found in violation of program policies is subject to automatic suspension without notification. Google reserves the right to grant or deny an organization's application or participation at any time, for any reason, and to supplement or amend these eligibility guidelines at any time."

HOW TO OBTAIN GOOGLE AD GRANTS

I've got some good news and bad news. As a nonprofit, you likely have already applied for grants. Perhaps you have applied for many grants over the years. Filling out and submitting nonprofit grant applications can be tedious and unrewarding, since you may not get the grants you are seeking.

GOOD NEWS: The good news is that the Google Ad Grants application process is simpler than many other grant applications. Additional good news is that as long as your nonprofit is eligible (see further above) there is a strong likelihood your nonprofit will be approved. And if that's not enough good news, here's the best part: the process can be approved quickly. Even though in the past there are nonprofits that waited many months to be approved for Google Ad Grants, when Nonprofit Fire is submitting Google Ad Grants applications on behalf of nonprofit organizations we are often seeing approval within a week or so.

BAD NEWS: Although there are less forms and far less information from your nonprofit required from Google as part of the grant application (compared to most grant applications), there are some unique aspects to the process that can be challenging. For example, an online Google advertising account needs to be set up for your nonprofit as part of the process, which includes keywords and ads, before submitting the application. This would be best executed by someone comfortable with online technical processes. It would be ideally executed by someone familiar with Google Ad Grants.

There is another challenge that can result in substantial approval delays or even not getting through the application process at all. The challenge can be avoided by sticking closely to the instructions. Google provides very specific instructions to get Google Ad Grants. However, these instructions are different than what will be visible online when working through the actual grant process. Some frustrated applicants have expressed that Google made the process challenging so that fewer nonprofits will complete the application. Although there is an opportunity for confusion, the reality is that nonprofits are signing up using the exact same platform that businesses use to sign up for the paid program. Because it *is* the same platform that businesses use, Google's instructions for nonprofits provides a path to use their platform without paying. The bottom line is that you will need to pay close attention to their very specific instruction for nonprofits, which means ignoring some online instructions, especially payment instructions. (Remember this is free so you don't need to enter payment info!)

Google suggests that nonprofits should anticipate the application process to take four hours. Although we at Nonprofit Fire get through the process in less than four hours, I would suggest that most individuals budget more than four hours to complete the application process. (Can even be much more).

As stated earlier, if your nonprofit needs help, you are welcome to contact Nonprofit Fire for assistance. We can also obtain Google Ad Grants for your nonprofit, if you prefer, so you can avoid the process altogether.

See "Resources" at the end of this report and click on "**Start Process to Sign Up For Google Ad Grants**" to get Google Ad Grants.

SHOULD I EVEN BOTHER GETTING GOOGLE AD GRANTS?

If your nonprofit is eligible (most are) and you have the resources to manage it (internally or externally), then in most cases your nonprofit should get Google Ad Grants immediately! Just keep in mind that if you do not develop an appropriate story to advertise (see *Google Ad Grants Story Triangle* link below), then your experience will be unsatisfactory. Google Ad Grants is real gold for your nonprofit, but the gold needs to be professionally unearthed and processed to take full advantage of its value.

On the other hand, even if your nonprofit is eligible but there is no way your “story” could be big enough to interest enough people, then it’s probably not worth getting Google Ad Grants. You may not get enough responses and sign-ups for your community relative to the amount of work it takes to manage the advertising.

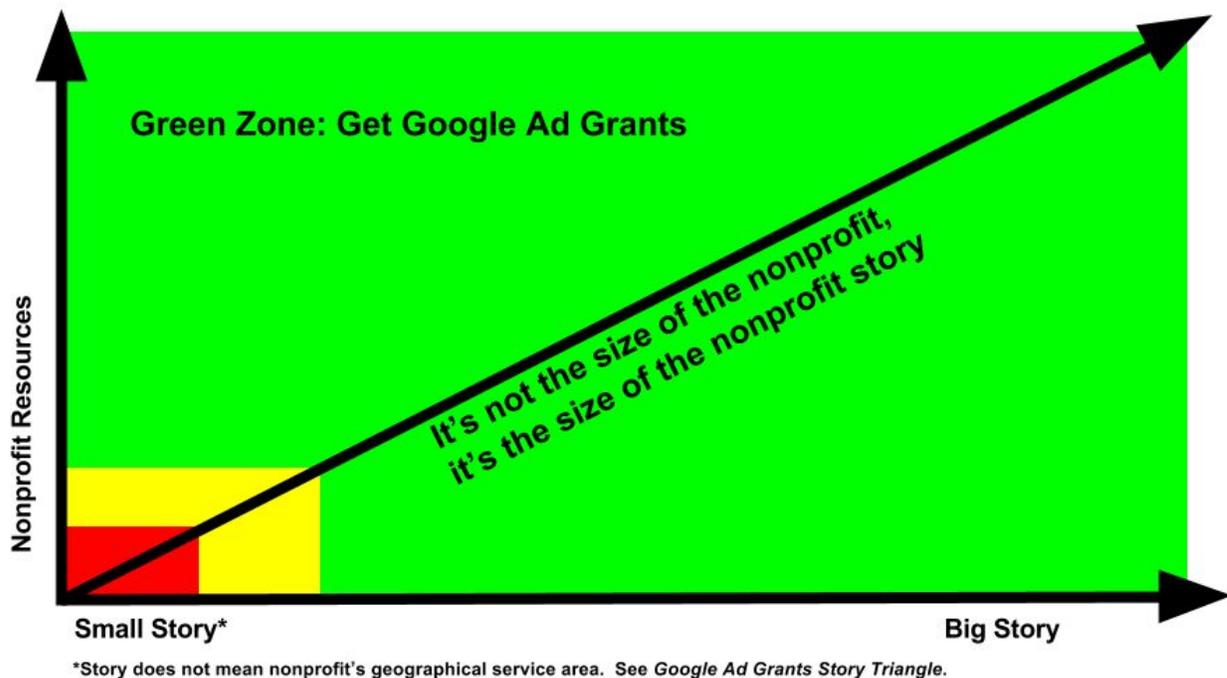
The following chart illustrates the relationship between “Story” and “Resources.” Keep in mind that when we are talking about “Story” we are referencing the *Google Ad Grants Story Triangle* (below).

Small and local nonprofits can have big stories.

GREEN: Get Google Ad Grants.

YELLOW: Google Ad Grants can be of benefit, but not as much as green zone.

RED: Don’t bother getting Google Ad Grants.



NONPROFIT RESOURCES: You’ll need someone(s) internally to manage Google Ad Grants or you’ll want to hire professional support to manage it for you. If you have no one to manage Google Ad Grants or you cannot hire someone and you have a small story, it’s not worth getting Google Ad Grants. If you have no one to manage Google Ad Grants and you have no resources, but you have a

big story, you should figure out a way to get the resources, since this will help any nonprofit gain more resources.

WHAT WE DIDN'T COVER

This report did not focus on the details of keyword research; the mechanics of creating and testing ads; the importance of landing page optimization; or the processes of analyzing and managing the volumes of data Google makes available about the performance of Google Ad Grants for your nonprofit. All of that *is* important to successfully using Google Ad Grants.

However, you can hire professionals to handle the details and mechanics for reasonable rates.

But even experienced mechanical execution of Google Ad Grants will not yield satisfactory results without a workable strategy and story. Your nonprofit story — and to re-state the most important point: your nonprofit “marketing story” will need to work within the guidelines and best practices of how to use Google Ad Grants to maximize its value.

Hence, this report has provided an informed overview and experienced words of caution, which are all designed to help a nonprofit organization effectively use Google Ad Grants (or not).

It cannot be overstated that to successfully take advantage of Google Ad Grants, you need the right marketing story. (See *Google Ad Grants Story Triangle*).

Failing to take advantage of this generous in-kind Google gift is akin to losing \$120,00.00 in online promotional opportunity — each and every year. However, taking it on without properly using it may result in wasted resources with little results and ultimately having Google later suspend its monthly ad grants for your nonprofit.

CAUTION: HIRING GOOGLE AD GRANTS MANAGEMENT SERVICES

First the good news: There are many talented, experienced and well-intended Google Ad Grants management services and professionals. And most have reduced rates for nonprofits. (They charge more for their Adwords management services for commercial businesses).

Now the bad news: In any industry there are those whose performance is below average. However, unless you are more experienced at managing Google Ad Grants than those providing the service, you may not know if you're getting good value, or if in fact you are not only receiving poor (or slow) service, but your Google Ad Grants are being wasted.

One solution is to periodically hire a different firm to audit the account and provide recommendations. This can be easier said than done, since unless you are truly getting a more experienced professional to conduct the analysis, the results may not provide increased clarity. Furthermore, most such firms can only focus on the “technical” aspects of Google Ad Grants, and not the “story” part, which is the most meaningful part of the equation.

Also, be aware that the pricing is not always clear for those who provide Google Ad Grants management services. Various pricing schedules may be subject to increases based upon how much of the Google Ad Grants budget is spent. In other words, there may be a price to get things started, but as more of Google's money is spent, prices go up. Additionally, there can be limits imposed on the activity provided, which means you'll need to pay more to get more results.

The solution is to twofold:

- 1) Ensure you understand all pricing details and activity limitations.
- 2) Avoid long-term contracts, which can lock your nonprofit into poor service for lengthy periods. At a minimum, start with a month-to-month contract until you feel comfortable and confident with the partnership. Only then, after a number of months, might you want to consider a long-term contract (which may result in a slight cost reduction or other benefits).

Finally, it will behoove your nonprofit significantly, whether you hire an outside management service, or whether you manage the ad grants yourself, to understand the [Google Ad Grants Story Triangle](#). Most management services only focus on the mechanical and technical aspects of administering Google Ad Grants, when the biggest gains are made from the "story." In simple terms, if we were talking about using running classified ads in your local newspaper, the biggest benefits are attained in not only the words of the ad, but what is being offered, as opposed to how to properly submit a generic ad to the newspaper so that they'll display it.

OVERVIEW

Effective use of Google Ad Grants is comprised of the "Mechanics" of using the advertising platform and especially the "Creative Strategies" regarding what will be advertised. Creative strategies include story development and the messages that embrace keywords, advertising copy, landing page development and the messages related to community nurturing and fundraising.

The mechanics need to be learned or a professional service (such as Nonprofit Fire or others) should be hired. However, the Creative Strategies and story development are far more important.

Use the *Google Ad Grants Story Triangle* to develop the right "marketing story" for your nonprofit, which will also work with Google Ad Grants.

Use Google Ad Grants to build an ever-increasing online community! The community will then become a source of advocates, volunteers and fundraising.

Your ever-increasing online community is comprised of individuals who are real people, not just numbers in a database. Nurture your community respectfully and build a relationship with these individuals before fundraising.

To gain real value from Google Ad Grants, keep in mind that it's not the size of the nonprofit, it's the size of the nonprofit story.

If you're not sure if Google Ad Grants may be right for your nonprofit, you're welcome to contact Nonprofit Fire. For many it's a clear "yes." For some it's "no."

But if Google Ad Grants does make sense for your organization, Nonprofit Fire can get it for you and/or help you benefit from it.

Nonprofit Fire provides expert execution of Google Ad Grants and the Google Ad Grants Story Triangle. Have Nonprofit Fire execute the mechanics of your Google Ad Grants and/or the creative strategies and story development to help your nonprofit gain all it can from your Google Ad Grants.

WHAT IS NONPROFIT FIRE AND WHO IS GEORGE ALGER?



I'm George Alger, the founder of Nonprofit Fire, which is a digital advertising agency for nonprofits only. Nonprofit Fire is a subsidiary of my commercial agency, Skyworks Marketing, which emphasizes TV, video and digital advertising, especially Adwords, which is the advertising platform that Google Ad Grants is based upon.

For over 2 decades I have been helping nonprofits: I have donated to nonprofits, I have served as a volunteer fundraiser, I have served on the Board of Directors for a nonprofit, I have been the Chairman of a nonprofit fundraising committee, and I have supported hundreds of nonprofits through my cable TV (and web) series, [Our Ventura TV](#), which is a weekly talk show featuring nonprofits, community advocates, artists and more.

In my commercial career, I have been a marketing executive for many years, working with traditional and digital marketing channels on local, national and international campaigns. One career highlight was helping to bring a health and information business from nothing to over 100 million dollars in 3 years. (Hint: a lot of TV was used).

Through my nonprofit experiences, I have found that marketing and fundraising are challenges for a number of nonprofits. In response, I established Nonprofit Fire to help educate nonprofits about Google Ad Grants and to help them use it (or not).

As a digital advertising agency, Nonprofit Fire offers a variety of free services to educate nonprofits about Google Ad Grants. We also provide paid services for more advanced applications, with an emphasis on using Google Ad Grants. If you wish to learn more, the door is open for a free, 15 minute phone consultation. Just visit NonprofitFire.org and click "Contact" to schedule an appointment.

RESOURCES

[Frequently Asked Questions](#)

[Start Process to Sign Up For Google Ad Grants](#)

[About Nonprofit Fire](#)

[More About Google Ad Grants](#)

[Video: *Google Ad Grants Story Triangle*](#)

For more information, visit the following link to schedule a free consultation with Nonprofit Fire.

[**CONTACT NONPROFIT FIRE**](#)