

# HOW TO USE GOOGLE AD GRANTS



By George Alger

- \$10,000/month in Free Google advertising for your nonprofit! Sounds great, doesn't it? It is! But many nonprofits derive little value from it due to uniformed application.
- This report outlines a practical way to use Google Ad Grants to get substantial results for your nonprofit. It features building a massive community around your nonprofit story.

## In this Report, You Will Learn:

- How To Use Google Ad Grants
- How To Use The Google Ad Grants Story Triangle
- How To Massively Boost Your Email Subscribers
- How To Increase Donations
- Advertising Alchemy and Social Media Sorcery

# HOW TO USE GOOGLE AD GRANTS

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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.

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 full 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, perhaps without even realizing it. Whenever you search for anything on Google, much of the time you will see ads on the top and/or 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](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](http://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  
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**Ad**

**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 small text ads, they are instantly directed to a web page. With an ad, 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. 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).

Nonprofits can benefit from free use of this Google advertising platform to the tune of \$10,000.00 per month, or \$120,000.00 per year — if used professionally.

When incorporating the following best practices into your nonprofit’s use of Google Ad Grants, it can be your nonprofit’s most important marketing tool.

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

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.

The report outlines how to take advantage of this powerful opportunity for your nonprofit.

## **HOW TO USE GOOGLE AD GRANTS**

There is more than one way to use Google Ad Grants. This report outlines proven, best practices regarding how to build a community with Google Ad Grants for the purposes of fundraising, expanding volunteers and getting your nonprofit story out into the world in a much bigger way.

Perhaps the best way to introduce this material is to start by highlighting what does *not* work.

What doesn’t work is simply placing ads on the internet that state something along the lines of how good a nonprofit you are and asking for money.

By the way, that is what many nonprofits actually do with Google Ad Grants. And they are the same ones who say that Google Ad Grants doesn’t work.

The key is to use Google Ad Grants to connect with individuals who are in some way aligned with your nonprofit story and to then build a large community of these people. The community needs to be continuously nurtured through email and social media. The community then becomes a source of volunteers, fundraising and advocacy for your cause.

## Here is an Outline of How To Use Google Ad Grants Successfully:

- Story Development with the *Google Ad Grants Story Triangle*
- Advertising (and Testing) with Google Ad Grants
- Integrating Landing Pages
- Community Building
- Community Nurturing
- Fundraising

The following will expand upon these points.

## STORY DEVELOPMENT WITH THE GOOGLE AD GRANTS STORY TRIANGLE

Story development is a huge topic. Google Ad Grants is an *advertising platform*. Hence, something needs to be advertised. What will that be for your nonprofit? **This is the single, most vital aspect of utilizing Google Ad Grants and the one point that many nonprofits do not fully appreciate.** Consider for a moment that businesses pay ad agencies untold amounts of money to tell their story in more compelling ways. Why? So that such businesses can sell more products and services than they can on their own. Although not all nonprofits can afford such professional support, the point to realize is that simply advertising your nonprofit's mission statement may not yield the results you desire.

In brief, effectively using Google Ad Grants all begins with your unique, nonprofit story and a creative strategy that is tailor made to work with Google Ad Grants.

Of course, the creative strategy and "story" will vary with each nonprofit.

**It cannot be overstated that creative strategy and especially "story" comprise the most important factors to benefit from Google Ad Grants** and deserve a little elaboration.

We all intuitively understand the basic concept of "story." **But here we mean a unique and compelling "marketing story" that works with Google Ad Grants: one that will help rally a massive community of online supporters.** Often this story focuses on only one small aspect of what your nonprofit contributes to the world, even though you may be doing many different and valuable things.

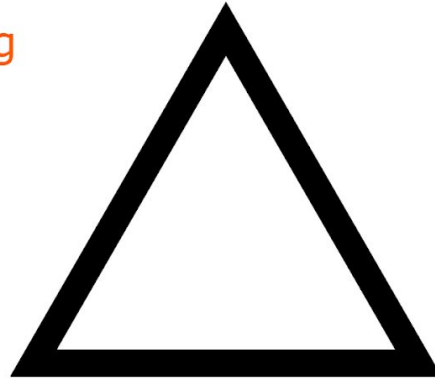
**By the way, the story can create more impact for your nonprofit if it could be meaningful and engaging to people around the world, or at least around the country.** To build a huge community we want to advertise throughout the country and if appropriate, in other parts of the world.

**Although this type of broad-based story is easier to establish with nonprofits that have a national or global mission, this does not exclude nonprofits who serve a local community.**

As a little bit of self promotion, Nonprofit Fire has established national and international stories for local nonprofits and it's a common discussion topic with new clients.



# Topic



# Keywords      Giveaway

Following are the primary components that need to be integrated together for your nonprofit story development. Our purpose is to generate a community related to your story that relentlessly increases day after day, week after week, month after month and year after year. The community can then become a source of volunteers, fundraising, etc.

### **Google Ad Grants Story Triangle**

There are three points to the *Google Ad Grants Story Triangle*.

1. Topic Selection
2. Free Giveaway
3. Effective Keywords

Let's explore these three points in more detail.

### **Topic Selection**

The topic of your nonprofit story needs to be simple and engaging. What we mean by “engaging” is to “attract the attention of” and “involve individuals” interested in the topic. As stated earlier, the topic will typically represent only one aspect of your nonprofit activities, or is at least related to your nonprofit purpose. The topic is so intimately connected to the “free giveaway” and “effective keywords” that the topic cannot be considered independently. In other words, a great topic that does not include a compelling free giveaway and effective keywords that will work with Google Ad Grants will not be effective.

Topics that would be of interest to national or international individuals will work better than topics only of interest to a local geographical area because we want to advertise your story nationally and/or internationally.

### **Free Giveaway**

The free giveaway is something directly tied to the topic and should be of value to the intended individuals who will comprise the online community. Typically, the free giveaway would be some type of digital download (such as this report you are reading). It could also be other content in the form of videos, educational courses, documentaries, articles, infographics, contests, promotions, etc., as well as events and activities. (However, events and activities need to be re-established whenever the events or activities have concluded). Free giveaways work hand in glove with the “Topic Selection” and “Effective Keywords.”

### **Effective Keywords**

Effective keywords are the heart and soul of Google Ad Grants. Keywords represent search phrases people use to find information online. To be “effective,” there needs to be enough individuals searching online with these keywords, in sufficient volume, to generate the most value for your nonprofit. Also, the keywords need to be low cost.

It bears emphasizing that **Google is paying for these keywords via the budget they provide nonprofits with their Google Ad Grants.** But they only pay for lower cost keywords. So, if the keywords that your story requires are too expensive for your Google Ad Grants, then you won’t be able to advertise with them.

Although this report does not intend to detail all the mechanics of Google Ad Grants, as a simplified overview, **here is how the free advertising grant money is spent:**

Businesses pay Google to “bid” (like in an auction) on keywords that relate to their business products and services. Often, other businesses are also bidding on the same keywords. Higher bids can result in higher placements of the ads. However, in reality there are more factors than just bids that determine which ads are positioned from highest to lowest on a page. In the example on page 3, there is only one ad at the top of the search results page, but many times there are more.

When consumers click on the ads related to the keywords, they are taken to websites with information indicated in the ads. Some consumers will make purchases. When done well, this is so powerful that businesses pay billions of dollars per year for keywords that direct visitors to their products and services.

As another example, consider the last online search you made. What were the keywords you used? Do you recall ads on the top and bottom of the page? Some busy people are not even aware they are clicking on these advertisements.

**Nonprofits using Google Ad Grants do *not* need to pay to bid on these keywords: Google is providing the money that is being spent.**

For the purpose of this report, instead of attracting visitors to your website to purchase products or services, you would be using keywords and ads to attract people to your nonprofit website to learn more about the free giveaway. Not all visitors will take advantage of the free giveaway. But those who do will exchange their contact information to receive the free giveaway and become part of your nonprofit community.

The reason for attracting people with a free giveaway is so that you can build a relationship with them over time, via ongoing content, and then periodically ask for donations for very specific campaigns. More about this in a moment.

With Google Ad Grants, your nonprofit has a budget of \$10,000.00 per month, or about \$329.00 per day, to spend (“bid”) on keywords. **Part of the trick of using Google Ad Grants is researching and finding enough effective keywords to spend that full \$329.00 each day.** A nonprofit should work towards spending the full amount every day, to drive the maximum amount of visitors to your free giveaway on your website. However, if your story is not big enough, that won’t happen.

Stated another way, the \$329.00 per day does not accrue over time. If you don’t spend it, it’s gone. On the first day of each month your Google Ad Grants account starts with a \$10,000.00 budget. Every day it is reduced by about \$329.00 until the account is zero at the end of the month, whether it is used or not. (So it’s important to use it!) And then on the first day of the new month, it starts all over.

Researching, selecting and working with keywords is not something that will be mastered in one day. But for now it’s important to realize that “Effective Keywords” are a critical partner to the “Topic” and “Free Giveaway,” which represent the three corners of the *Google Ad Grants Story Triangle*.

### **Nonprofit Mission**

The three points of the *Google Ad Grants Story Triangle* all revolve around your nonprofit mission.

Furthermore, this type of story development, including its three primary components of topic selection, free giveaway and effective keywords, all need to work in conjunction with Google Ad Grants to support your nonprofit mission.

If they don't work together, the story and advertising will not be successful.

Stated another way, this type of Story Development with the *Google Ad Grants Story Triangle* cannot be properly compared to other types of story development.

Even though your nonprofit mission is often used to inform this type of story development, in the majority of cases the resulting “Story” that is used with Google Ad Grants will *not* be your mission statement.

Furthermore, **often the first story and strategy launched will yield clues to an even better story, as revealed by the substantial amount of data Google provides as part of using their Google Ad Grants.** (Although it can take some experience to really take advantage of the data).



As stated earlier, story development is a huge topic but I hope this opens up the subject since this is so fundamental to successfully using Google Ad Grants.

Refer to this *Google Ad Grants Story Triangle* over and over as you are developing the marketing story for your nonprofit and this will be put you on the right track.

For more information visit this video link: [Google Ad Grants Story Triangle](#).

## ADVERTISING (AND TESTING)

Advertising and especially “testing” (more on that in few seconds), represent nothing less than the difference between success and failure for all the previous points mentioned. Advertisements are the most visible part of Google Ad Grants, even though the “Story” and keywords are more important. In other words, compelling advertisements, with effective keywords, working in partnership with a powerful story are the winning combination.

Stated another way, the advertisements themselves will not be productive without effective keywords and a compelling story.

### Here is how the ads and keywords work together:

- A) People search for information online using keywords.
- B) Ads related to the keywords are displayed at the top and bottom of the search results page.
- C) Some people click on the ads and are directed to a “landing page,” which is a specific web page that correlates with the ad and keywords.
- D) The landing page offers more information (text, pictures, videos, etc) related to the keywords and ad. Within the context of this report, the landing page also offers the free giveaway in exchange for the visitor’s contact info.
- E) Those who provide their contact information also become part of your nonprofit’s online community. (The community then becomes a source of advocates, volunteers and fundraising).

Although much can be said about the creation of ads — in fact it represents its own art and science — for now it would be sufficient to understand that if you’ve used the *Google Ad Grants Story Triangle* to develop the right marketing story for your nonprofit, even mediocre ads can produce results.

However, **here is the secret sauce to developing better ads: In the marketing and advertising world, it’s called “split testing.”** No matter what wording you use for your initial ads in the beginning, the exact messaging can be improved through this testing process.

In a nutshell, split testing is an ongoing comparative process of determining which stories, which ads, which giveaways, which fundraising messages, which web pages, which videos, which photos, etc., are the most effective at building your community and generating revenue for your cause. Right now we are simply going to focus on improving the ads themselves.

For example, let's say we have two different ads: "A" and "B." And let's say they are both offering the same free giveaway that is related to your unique, nonprofit story. However, they have different wording.

When we run both ads simultaneously, we'll find that one ad often performs better than the other.

Let's say ad "B" results in more people joining your community.

Well then, ad "B" becomes a "control" ad and new ads are created to find one that will outperform "B."

In reality, we are comparing and testing many ads.

This is a continuous process of optimizing messaging for your nonprofit story and in the course of a year, you should be comparing and testing hundreds of ads to generate the largest community for your nonprofit, which will provide better fundraising opportunities.

## LANDING PAGES

As stated above, a "landing page" is a specific website page on your nonprofit website that correlates to the keywords and ads. The landing page offers more information (text, pictures, videos, etc) related to the keywords and ad.

The landing page also offers the free giveaway in exchange for the visitor's contact info.

More specifically, this is where visitors get to see your nonprofit marketing story on full display. Of course, this is the story developed with the *Google Ad Grants Story Triangle* (above).

Landing pages are another important part of using Google Ad Grants effectively. Landing pages, like ads, can also be "tested" to find which are more effective at generating community members.

For our purposes here, **the landing page exists to inspire visitors to take advantage of the free giveaway and become community members of your nonprofit.**

However, if there's not enough information, or if there is too much information, or if visitors don't like the information, they will simply go away without providing their contact info and without accepting the free download.

Also, the landing page may generate more community members if a video is used.

Furthermore, if too many details are required from the visitor to access the free giveaway, they will go away without providing any details, even if they are interested in the free giveaway!

Hence, a best practice is to only ask for a name and email address and not full contact details. Other nonprofits (and businesses) only ask for an email address (without asking for a name) to reduce visitor sign-up friction even further.

The good news is that these variables can be tested to determine which will constitute the best landing page for your nonprofit story and for the type of visitors who are interested.

## COMMUNITY BUILDING

Although it's been mentioned several times up to this point, it deserves repetitive emphasis: We are using Google Ad Grants and your nonprofit marketing story to build an online community for your nonprofit.

This online community is maintained in a database of email subscribers. In essence, we are using Google Ad Grants to substantially increase your email list, which will make this a very valuable asset for your nonprofit.

**This online community is an important source of additional advocates and volunteers for your cause as well as contributors to your fundraising initiatives.**

Here's the point: Always keep in mind that these people are *unique individuals*.

It can become part of a routine to refer to these community members in terms of how many new subscribers are signing up each day, each week and each month. And of course those are important numbers that need to be monitored, especially in terms of "testing" (see above).

Although it is true that the quantity of visitors who are turning into community members does need to be monitored, optimized and expanded, the danger here is failing to view these subscribers as individuals. If one were to view the community members only abstractly as numbers, they may not be accorded their due respect and developed into real community members and supporters of your cause.

Hence, the way to develop an active and engaged online community is through "community nurturing." Without this community nurturing, your fundraising and other campaigns that attempt to involve this community will be underwhelming.

## COMMUNITY NURTURING

So, what do we mean by an active and engaged online community as well as "community nurturing"?

Well, it's not enough to develop a story, establish a free giveaway, research effective keywords, test ads, test landing pages, and build a database of individuals who have provided their name and email in exchange for the free giveaway.

If no additional effort is made to educate and nurture these individuals about your nonprofit story, they will forget you. And when you email them to ask for money, many will not respond and will ignore you and/or go away. (Or worse, some will report your email address as "spam").

**You need to build a relationship with your subscribers. This is called nurturing your community.**

In brief, you are building an online community around your unique, nonprofit story and then you are nurturing your community by providing value in the form of an ongoing stream of educational and/or entertaining content that is pertinent to your story.

**By building a community and building a relationship with these individuals, your nonprofit will be more successful when it comes time to ask for money.**

Although community nurturing is not directly related to Google Ad Grants, it represents the largest amount of activity and labor required to educate this ever-expanding, online community. This is done by way of a customized “content stream” of educational and/or entertaining videos, photos, graphics, articles and information related to your unique, nonprofit story.

Ideally, the story and ongoing content would be so engaging that community members would share it with their friends and family, which will further build the community. Which is why community nurturing should be further developed on social media in addition to email.

In brief, the individual members of this online community are “actively engaged” by continuing to view, listen to, read and otherwise interact with the content series that is regularly sent to them via email and/or which is available to them via social media.

Perhaps your nonprofit already has a robust newsletter and may even already have different events and activities that people can participate in online throughout the year. If so, you would simply need to ensure such is aligned with the story developed for Google Ad Grants. If not, such may be a good idea for your nonprofit, even if you were not using Google Ad Grants.

As a more specific example, if you were building such an online community for the American Heart Association, you might establish a story around “heart health” and then provide an ongoing stream of content, such as videos, reports, research, photos, articles, etc., that all pertain to heart health. Periodically, you would also ask those in the community to donate to the American Heart Association. Although this is a simplified example, it does convey how community nurturing relates to creating advocates, volunteers and especially fundraising.

So, how do we do fundraising?

## **FUNDRAISING AND CROWDFUNDING**

For the purposes of this report, we’re going to categorize **online fundraising** via Google Ad Grants into two general areas.

- A) Routine fundraising — often via a “Donate” button on your nonprofit website
- B) Featured fundraising — particularly crowdfunding

Most nonprofits already have a “Donate” button on their website. It may attract some donations, but it’s generally not very productive. Even creating advertisements with Google Ad Grants and asking for

money do not typically yield meaningful results. It's fine to have this button, and you should: just don't hold your expectations too high on the amount of funding it will accrue.

The point that has been reiterated in this report is to build a relationship with a community of online individuals and *then* ask for money. That's what works in real life and that's what works online.

Building and nurturing a massive online community is how your nonprofit can raise money with Google Ad Grants.

Let's talk about crowdfunding, or featured fundraising.

Crowdfunding has nothing to do with Google Ad Grants and has nothing to do with Google. However, it is online.

For those who don't know, crowdfunding is a type of fundraising that raises small amounts of money from a large number of people, typically via the Internet. One of the primary components of successful crowdfunding is having a large community. Which, as has been emphasized: **the primary reason we are using Google Ad Grants is to build a community.**

What is meant by "featured" fundraising refers to promoting very specific crowdfunding campaigns with all available resources for a defined amount of time, often 30 days, although shorter and longer lengths of time can be used.

There are hundreds of crowdfunding websites that facilitate crowdfunding. The most popular one is Kickstarter. However, Kickstarter has stipulations that make it unsuitable for many (but not all) nonprofits. So, if you are doing crowdfunding for your nonprofit, you do need to determine which crowdfunding platform is the right one for your situation.

At Nonprofit Fire, we select the crowdfunding platform that is most suited to each nonprofit's particular fundraising campaign.

**The common denominator for those who successfully raise money on any crowdfunding platform is having a community.**

There's a lot that can be learned about crowdfunding. In brief: the bigger the community, the more money that can be raised via crowdfunding.

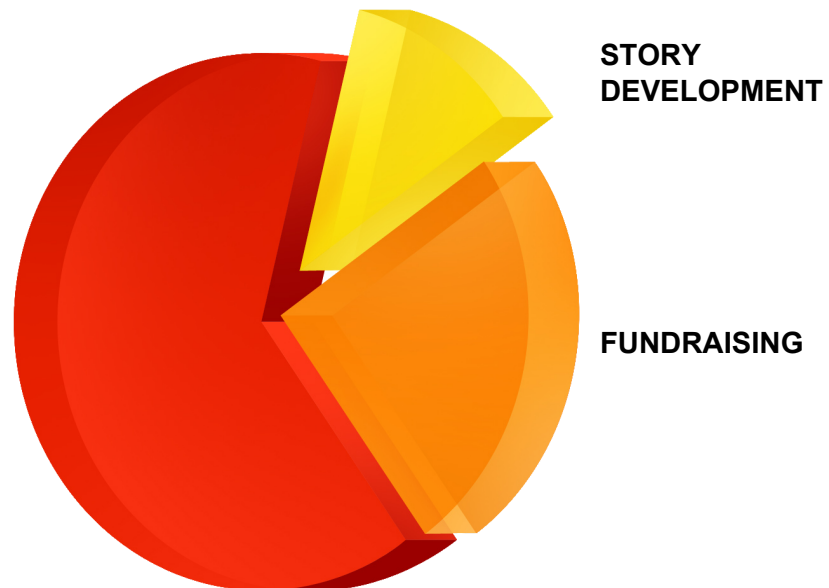
Use Google Ad Grants to build a large, online community. Then do crowdfunding.

## LABOR DISTRIBUTION

For those who are interested in implementing these best practices, this pie chart illustrates labor distribution.

### COMMUNITY BUILDING AND NURTURING

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



“Story Development” may be the smallest part illustrated, but it’s the most important, since the other parts are based upon the story. Also, story development is not a one-time-only exercise. For optimal results, it will need to be routinely re-evaluated and newly developed to maximize community building and fundraising. It cannot be overstated that the key is building a huge community that supports your nonprofit story, which will then become a source of fundraising. Hence, building and nurturing that community is where the majority of efforts are directed.

For many nonprofits, “Fundraising” will be in critical focus. Fundraising, particularly crowdfunding campaigns, do require their own campaigns and labor.

But more funds can be realized when greater attention and labor is directed towards “Community Building and Nurturing.” This part establishes and maintains the relationships with the individuals that comprise the community. A failure to uphold high quality standards in this area will diminish the fundraising.

In other words, you could end up with just as many people leaving your community as you have new people coming in, which means you’ll never have a huge community and for many individuals within the community, you won’t be building a relationship that will inspire them to support your cause with their hard-earned dollars.

## WHERE WILL YOU GET INTO TROUBLE?

Let's touch upon some of the main trouble points that might keep you from realizing success with Google Ad Grants.

### **Non-Optimum Story**

As has been emphasized in this report, the story drives everything. And not only the primary, overarching story, but all the supporting messages that are reflected in the keywords, the ads, the landing pages, and the ongoing content stream to nurture the community and in the fundraising. You not only need to be diligent with story development ideas, but more importantly, you need to be competent in data analysis to determine what stories and messages actually perform the best in the real world of community building and fundraising.

### **Misapplication of Google Ad Grants (In Many Ways)**

Most nonprofits misapply Google Ad Grants in too many ways to outline here. Perhaps its biggest advantage is its greatest disadvantage: Because it's free, many nonprofits do not accord this gift due respect.

As a comparison, many businesses use the full commercial version of this advertising platform, called Google Adwords. Not only do many businesses pay Google monthly to use the service, they also pay other professionals to manage the service to get the most value from their ongoing investment. Even if your nonprofit cannot afford professional ongoing management of your Google Ad Grants, you may wish to periodically hire a professional service (such as Nonprofit Fire, or others) to audit your account to ensure you are moving in a productive direction.

As noted in the eligibility section, ad grantees found in violation of any of Google's guidelines are subject to removal from the program.

### **Incorrect and/or Mis-Targeted Free Giveaways**

Free giveaways are the gateway to community building. If individuals are not compelled by these offerings, they will not become a part of your community. In other words, you could have an amazing nonprofit, a great story, and lots of ads presenting this giveaway to many people. But if an insufficient volume of people are interested, the community remains small.

Alternatively, you could even have free giveaways that do attract a volume of subscribers. However, if the giveaway is disconnected from your story and nonprofit mission, the community may not be supportive when it comes time to do the fundraising.

### **Low Quality Videos, Articles and Content**

Nurturing your community is work. But if your fundraising efforts are not yielding desired results, this would be one of the first places to review. Is your nonprofit truly building a relationship with community

members, or are the day-to-day activities and pressures of running your nonprofit forcing you to neglect your community members?

### **Insufficient Testing of Stories, Keywords, Ads and Landing Pages**

OK, this point may be a little unfair since I have never seen a nonprofit fully utilize market “testing” to optimize efficiency. Heck, even many small and medium businesses don’t do this (although they should). Of course big companies and ad agencies (especially Nonprofit Fire) do this because it’s what drives better results and determines the success or failure of all the marketing. Testing is profoundly necessary to make Google Ad Grants more productive for your nonprofit.

### **Poor Crowdfunding Preparation and Execution**

To be clear, the wrong way to do crowdfunding is to simply post a campaign on a crowdfunding platform and hope it works. Except in rare circumstances, it won’t.

And yet that’s what many do. They simply don’t have the resources to successfully plan and execute such a campaign. Successful crowdfunding, or any fundraising, requires a marketing plan and focused execution of the plan to get the best results. (Getting money is work!)

### **Unprofessional Email and Database Management**

Much of the community nurturing is delivered via email (in addition to social media). Failure to manage your email database responsibly and professionally, while respecting industry best practices, can result in people ignoring your messages and/or leaving your community. You will want to use a 3rd party email platform for this valuable nonprofit asset, which can handle much of the work automatically. You are welcome to contact Nonprofit Fire and ask which platforms we currently use and recommend. You’ll receive a prompt response for no cost.

### **Lack of Resources to Run all the Above Effectively**

Even if your nonprofit is fortunate enough to have experts who are capable of managing each of these trouble areas professionally, if they are too busy doing other things to provide the necessary attention required to achieve success, the whole system breaks down.

The point of outlining these trouble areas is not to discourage you from getting and using Google Ad Grants, but to realistically apprise you of the best practices to successfully leverage this Google gift to get your message out to the world in a big way and to benefit from increased community building and fundraising.

## **WHAT WE DIDN’T COVER**

This report did not focus on the mechanics of creating ads, the details of keyword research, 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, a strategic roadmap and experienced words of caution, which are all designed to help a nonprofit organization effectively use Google Ad Grants.

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.

## **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. In which case, having a few firms do an audit may yield more meaning.

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 ensure you understand all pricing details and activity limitations. Furthermore, **it’s a good idea to avoid long-term contracts so that you don’t lock your nonprofit into poor service for lengthy periods.**

## ADVERTISING ALCHEMY & SOCIAL MEDIA SORcery

I've left this near the end, since it's outside the sole application of Google Ad Grants. But it's important enough that I felt you should be aware of this opportunity.

First of all this is a *paid* advertising strategy.

Let's address the most obvious question: With \$10,000.00 per month in FREE advertising, why would a nonprofit pay anything at all?

Simply speaking, your nonprofit does *not* need to pay anything at all. Putting up actual cash for advertising is optional. However, for some nonprofits, even investing a small amount of money per month can really amplify the value of your Google Ad Grants, including your community building and fundraising.

Currently, some of the best value in the advertising world is *strategic* use of *paid ads* on Facebook. These ads have been going up in price as more and more people take advantage of them and they will continue to go up in the years to come. (Just as Google's ads used to be less expensive a few years ago).

Having said that, you may or may not generate impressive results with your first attempt or first few attempts on Facebook. Facebook's ads are different than Google's ads. With Google Ad Grants, ads are placed in front of people who are searching for keywords related to your nonprofit story. In other words, there is a synergy of "intent" between the user and the ads that can be leveraged with Google's ads.

With Facebook, there are tremendous opportunities for demographic targeting to find people who may be interested in your story since Facebook has remarkably detailed information about most of their users. On the other hand, people are not going to Facebook to see ads or find out about your story. They are going there to connect with friends and family. Hence, such ads are interruptive and represent a different experience than Google's search ads and these ads need to be optimized for Facebook.

There are also a variety of different types of paid ads on Facebook and more are being developed over time.

Regardless of whether you love or hate Facebook, there are lots of people there. Paid ads on Facebook are another way to get people into your email community, as well as onto your Facebook page. Additionally, for many nonprofits your email community should be invited to your Facebook page, because if you are managing your Facebook page productively, there will likely be more user engagement on Facebook than on your website. And as noted earlier, nurturing and engaging your community is necessary for relationship building and gaining financial support.

Although those are reasons enough to consider paid ads on Facebook, there is a word that you will likely be hearing more of in the future, which is even more compelling. That word is "Remarketing."

## REMARKETING

Remarketing (also known as retargeting) is the process of serving targeted ads — on other websites — to people who have already visited or taken action on your website. Which appears as a type of sorcery.

You may have noticed remarketing ads already. For example, if you searched online for information about “shoes,” and visited a website that sells shoes, but did not make a purchase, you may have noticed that sometimes you see ads for those same shoes when you are on other websites or on Facebook.

There is much that can be learned about remarketing, but in terms of this brief introduction, within the context of potentially integrating paid ads into your marketing, just be aware that there is tremendous power in appropriately reminding visitors about your story, when they are on different websites and/or on Facebook.

Generally speaking, remarketing is among the most productive advertising in the world right now.

Google and Facebook are not the only ad platforms offering remarketing. But they are the biggest. Used together they provide the truest opportunity for advertising alchemy.

Using some amount of your nonprofit’s marketing budget for paid remarketing ads on Google and Facebook, in conjunction with Google Ad Grants, is currently the most powerful and effective way to tell the world your nonprofit story and to build your community.

It won’t take long for the reality of this opportunity to push prices higher. In fact, it’s already happening. But for now, suffice to say that if you have any funds for marketing at all, cross promoting between Google and Facebook, while prices are at the current level, offer some of the best marketing and advertising value today. And it dovetails perfectly with all that has been outlined in this report.

However, I should add that this type of advertising is a bit more sophisticated.

To properly take advantage of this, you may wish to consider contacting Nonprofit Fire or other professionals to help your nonprofit leverage this for your nonprofit.

Remarketing could be likened to an early phase of a “Gold Rush” in the world of advertising right now.

## KEY TAKEAWAYS

- 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) 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.
- Consider amplifying your Google Ad Grants community-building with paid “remarketing” advertising with Google and Facebook. Right now, this combination is the closest thing to “marketing sorcery.”
- 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 all outlined in this report and more. 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.

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 (including this educational report) to educate nonprofits about Google Ad Grants. However, we also provide *paid* marketing, advertising and educational services to nonprofits, with an emphasis on using Google Ad Grants. If you wish to learn more about our services, the door is open for a free, 15 minute phone consultation. Just visit [NonprofitFire.org](http://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\*\*](#)