

Taking Advantage of Free Online Ads and More

Google's nonprofit program offers nonprofits \$10,000/mo of free search engine ads. As members of the program, nonprofits also get added benefits on their YouTube videos.

Google Ad Grants

Through Ad Grants, nonprofits can expand their reach, gain greater visibility and recruit supporters for free. It's important to note that while the ads are free, the space is competitive and they do require time to set up, monitor and optimize. Google ads appear when people enter the keywords you specify into Google's search engine. For example, if your nonprofit works on environmental issues in Dallas, Texas, you'd want to create a Google Ad that directs to your website when people search for keywords related to your organization. You could use keywords like "water quality organization" or "environmental pollution in Texas" and specify the location to Dallas, Texas depending on who you are trying to reach. Put yourself in your target audiences' shoes to think of relevant keywords they might be searching on Google.



Apply

To apply for both Google Ad Grants and the YouTube nonprofit tools, start by joining the [Google Nonprofits Program](#). Nonprofits must be a 501(c)(3) nonprofit in order to access all of the tools within the Program. After you've done this, in order to enroll in the Google Ad Grants program, you must set up a [Google AdWords](#) account. Bypass the billing information and go through the steps below to set up your first Google AdWords campaign.



Set Up

Think of the Google AdWords term "campaigns" in the same way you would think of your offline campaigns. Your first Google AdWords campaign should promote your organization and link to your website. Other potential campaigns could promote one of your programs or an upcoming event, but you only need one campaign in order to be considered for a Google Ad Grant.

To set up your first campaign, click on the red button with the plus sign that says "CAMPAIGN." Follow these steps and see [Google's guide](#) if you have questions.

1. Select "Search Network Only." Name your campaign and select "Standard."
2. Un-check "Include search partners." Nonprofit grantees' ads are not allowed to show on sites other than Google's main search results.
3. Choose your location and language. Select where you want to show your ad and the language you want to display it in.
4. Click "I'll manually set my bids for clicks"
5. Set your daily budget. The daily maximum for a Google Ad Grant is \$329. If you decide to create more than one campaign, the total of all of your campaign budgets will max out at \$329 a day. The maximum cost-per-click (CPC) for a Google Ad Grant is \$2.00. This CPC limit can be constraining for some organizations wanting to advertise their website with popular search terms or keywords that competitors are using because the CPC for those will likely be higher than \$2.00.



Run

You must have at least one word or phrase (keyword) added to your campaign as well as one active, unpaused ad before you submit your application. You can create as many ads as you want for a given campaign. This will help you experiment and identify the best combination of a

headline and call to action. After you create a few ads, use the [Keywords Planner](#) tool to explore keyword options. Once you are approved for a Google Ad Grant, your ad campaign will be complete.

YouTube

With enrollment in the YouTube Nonprofit Program, you'll have access to more tools that will encourage your viewers to take action or donate while viewing your videos.

Apply

If you do not already have a YouTube channel and think YouTube will be a useful platform for your organization, [create a channel](#). Next, enroll in the YouTube Nonprofit Program by signing in to your Google for Nonprofits account.



Get to Work

YouTube for Nonprofits allows you to add the following engagement tools, called “cards” to your channel.

Donate card: Add the Donate button to allow viewers to donate right from your YouTube videos.

[Learn more about cards here.](#)



Link Anywhere Cards: You can use cards to add interactivity to your videos. Cards can point viewers to a specific URL (from a list of eligible sites) and show customized images, titles, and calls to action, depending on the card type.

Track

A little-known fact about YouTube is that all YouTube channels have access to [excellent analytics reports](#). In the “View reports section,” you can learn more about your viewers’ demographics, how much of each video they are watching and what videos are driving the most engagement.



Spitfire is here to help. Let us know if you need help or guidance on creating a Google AdWords campaign or help adding YouTube nonprofit functions to your videos. Please note however that we are not Google representatives or partners so we cannot answer questions as to why your organization may not have been accepted to the program.