



Google Ad Grants

Through Ad Grants, nonprofits can expand their reach, gain greater visibility and recruit supporters for free. Note that while the ads are free, the space is competitive, and Ad Grants do require time to set up, monitor and optimize. Google search engine ads appear when people enter the keywords that you specify into Google's search engine. For example, if your nonprofit works on environmental issues in Dallas, you would 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 as Dallas, depending on the audiences that you are trying to reach. Put yourself in your target audiences' shoes to think of relevant keywords that they might be searching on Google.

Apply

To apply for both Google Ad Grants and the YouTube nonprofit tools, start by applying for Google for Nonprofits. Nonprofits must be a 501(c)(3) organizations in order to access all of the tools within the program. To validate your organization, you first must register your nonprofit with TechSoup, a nonprofit international network of NGOs. Then, you can sign up for Google for Nonprofits. In order to enroll in the Google Ad Grants program, you must set up a Google AdWords account. Make sure to bypass the billing information. Set your currency as USD, regardless of your location or local currency. Then, go through the steps below to set up your first Google AdWords campaign.

Setup

Think of the Google AdWords term "campaigns" in the same way that 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 need only one campaign in order to be considered for a Google Ad Grant.

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

1. Under "Campaign type," select "Search Network" only. On the Search Network tab, click "Create campaign without a goal."
2. Under "Set up details," don't check any boxes. Just click continue, then name your campaign.
3. Uncheck "Include search partners" and "Include Google Display Network." Nonprofit grantee ads are not allowed to show on sites other than Google's main search results or to advertise on the display network.
4. Choose your location and language. Select where you want to show your ad and the language that you want to use. Google will review the relevance of your geo-targeting before approving the ad.
5. Under "Bidding," click "Manual bidding."
6. 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 your campaign budgets will max out at \$329 a day.

While Google Ad Grants previously had a \$2 maximum cost per click for all accounts, that cap has been removed for campaigns that rely on a bid optimization strategy called Maximize Conversions. When using Maximize Conversions, Google automatically sets a bid that should help you get the most conversions by making your bids more competitive.

Run

You must have at least two ad groups or themes for a set of keywords that you want to feature in an ad, as well as one active ad before you submit your application. You must also set up conversion tracking, which is a free tool that tracks what a searcher does after clicking on your ad. [Google's guide](#) will lead you through this process. 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.



Tips

Google restricts the keywords that nonprofits can bid on, so every ad and keyword in your account should be specific and relate to your organization's mission, programs and services. Try to include these keywords in the ad itself. The following types of keywords are prohibited:

- Incredibly generic keywords, like “free food”
- Branded keywords that aren't related to your own brand, like “Google” or “Facebook”
- Single, non-branded keywords like “foundations” or “nonprofit”

Google recently has added a 5-percent click-through rate floor, meaning that at least 5 percent of the people who view your ad must click on it. You can maintain a high click-through rate by removing low-quality keywords, removing keywords that might drive searchers to your competitors and using longer, more specific keywords that individuals are more likely to use when searching.

Google has implemented the following standards to improve the quality of ads and help nonprofits achieve the 5-percent click-through rate.

- Geo-targeting is required to ensure that your ad will be shown only to people in locations relevant to you.
- Your account must have at least two ad groups, with at least two ads running in each.
- Keywords must have a quality score of three or higher.
- Your account must have two or more active [sitelink extensions](#) or links on your ads that take the searcher to specific pages on your site. Try your best to implement these links at either the ad group or the campaign level to make sure searchers are going to the most relevant parts of your website.

YouTube Nonprofit Program

If you do not have a YouTube channel and think YouTube would 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 which videos are driving the most engagement.

Spitfire is here to help. Let us know if you need help or guidance 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 about why your organization may not have been accepted to the program.