



THE Philantrepreneur™
FOUNDATION

\$10K FREE MONEY GUIDE

GOOGLE
Ad Grant

What Is It,
How to Apply,
& How to Use It.

DR. VICTORIA BOYD

Welcome to the GAG \$10K FREE Money Guide

That's right, free money from a Google Ad Grant (GAG) that provides any 501(c)3 designated public charity \$10,000 each month for ad campaigns. Fantastic right?!

Then why are so few nonprofits using them?

That question sparked The Philantrepreneur Foundation's (TPF) interest, so we did some research. First, many organizations just aren't aware of the grant. Second, many think their organization is not big enough to run search engine ads, or they don't feel they have the right content. Finally, many organizations have been awarded a grant, but aren't using it to run ads. In fact, our research found that only about 10% of the grants awarded are being used by small to mid sized organizations. Here are some additional reasons we heard.

- Hard to understand/implement the tech specifications
- Creating and placing ads is difficult
- Ads were denied, so gave up
- Couldn't find an Ad Manager or was too expensive
- Hard time developing content with keywords
- Hard time staying consistent

We feel every nonprofit should reap the benefits and use a GAG because marketing is the #1 challenge for most nonprofits. TPF's GAG \$10K Money Guide and Program is here to help.

Before we get into the details let's look at a couple Pros and Cons and answer some general questions.



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Pros:

- Yes! It is really FREE.
- You get the same tools available to all Google Ads users including the all-important Keyword Planner that helps you create keyword lists.

Cons:

- No display ads – however if keywords are strategically used you still can great results. Under the GAG only text ads can be used for the search network. This means users will see your ads next to search engine results, but not on partner websites. That is why the Keyword Planner is essential.
- High learning curve (it can be difficult to spend all that free money).

Pros/Cons

If you are like most of the nonprofit managers we work with, you're probably not familiar with Google Ads and how it works. That is common and OK.

After receiving the grant, you may be overwhelmed with account setup, finding keywords, and creating and managing campaigns. The good thing is, you saw a chance to get \$10,000 a month for your cause and jumped at it (which you should have), but now the real work begins as you try to learn how to be an effective marketer for your organization.

Think strategically about return on investment. I know, it was free, but you want results for the time invested and that starts with donations. Will people donate to your nonprofit online? Absolutely, online donations have risen significantly, and you can use the grant to direct traffic to your organization's website to solicit support.

Where are your real needs? You could get someone from your organization to spend several hours a week working and learning about placing ads. Is that the best use of their time? What if they leave? Eliminate those challenges and don't be afraid to reach out to us for support. \$10,000 a month in ad revenue is a good chunk of change, and it may be worth a small investment to ensure you're maximizing every dollar you've been awarded. The maximized result will pay for itself.



[Sign up for a free consult](#)

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BE Seen – Be Heard

Let's face it, probably 99% of the population at some point has used an internet search engine such as Bing, Yahoo, YouTube and Google which is undoubtedly the most popular claiming over 70% of the search market share.



Are Google Ad grants worth it?

There's really no reason not to apply for the Google Ads grant. Like most grants, you can always put the money to good use, namely creating awareness and additional fundraising opportunities for your non-profit.

Your organization needs to **Be Seen** and **Be Heard**. Our goal is to eliminate the obstacles, simplify the process, and get your organization up and running ads. In addition, the process of becoming grant ready will have you assess whether your organizational systems are working effectively which extends into so many areas of operations. Your website, messaging, and programs will be measured using industry standards. We will recommend resources and offer some training and services to make your journey easy which is all to help you have maximum results. Are your ready to boost your organization's marketing? Let's get started!

This guide will detail,

- **WHAT** is the Google Ad Grant
- **WHAT** requirements need to be in place before applying
- **HOW** to apply, the process and steps
- **HOW** to use it.



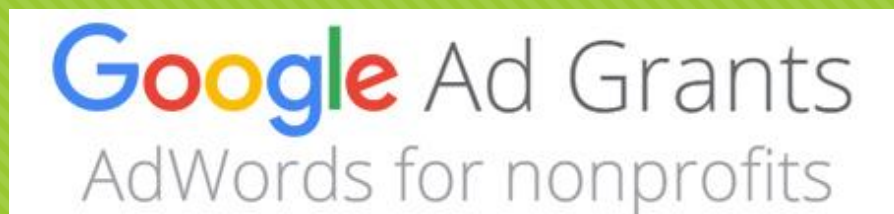
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WHAT IS A GOOGLE AD GRANT?

In 2003 Google launched the *Google Adwords Nonprofit Grant* program, now known as the Google Ad Grant to provide to qualifying nonprofits up to \$10,000 per month, or \$330 per day worth of ads. That's \$120,000 per year which could have a huge impact on a nonprofit's ability to accomplish their mission.

Google really cares about this program, and it shows in the numbers: Since 2003, more than 115,000 grantees have received over \$9 billion in free advertising.

But beyond the statistics, Google has a team dedicated exclusively to Google Ad Grants. They are always looking for and finding ways to improve the program and help nonprofits grow.



Google believes in helping nonprofits find and use available resources to improve their marketing efforts and grow their impact. By busting some myths and adding clarification, we hope your nonprofit will have the expectations, understanding, and confidence to apply for the Google Ad Grant and make the most of all that the program has to offer.



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GOOGLE AD GRANT DETAILS

While many organizations initially don't need anywhere near \$10,000 per month to reach their goals, these grants are capacity driven and designed to be the motivation for an organization to increase their reach, expand their scope and grow. The grant can grow with the nonprofit. In fact, small, local nonprofits that use location-specific keywords and targeting may show up in searches before large, national organizations..

A Google Ad Grant allows a nonprofit to place text only ads on their search engine. A lot has changed since Google Ad Grants started in 2003, which has led to some common misconceptions about the process.

The term grant, especially in the nonprofit sector, conjures up some assumptions so here are some clarifying points.

1. GAG is non-competitive. In the grant world the normal scenario is there is a pool of money, you apply, and hope to be one of the chosen few. Google Ad Grants are awarded to any eligible 501(c)3 organization.
2. There is no application deadline. You can apply at any time.
3. Google Ad budgets are disbursed as \$330 daily allotments. Keep in mind that if you don't spend the full \$330, it doesn't roll over to the next day. You can't bank funds.
4. It's common for nonprofits to underuse the grant because daily allotments aren't spent. It is a gradual process and most increase spending over time.
5. Faith-based organizations are eligible if you are a designated 501(c)3.

BUSTING
MYTHS



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INITIAL REQUIREMENTS

As with any grant there are certain requirements to be eligible. The Google Ad Grant is no different and there are some technical requirements that need to be in place before applying for the grant.

Basic Qualifications

The Google Ad Grant is available for nonprofits in over 50 countries. The process varies slightly depending on which country therefore we will focus on eligibility in the United States.

To be eligible:

- You must be an IRS-approved 501(c)3 nonprofit organization
- You cannot be a hospital, school, or government agency
- Your website must be hosted on your own domain (for example, XFoundation.org, not ournonprofit.weebly.com) and adhere to Google's [website policy](#)

**Note: Faith-based organizations are eligible however, many are tax-exempt by default and have never officially apply for this status. If that is the case, you will need to apply and have 501(c)3 status granted before you begin applying for the Google Grant. Need help getting your 501c3 [CLICK HERE](#)*

Website Security

Your website must have an SSL certificate installed (a lock icon appears in the navigation bar). If you see “not secure” next to your website’s URL, it means SSL is not installed or there is a configuration issue. To get the SSL certification contact your domain’s host server.



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INITIAL REQUIREMENTS

Website Quality Is More Important Than You Might Think

Your nonprofit's website is the backbone of your Google Ad Grant. Google's goal is to send users to your website, and during the application process the quality and usability of your site is taken into consideration when reviewing your application.

Once you have the Grant, the quality of your website and more importantly, whether users are driven to take action affects if, and when your ads show up. That is YOUR goal – design content that is relevant and actionable.

Generally, a website serves as the organization's brochure. Everything is accessible. However, to be more effective when using ads, you must be content specific, therefore, you might want to consider creating landing pages for each of your programs and uses for the grant.

What is a landing page? Landing pages feature only one topic. They can be used to solicit donations, build your database, market events or programs., almost anything. For example, you have an event coming up. A page would exclusively be dedicated to that ONE event. You don't want visitors to have to search and click several times to find what they are interested in. It also provides a way for the organization to know exactly what the visitor wanted so you can design future communications to meet their interest.

Don't know how to create landing page?
We can help.

This is an example of a TPF landing page.
We have numerous programs, but this page only has 1 topic.



INITIAL REQUIREMENTS

Google for Nonprofits registration

To get registered is a multi-step process and it unlocks the Ad Grant application.

1. Get verified by Techsoup: <https://www.techsoup.org/google-for-nonprofits>

Once you're verified as a registered nonprofit, Techsoup will give you a token number that you can use to access products and services intended exclusively for nonprofits. It also is the token you need to sign up for Google For Nonprofits.

2. With Google being the administrator of the Ad Grants it is a mandatory prerequisite you are registered with Google for Nonprofits. There are many advantages to signing up for this program because it gives away premium services such as G-Suite and it is how you will gain access to the Ad Grant application.
3. You must agree to the Google for Nonprofits and Google Ads terms of service.

Once Google for Nonprofits is activated the AD Grant application is unlocked.

techsoup



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INITIAL REQUIREMENTS

The Ad Grant Application Timeline

Depending on what prerequisites you already have in place, the amount of time it takes to complete the process can vary from a couple of weeks to several months. Remember not to rush: It's important to complete every step of the application properly, since a rejection can be a major timeline setback.

Based on our experience, here's the average amount of time it takes to complete each step:

1. Techsoup validation: 7 to 11 business days
2. Google for Nonprofits account setup: 0 to 14 business days
3. Google Ad Grants Pre-Qualification (Part 1): 2 to 9 business days
4. Google Ad Grants Account Setup (Part 2): 6 to 29 business days
5. Application review: Approximately 10 business days



This is not a short-term strategy you want to use for a special program happening in 6 to 8 weeks. This is a long-term system that takes time to build and develop. It creates an algorithm for your site which in turn has you show up in searches. For example, we allowed 6 - 8 months of constant ads to build a database for one program.



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HOW THE GOOGLE GRANT WORKS

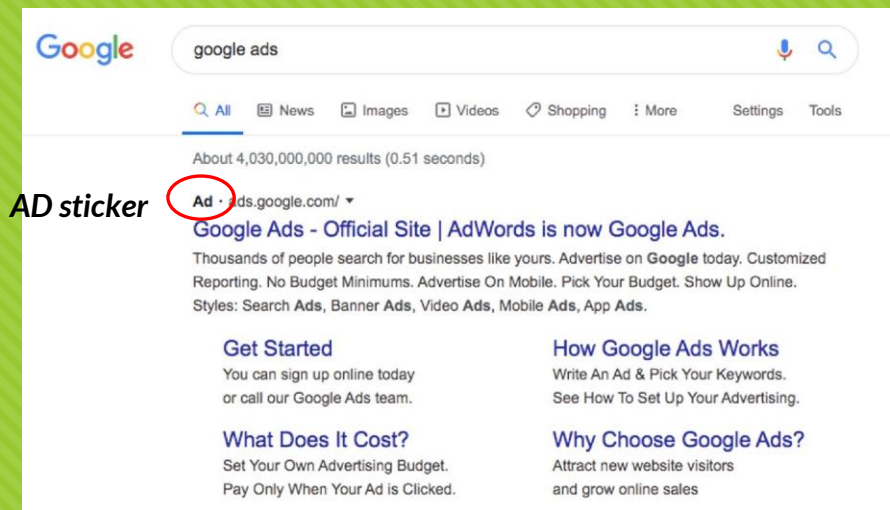
Unfortunately, this is where many organization's give up and stop using the GAG. This section is about all the 'techy' stuff to create ads on Google, and what's involved in the management of the ads. It is important to understand how the ads function so you can design ones that work.

Techy Stuff First

1. The Grant Covers Text-Based Ads Only

If you type anything into the Google search bar, the first few results that appear are usually ads (you'll see a small 'AD' sticker at the top left corner). These are called Google Search Ads and are the text-based ads that nonprofits can create with the Ad Grant.

Here is an example of a text-based ad.



Display Ads, or visual banner ads with graphics, cannot be displayed using the Ad Grant, but don't let that deter you. Text-based Google Search Ads can send really high-quality traffic to your website — and you won't need a graphic designer to create them.

How the ad grant funds are allotted

As mentioned before, GAG budgets are set daily rather than monthly, \$330 allotments for each day of the month. If you don't spend the full \$330, it doesn't roll over to the next day.

You Won't Spend The \$10,000 Immediately

To set realistic expectations for your first few months, keep in mind that it's difficult to spend the full \$10,000 in the first month (or few). Google's algorithm decides when to show your ads, and it needs time to gather data and learn about your account. This means it can take some time to increase spend and reach more of the right users.

You Aren't Penalized For Using Less

A large number of grantees never use the full \$10,000, and that's completely normal – especially if your nonprofit serves a very specific or highly local population. You will never be penalized for using less. The most important thing is *reaching the right users* rather than focusing on the amount you spend each month.

You Aren't Penalized For Using More Either – isn't that crazy?!

On the flip side, accounts that consistently max out the Grant budget will sometimes spend slightly over \$10,000 in a single month. If your account starts to break through the upper limit of the budget, don't panic! Grant accounts are never billed (ever), so bask in the glory of the extra budget.



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You Pay For Clicks, Not Ad Space

Google uses a “pay-per-click” model, which means you don’t pay for space like you would in traditional marketing – you only pay when a user clicks an ad.

With Google Ad Grant accounts, that payment is deducted from your monthly allowance. The key is to make ads appealing to the right audience so they will take action and click through. That means your content needs to be relevant.

How much does each click cost? It varies a lot, but in our experience the average cost per click hovers around \$2.73. Every time a user completes a search, Google’s algorithm determines how much their click will cost based on different factors that they analyze.

\$2.73 x 100 clicks = \$273 That’s 100 new prospects every day!

There’s A Learning Curve

Google Ads are designed for professional marketers, so it can take time to learn how to navigate the interface, create new campaigns, and optimize your account. Plus, as a grant recipient there are additional criteria to stay compliant with Google Ad Grant policy. Be prepared for a bit of a learning curve.

If you are determined to manage the grant yourself, take advantage of some of the TPF resources available to learn how to use Google Ads effectively. However, we recommend investing in a professional account management service.



Need an Ad Grant Manager?

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The Grant Has No Cut-Off

If your account stays compliant with Google Ad Grant policies, you'll keep receiving the free advertising space every month. There's no time limit on how long you stay in the program.

Staying Compliant

Google reserves the right and can suspend your account if you fall out of compliance with Google Ads and Google Ad Grant policies. If your account is suspended, correct the reason for suspension as soon as possible and submit a reactivation request.

Google Ads Work Best With Other Google Products

It can come as a surprise that Google Ads isn't the only tool needed to run your Google Ad Grant account. To get the most out of the Grant, you should use it concurrently with other Google products, including:

- *Google Analytics*: an assessment tool which provides insight into how users arrived at the site and what they interacted with once there.
- *Google Tag Manager*: which lets you track meaningful interactions users have on the site, such as newsletter signups, contact form submissions, and event signups.

An Ad Manager will set this up and monitor it for you.



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NEXT STEPS

We hope the **GAG \$10K Money Guide** has helped you understand what is a GAG and the grant process. However, looking at the bigger picture, it is about your organizational growth. Even though the guide specifically focuses on the GAG it brings to light fundamental operating systems and strategies, especially related to your website and marketing, that should be in place whether using the grant or not. These are systems needed to build your capacity as a sustainable, credible organization. In defense of Google, they make assumptions that you already use best practices. Therefore, because they are alluded to here's a list of some fundamental items you need in place.

WEBSITE & SYSTEMS

- The domain URL must be owned by the nonprofit. Xcharity.org
- The site should be SSL certified with the locked icon.
- Dedicated landing pages, i.e. donations, programs, events
- SEO maximized with keyword use
- Opt-in capabilities to build followers
- CRM to organize, communicate and grow
- Opt-in = Database = Donors
- Use tools designed for the tasks



BUILDING YOUR FOLLOWERS

EXPOSURE

Social media presence
Use Hashtags #
Use Cause Marketing
Use images

MARKETING

Plan Your Strategy
Tell your story
Use Landing pages
Use Funnels

PROVIDE VALUE

Use Content Marketing
Opportunities to Engage
Do More than Ask for
Money



Schedule a 30-minute consult to discuss systems

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More on Managing a GAG

With the strict requirements to maintain an Ad Grant which includes maintaining a click through rate of over 5%, optimizing your account, and tracking your keyword quality scores the management of the account is essential. *Don't let that stop you!*

We experienced it and went through the same issues.

Sometimes we laugh, and then compliment ourselves. If you had asked TPF five years ago how our Google Ad Grant was going, we would have to admit, not well.

Some of the requirements and terms were foreign to us and we had many deer in the headlight moments. We had no clue. Even though we are now familiar with the terms, in no way do we want to manage placing Google ads. There are too many small technical details and more importantly, it is not the best use of our time. We are not the expert in Google Ads.

Our solution was to eliminate our challenges and hire an Ad Manager. And to be honest, it took us years to find the right one. TPF's mission is to *Build Capacity of Nonprofits Through Education, Awareness, and Resources* and whenever we make a recommendation, it is taken seriously. We understand the need for affordability and flexibility. We have researched many sources. Have no fear, you don't need to understand the technical process (or terms) to have a successful Ad Grant experience. With a dedicated Ad Manager that will take care of all grant maintenance, so you can focus on having a greater impact in the world.



What Ad Managers Can Do

- Account Setup or Existing Account Health Report
- Monthly Keyword Research
- Custom Google Ads Monthly Report
- Regional and National Geotargeting
- Google Analytics
- Plus, additional services as your grant evolves

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Sometimes you don't know... what you don't know.

Passion drives our involvement in the nonprofit sector, and we want them to be successful. Working in development for many years, we recognize we can't be the 'expert' in everything, and we turn to the experts for advice about valuable tools and strategies. Like anyone, we can't know everything. Here's an opportunity to **ASK THE EXPERT** with a 30-minute free consultation. You can ask questions or get an overview of tools and strategies that will boost effectiveness and support successful GAG implementation..



Use these links to book a 30-minute consult. Say "10K Money" sent you.



Nonprofit Development
<https://DrVictoriaBoyd.com/BookMe>

Strategies, management and development for the GAG and overall organization effectiveness.

ActiveCampaign >

ActiveCampaign CRM
<https://TheActiveCampaignGuy.com>

AC is the most powerful Customer Relations Management (CRM) tool on the market. It simplifies managing your database



Marketing Strategist
<https://marketingsparkler.com/contact-me>

Marketing needs to be strategically planned. Get some great tips or support.



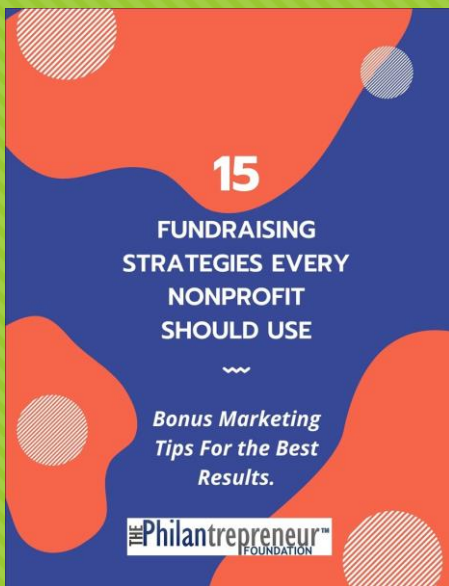
TPF is the resource for nonprofit growth.

Book a call today.

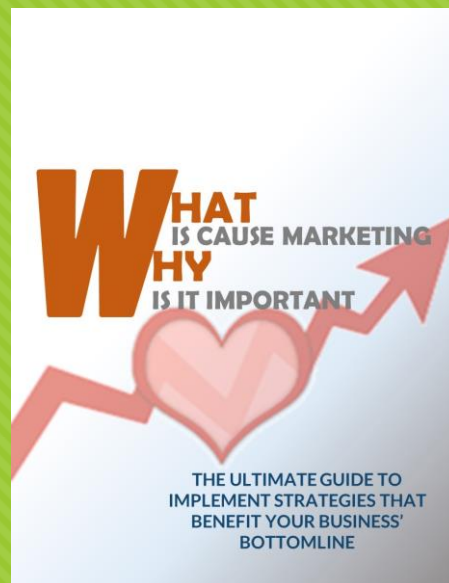
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FUNDRAISING AND MARKETING RESOURCES TOO!
NONPROFIT SUCCESS



15 FUNDRAISING STRATEGIES



CAUSE MARKETING GUIDE



More strategies to build
capacity of your organization

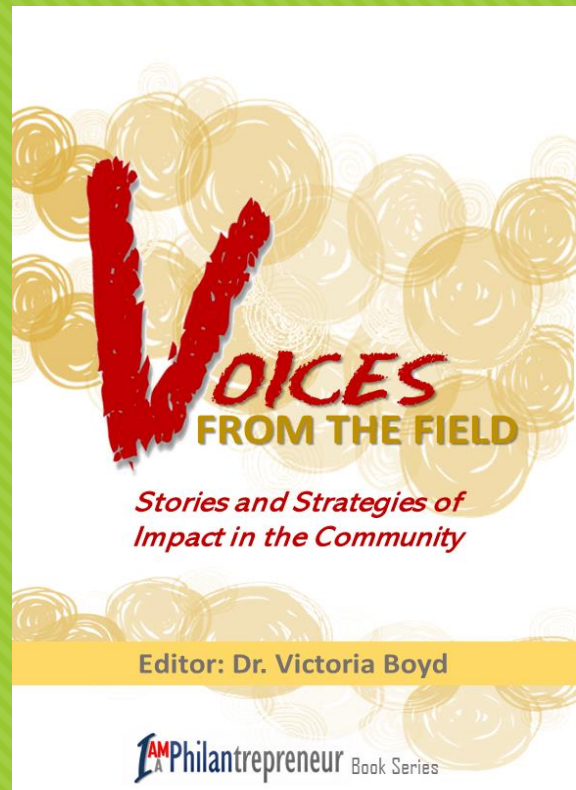
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We want YOUR Story

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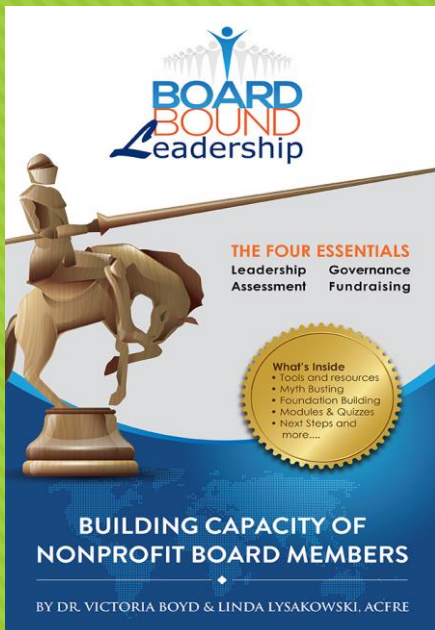
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