

# Google Ad Grants

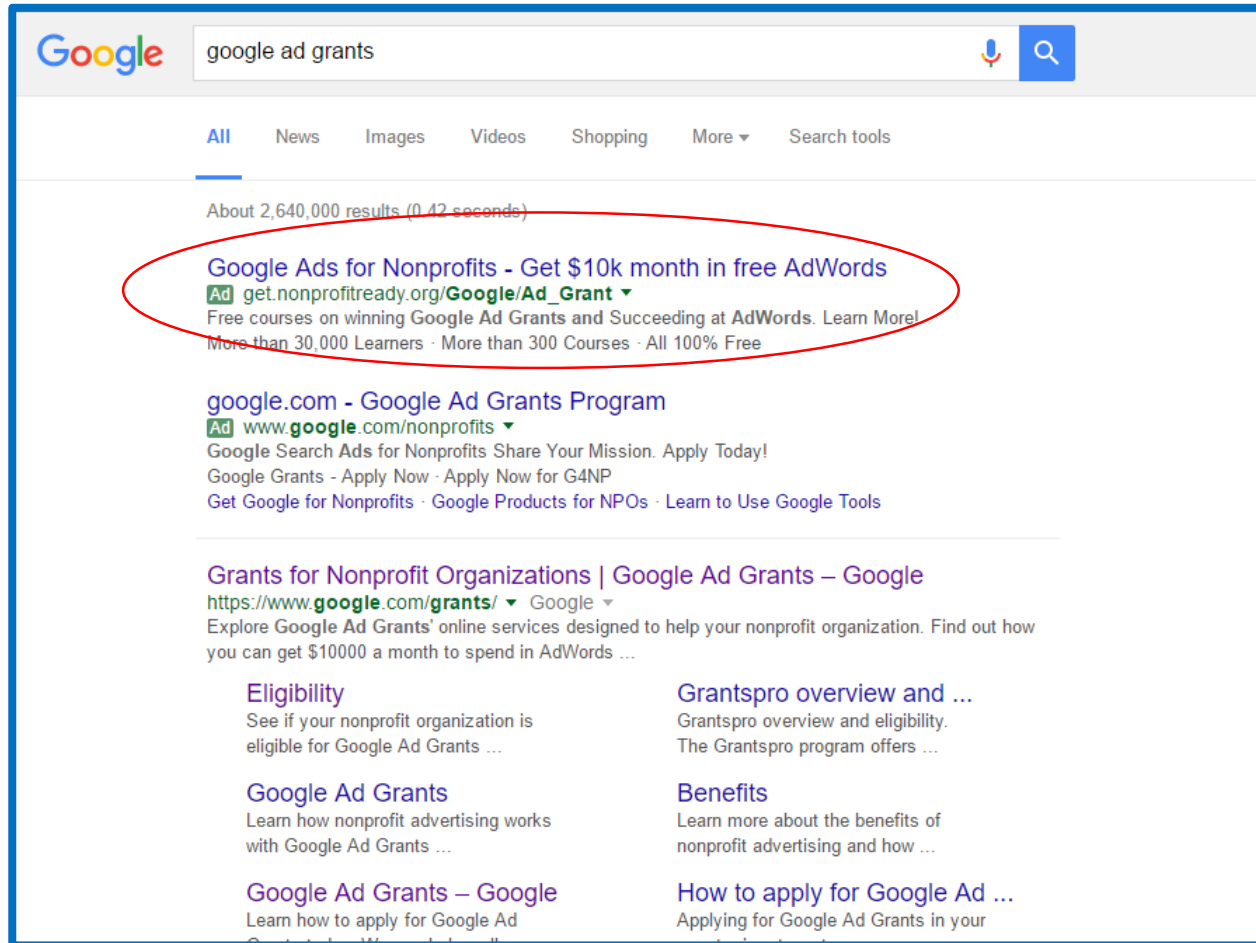
AdWords for nonprofits



# Goals of Today's Workshop

1. Introduce Google Ad Grants
2. Review the application process for Google Ad Grants

# Introducing Google Ad Grants



“Google Ad Grants works just like Google AdWords online advertising, by displaying your message to people who are searching for nonprofits like yours. If you’re a qualifying nonprofit, you’ll receive \$10,000 USD in in-kind AdWords advertising every month.”

# Introducing Google Ad Grants

## Benefits of Google Ad Grants:

- Increase awareness
- Increase attendance
- Increase donations
- Recruit volunteers
- Recruit participants
- Website analytics and insights
- No cost to your organization

### Local Arts Festivals - Festivals around Central Ohio

**Ad** [www.columbusmakesart.com](http://www.columbusmakesart.com)  
Discover Central Ohio arts festivals this fall.

### glassaxis.org - Columbus Glass Art Studio

**Ad** [www.glassaxis.org/](http://www.glassaxis.org/) ▼  
A Local Nonprofit Glass Art Studio. Glass Blowing Classes and More  
Hands On Learning · Free Admission · Family Friendly

#### Gift Shop

Browse our gift shop for different styles of Glass Art

#### Custom Glass Art

Blown, Stained, Cutting, Polishing, Casting and Fusing. We do it all.

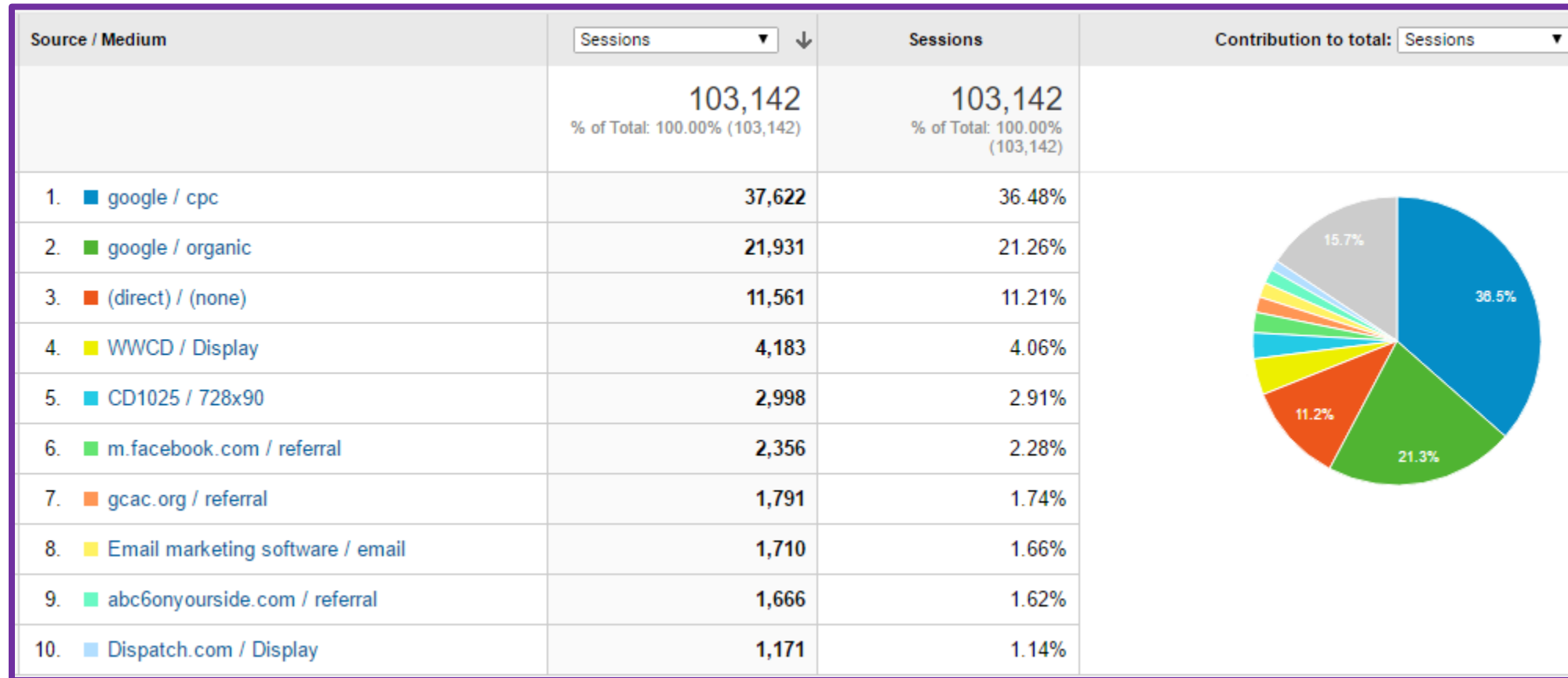
#### Class Calendar

Calendar of all Glass Axis Classes and Workshops

#### First Experience Classes

First experience glass art making For any skill level

# Introducing Google Ad Grants



[www.columbusmakesart.com](http://www.columbusmakesart.com) Website sessions by traffic source 1/1/2016 – 10/17/2016

# Introducing Google Ad Grants

## Guidelines from Google:

- Ads are text-based only (no videos or images)
- Ads will appear only on Google search results pages, in positions below the ads of paying advertisers
- All campaigns must be keyword-targeted (i.e., “Theater,” “Columbus Theater,” “Theater in Columbus”)
- The maximum cost-per-click (CPC) is \$2.00 USD
- Receive \$10,000 USD of in-kind AdWords advertising each month

# Applying to Google Ad Grants

5 steps to the Google Ad Grants Application:

- 1) Check your eligibility
- 2) Apply for Google for Non Profits
- 3) Enroll in Google Ad Grants
- 4) Create your account
- 5) Submit your account for review

# Applying to Google Ad Grants

## 1) Check your eligibility

- a. Only registered and recognized 501(c)(3) nonprofits headquartered in the United States are eligible for membership
- b. You must provide your Employer ID (EIN) when registering your organization
- c. Check Google's [Eligibility Guidelines](#) for additional information



# Applying to Google Ad Grants

## 2) Apply for a [Google for Non Profits](#) account

- a. Once your organization is eligible and approved, you can apply for a Google for Non Profits Account
- b. This is the same as a regular Google account but there are additional tools and resources designed especially for non profit organizations (i.e., G Suite for Non Profits, YouTube Non Profit Program and Ad Grants are all features under a Google for Non Profits account.)

# Applying to Google Ad Grants

## 3) Enroll in Google Ad Grants

1. There are two options:

### 1. AdWords Express

Google automatically manages when and where your ads appear. You pick your audience, write three lines of text about your nonprofit, set your daily budget, and let AdWords Express do the rest. Less time-intensive and a good start for beginners.

### 2. AdWords

Manage all aspects of your campaigns, including writing, targeting and optimizing your ads. This option is more time intensive but allows you to have more control over your ads, keywords and campaigns.

# Applying to Google Ad Grants

## 4) Create your Ad Words account

- a. Depending on the account you decide to use, use the appropriate account creation guide to get started:

[AdWords Express Account Creation Guide](#)

[AdWords Account Creation Guide](#)

# Applying to Google Ad Grants

## 5) Submit your account for review

- a. Your account will be reviewed to ensure it complies with all Google advertising policies. After you submit your AdWords Customer ID, you'll receive a decision within 5 business days. If your AdWords account was set up correctly you'll get an email telling you that your account has been activated. If your AdWords account contained any errors, you'll get an email with instructions on how to correct the errors before Google can activate it.

# Learning from Experience

- Do not add any billing information
- Your ads can only direct traffic to one website, but you can promote different pages within the site
- Make sure your site is ready to receive traffic from your ads:
  - Set up site analytics to measure traffic
  - Set up tags in advance for web traffic analysis
  - Make sure landing pages have all the information your audience will be looking for (calls to action, special offers, contact forms or location information, etc.
- Expect to spend a few hours a week monitoring and editing your ads and campaigns

# Thank You!



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