



Ad Grants for Nonprofits

Get Approved for \$10,000/month in free advertising from Google



Bonus Quiz:
Determine If This Program Is Right For Your Organization

Take Quiz



Most Grants are awarded to nonprofits on a limited basis.

Here's what sets Google Ad Grants apart:

If you're an eligible nonprofit and complete the application process, you are almost certainly going to receive the grant!

If nonprofits are aware that Google has a program providing \$10,000 in free advertising per month, why aren't more enrolled?

First: the application process is long. (OK, so are most grant applications.) That's why this guide exists – to make the process easier.

Second: it's not cold hard cash.

Google Ads is a powerful tool that gives you:

- \$329 per day worth of pay-per-click ads inside Google search
- A lower-effort method to advertise compared to Facebook ads (for example)
- A way to introduce new supporters to your mission and to grow your subscriber/ volunteer/ donor base
- A means to increase your reach by helping your target audience find the services you offer

Google Ads isn't:

- \$10,000 in actual money that you can spend however you want as long as it's on Google ads
- An ultimate solution for fundraising
- A simple platform

Google Ad Grants provides nonprofits a “new” way to introduce people to their mission and to grow their supporter base.

Take this short quiz to determine whether this application process is worth your time. (The answer is not always yes!)

Is Google Ad Grants the right program for us?

[Take the Quiz](#)



Applying to Google Ad Grants: A Step-by-Step Checklist



A few important notes before you start working through this checklist:

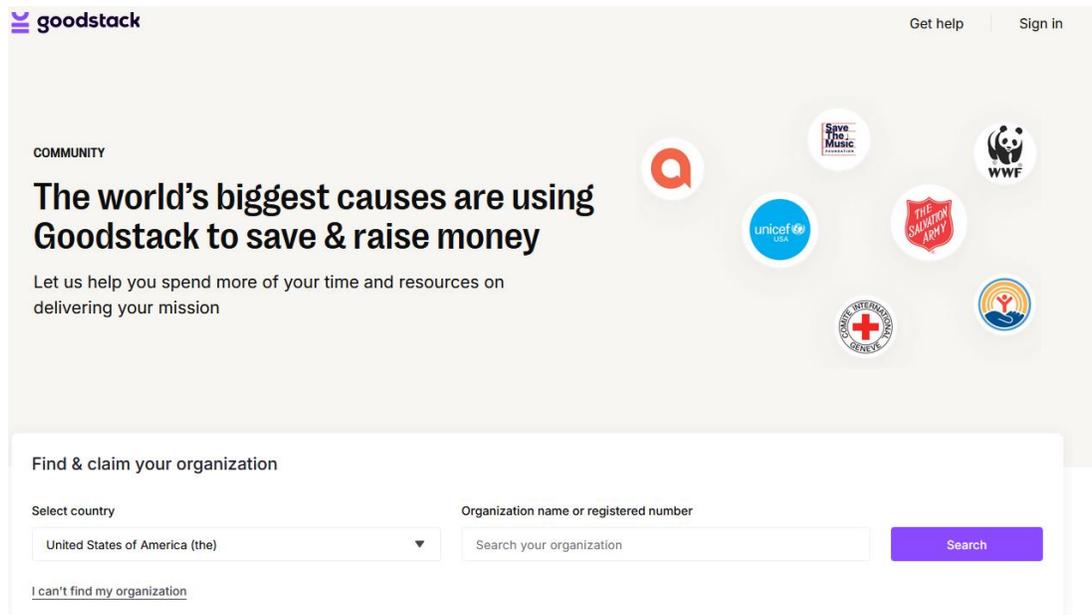
If you get stuck, contact us: team@yourbeeline.com we'll help you!

- ⦿ As websites are always changing, some names on buttons or layouts of pages as described below will probably change. Most likely you will be able to figure out what you should do (i.e., if I say the button says “Get Started”, but you only see a button that says “Sign Up”, it’s probably the same thing).
- ⦿ There will be more than one point where you will have to stop and wait for another organization (Goodstack, Google) to do something on their side. We’ve broken up the steps so that you can complete an entire step, then wait for the other company to complete their task, before proceeding to your next step.
- ⦿ Specific actions that you can take are in **bold**

□ **Step 1) Register with and request validation from Goodstack** (*time needed: 5 minutes*)

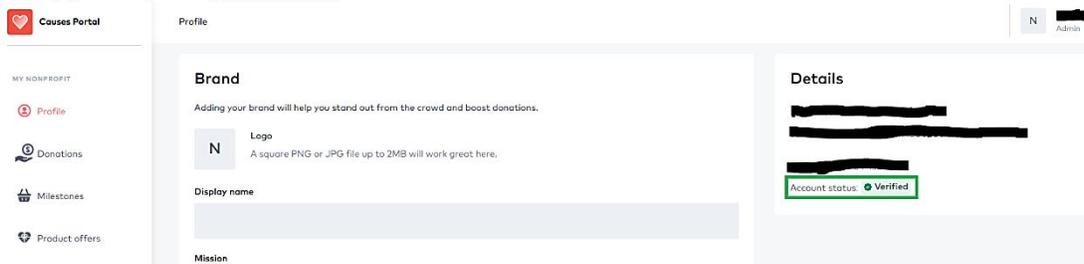
□ **Start:** <https://causes.goodstack.io/>

First, select your country, then enter your organization's name or tax ID number
When completing the form, **input** a general admin email, not tied to one person
(so that anyone at your org. can access it in the future), such as admin@ or office@.



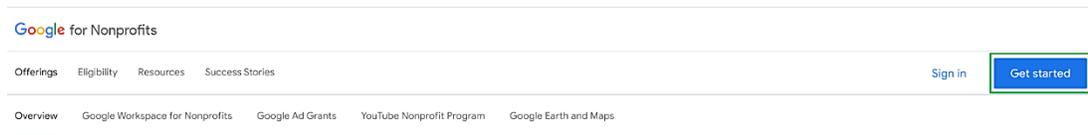
You don't have to do anything else inside Goodstack. Once you've created your account, Goodstack handles the validation of your nonprofit status. Validation takes 2-14 business days, but you can continue now onto the next step. (*Wait time 2-14 business days*)

Note: once validated, your status inside Goodstack will look something like this. Their platform can change a lot, so it might not be exactly as pictured.



2 Step 2) Sign up for Google for Nonprofits (*time needed: 5 minutes*)

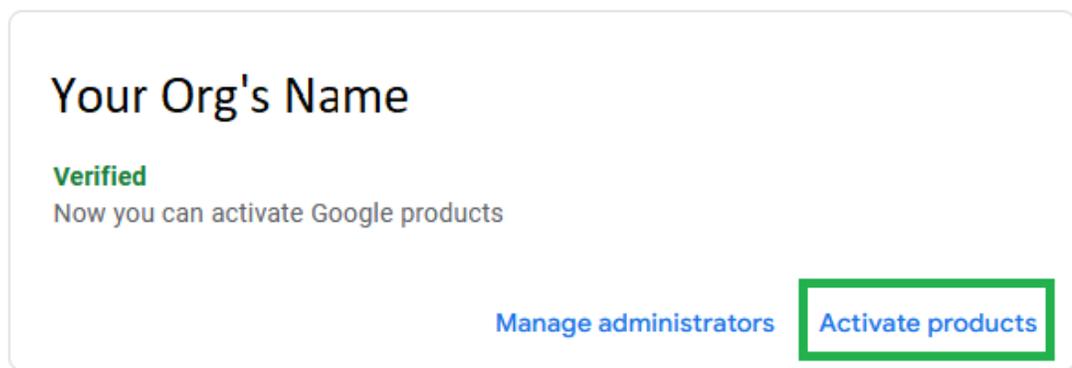
- Visit <https://www.google.com/nonprofits/>
- Click the “Get Started” Button on the top right



- Follow** the steps Google provides to complete signing up (they are fairly simple).
Once complete, Google will wait for Goodstack to notify them of your nonprofit status. When confirmed you will have access to everything you need inside Google for Nonprofits to apply for the Ad Grant. This will take 2 – 14 business days.
When complete you will receive an email that you are approved.
Congrats – you are officially enrolled in Google for Nonprofits. Now you can apply for Google Ad Grants!

3 Step 3) Apply for Ad Grants (10-20 minutes)

- Login** to your Google for Nonprofits account
- Click** Activate Products



- On this next page, go to the Google Ad Grants section and **click** Get Started.

Google for Nonprofits products



G Suite for Nonprofits

Powering nonprofits to be faster, smarter, and more collaborative

[Get Started](#)



Google Ad Grants

Run ads on Google Search at no cost so you can reach a new audience that's searching for info about your cause

[Get Started](#)

- Get started with [Ad Grants](#) [↗](#)
- Help resources: [Google Ad Grants tips for success](#) [↗](#)

- **Follow** the instructions Google gives you to submit your application for the Grant. This includes a 20-minute eligibility form.
 - **Note:** Google requires your website to show your EIN and organizational info., have an SSL (security) certificate, is easy to navigate, and has up-to-date content. If your site does not have these things, you may not receive the Grant immediately, and may have to fix some things before you can get approval.

Once your application has been submitted, you can simply wait for Google to review your account and to email you a notification when complete.

Note: when your Google Ads account has been created, **do not enter credit card details or any other billing information.**

(wait time: 1- 5 business days)

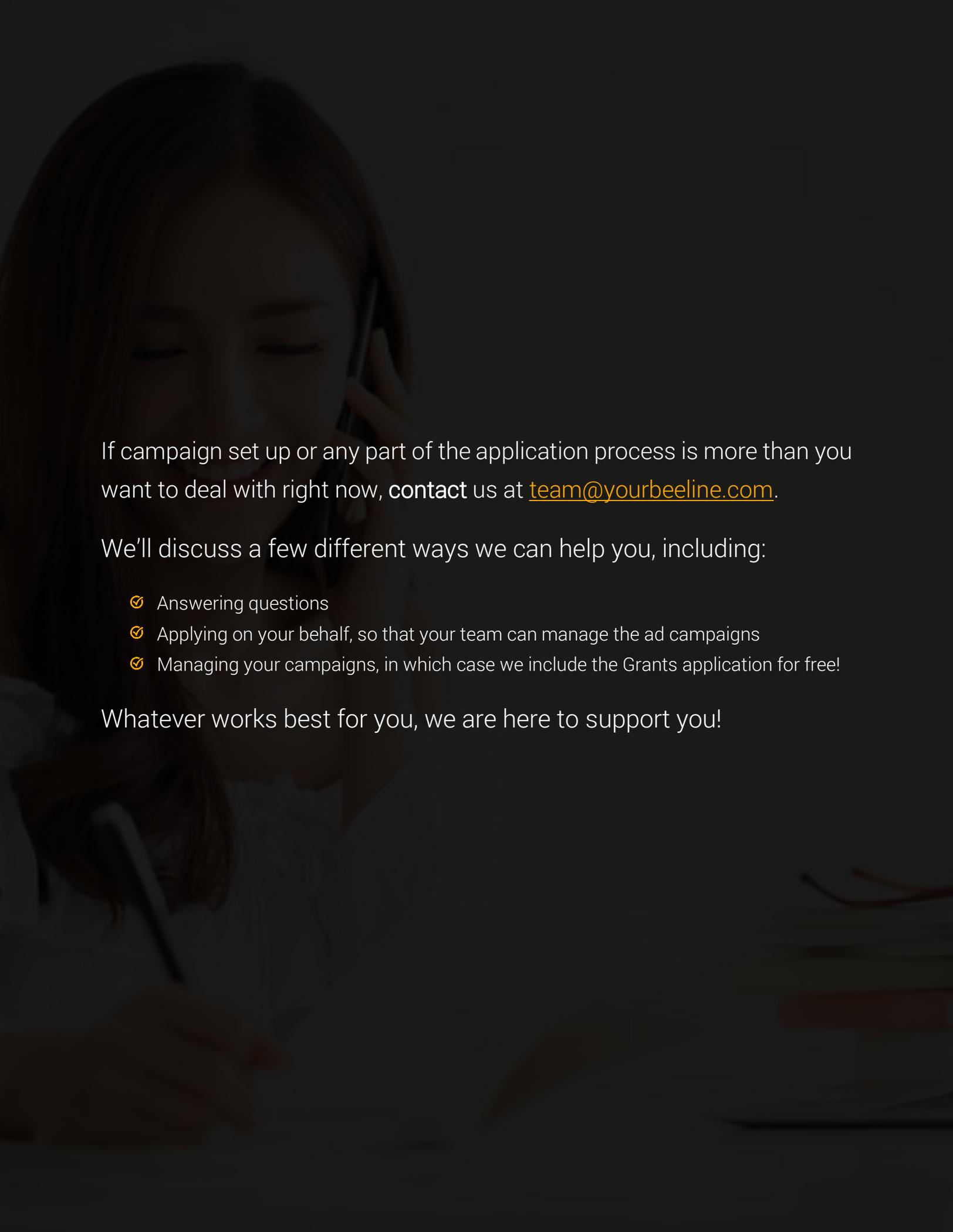
If you managed to complete this checklist, celebrate! It's a lot of work.

Ongoing Maintenance

Google Ad Grants has a number of policies to ensure that Nonprofits run quality ad campaigns. Here are three things you should do every month:

- 1 Review your campaign's performance
- 2 Make at least one or two updates – add or remove keywords, pause ads that aren't performing as well and write new ones, review the search term report, etc.
- 3 Maintain your click through rate (CTR) at 5% or higher – meaning, if your ad is shown 100 times, at least 5 people need to click on it. If you aren't reaching this, try pausing the keyword or ad, and adding a related keyword or writing a new ad.





If campaign set up or any part of the application process is more than you want to deal with right now, contact us at team@yourbeeline.com.

We'll discuss a few different ways we can help you, including:

- ✔ Answering questions
- ✔ Applying on your behalf, so that your team can manage the ad campaigns
- ✔ Managing your campaigns, in which case we include the Grants application for free!

Whatever works best for you, we are here to support you!