



Need a Google Ad Grant for Up To \$120,000?

Does your nonprofit have a Google Ad Grant and Google Search advertising campaign? If not, you are missing out on a \$10,000 per month and \$120,000 annual grant opportunity. A Google Ad Grant is a priceless opportunity to promote your organization and its mission, front and center, at the top of the Internet.

The Google Ad Grants program has been available since 2003. And, since that time, I have been developing and managing Ad Grant campaigns that make life better for people, animals, and our planet. Over these past two decades, I have been consistently impressed by the extent to which grant-funded search ad campaigns increase participation in, and donor support for nonprofit programs.

Applying for a Google Ad Grant is a fairly straightforward process. Managing an ongoing search advertising campaign is a bit more complicated. Key steps include:

1. Verify Eligibility

- Non-profit status: Your organization must be a registered 501(c)(3) public charity.
- Confirm that you have a well-developed mission-related website with secure HTTPS protocol.
- Sign up for a Google for Nonprofits account.

2. Apply for the Grant

- Visit the Google for Nonprofits website and create your account.
- Connect your Google Analytics account to your Google Ads account for campaign tracking.
- Agree to terms and condition.
- Create a Google Ads account.

3. Activating the Account

- Google will verify your organization's non-profit status. This may involve submitting additional documents.
- Define your target audience, keywords, and set a daily budget of at least \$10 USD.
- Submit your ads. Google will review your ads for compliance with their policies.

4. Managing the Advertising Campaign

- Once approved, you can use your \$10,000 monthly credit to run Google search advertising.
- Manage your campaign by adjust settings, creating new ads and optimizing continuing ads better results.
- Continuously research the highest ranking mission-related keywords and continuously update all of your ads to reflect them.
- Craft compelling ad copy with action inspiring text.
- Seek support: Google offers resources and training to help you manage your Ad Grant campaigns effectively.

Overall, the Google Ad Grants program is a priceless resource for advertising 501(c)(3) nonprofit missions at the top of the Internet. If your 501(c)(3) is working to make life better for people, animals, or our planet, I would be honored to help you establish and manage a Google Ad Grants program.

For more information, please contact me at bob-roth@outlook.com.