

Google Grants:

How to **Get** *(and manage)* a **\$10,000**/Mo. Marketing Grant for your **Non-Profit**

How do I raise money for my non-profit? |



Google Grant Overview

Google Grant (GG) Overview

There are over 1 million non-profit organizations in the U.S. today, according to the [National Center for Charitable Statistics](#). If you have taken the first step in creating your non-profit, you have joined this committed group of organizations who are passionate about providing resources to support causes and provide services for those in need. Nonprofits like yours offer a broad range of solutions to support health and wellness efforts, emergency relief and environmental concerns. **Although your nonprofit might focus on meeting the needs of underserved communities, you might experience several challenges of your own. That is where Google Grants come in.**

In this Section:

- Overview
- History
- Program Award
- Application Requirements

“Google Grants gives nonprofits a chance to build their brands online, which helps [them] achieve their goals with in-kind advertising.”

[GuideStar](#) reports one the biggest challenges for nonprofit organizations is finding financial resources to support their goals. You may have great intentions for starting or growing your new nonprofit organization, but you'll need marketing help to truly make a difference. You contend with rapid growth in the nonprofit sector, many competitors and even the economy, so you must find methods to stay afloat and find solutions to common problems.

Some nonprofits have sought funding through traditional sources, as well as crowd funding sites. **Google Grants gives nonprofits a chance to build their brands online, which helps nonprofits achieve their goals with in-kind advertising.**

History

The Chance Theater, a small ensemble theater in Anaheim, California, found that new visitors to its website jumped by 92% in just one year to 20,000 because of its Google Grants AdWords campaign. This kind of growth is not unrealistic for Google Grant program participants. **The Google Grant program began in 2010, and has since produced many nonprofit success stories like The Chance Theater.**



The program was created to provide aid to organizers who may be ready to launch into the World Wide Web. If your company is ready to reach new audiences or potential donors, this is an excellent program to help your nonprofit reach success. Grantees receive in-kind donations to drive search engine campaigns and receive more visibility online. **With the strength of the Google brand, your not-for-profit can expect quality impressions to help your organization reach its goals.**

Program Award

The Google Grant program serves over 20,000 nonprofit organizations around the world. It offers individual nonprofits an award of \$10,000 per month, every month, to create AdWords advertising campaigns, with a daily maximum spending limit of \$329 and cost-per-click limit of up to \$2. The program allows nonprofit organizations to develop keyword-based strategies to promote their causes on the internet, using the Google AdWords system for sponsored, search-related advertising.

Application Requirements

For grant consideration, your nonprofit organization must meet specific criteria. You need to enroll in Google for Nonprofits, an effective tool to help with fundraising. Current charity status is required based on guidelines established in your country. Your website must be up and running with primary content focused on your nonprofits missions.

The program is available in over 50 countries, including the United States, France, Canada, Japan, Mexico, Italy and South Africa. Charitable status is determined by specific requirements within each region and commonly includes income tax exemption as outlined by local governments.



“Maintain clear and consistent messaging across all platforms so readers easily understand your message and your mission.”

Additional requirements include consistency of website content, consistent account logins and quality ads. You should clearly explain your nonprofit's goals and provide the outcomes you expect from the grant. Maintain clear and consistent messaging across all platforms so readers easily understand your message and your mission.

Your ads should be in alignment with your content, too. If your group's mission is to provide school supplies for homeless children, all of your ads should be in line with that message and not off-topic. If your group is working the hot dog stand at the local ball park, ads can mention this, but you shouldn't exclude your group's purpose: raising money for school supplies.

Users who click through to look for more information about the hot dog stand shouldn't be surprised that the link takes them to a page about how your hot dog stand's proceeds will help fill kids' backpacks in the fall. The link should never take users outside of your site, and especially not to the local sausage-maker's hot dog page. Make sure that ads and website details are tied together and that the purpose is clear. **Showcase statistics that let donors know how their donations are making a difference.**



“The more active you are in your account management, the more likely you are to be successful.”

Google Grant Ad links must be connected to one primary site. AdWords accounts are required to be maintained and updated every 90 days, but the more active you are in your account management the more likely you are to be successful. Make sure that your team logs into your AdWords account to update ad campaigns, view your ads' progress and adjust keywords to take full advantage of the program.

Also, your group's keywords should be consistent with your message and must be focused on non-profit initiatives. Advertising for commercial purposes is strictly prohibited. Links from your ad cannot link to other sites. Even if you are looking to provide resources to other organizations or services, your ad itself must link to direct information about your own organization.

You must avoid including advertising financial products in any form and you may not request property-related donations, such as automobiles or boats, in your ads. You may sell products or services, but the funds must be used for nonprofit purposes.

Google Grant Benefits

Google Grants Benefits

With the Google Grants program and the AdWords paid search ads, your nonprofit organization can raise awareness for your cause, secure donations, find committed volunteers, market nonprofit events and build site traffic. These grants can grow your organization quickly, so you and your fellow organization members need to be prepared to scale up your operations to meet the increased demand you'll experience.

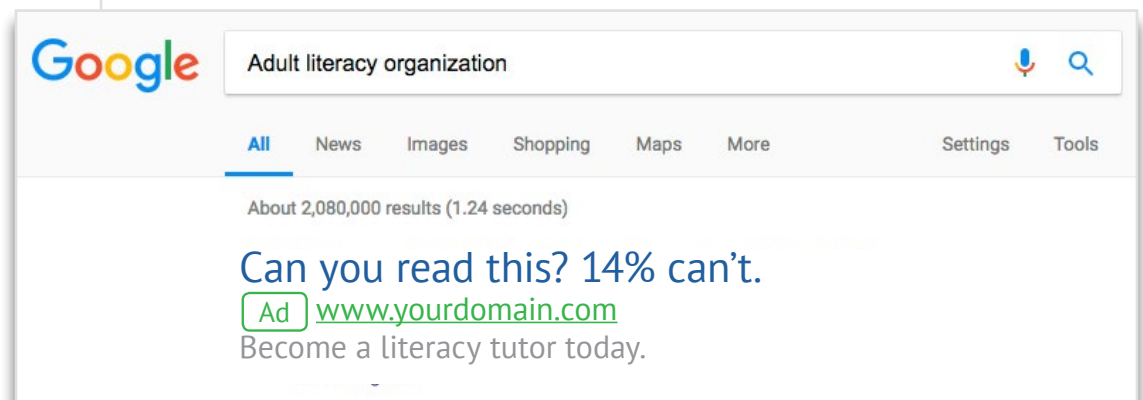
In this Section:

- Increase Awareness
- Secure Donations
- Recruit Volunteers
- Promote Events
- Set Monthly Click-Through goals
- Other Benefits

Increase Awareness

Just like businesses use online Google AdWords advertising to increase their audiences and customer bases, so, too, can your nonprofit benefit from the same advertising infrastructure. Your normal awareness campaigns can plateau and limit your organization's reach and audience. Using Google Grants' AdWords capabilities allows you to target people who are already interested in what your group is doing and make them aware of not just the problem you're trying to solve, but how they can participate in the solution. Users enter a search term into Google's search engine and receive hundreds of pages that fit their search term keywords. Your group's ad will float to the top of some of these results pages and more people will find your organization than ever before.

Not only will you promote your organization, but the way you write your ad can promote awareness, too. Let's say your nonprofit group is an adult literacy organization that pairs reading tutors with adult reading learners. Here's an example of the ad you might place:



Even if no one clicks on the ad, you've improved awareness about the national literacy issue and given casual searchers some valuable information. These users might not click through to your site because they don't have time to volunteer, but they're more aware of the literacy problem and that an organization needs volunteers. When that user does have time to volunteer, has money to donate or knows someone who needs assistance, the user is more likely to remember your ad and visit your organization's site at a later time.

Secure Donations

There is no doubt that securing funding is a top issue for nonprofits, especially new organizations that are just getting started. Online marketing can help nonprofits connect with donors, corporate sponsors or community partners to complete large-scale projects. Your not-for-profit organization's Google Grant AdWords campaigns can be worded as an appeal for donations, a proposal for a corporate sponsorship or an offer to cooperate with other groups. **Using their Google Grants AdWords, nonprofit international medical aid organization Direct Relief received more donations in one month than they had during the entire previous year.**



“After using their Google Grant AdWords program for a year, the organization saw an increase in their volunteer grandparent pool of over 15 percent...”

Recruit Volunteers

Each nonprofit can use Google Grants to reach different goals, or even to reach different goals simultaneously. If your nonprofit organization wants to raise money for your cause while also recruiting volunteers, this is possible through a Google Grants AdWords campaign, but each campaign should be different. Google Grants cost-per-clicks will allow you to increase your chances of reaching your goal, whatever that may be. If it's new volunteers that you are hoping to engage, you can create ads to help you with this too.

The Elder Wisdom Circle is a nonprofit organization that matches senior volunteers with younger people who need advice and wisdom. They're like virtual grandparents who provide young people with family, relationship and career advice in a caring, confidential way. **After using their Google Grant AdWords program for a year, the organization saw an increase in their volunteer grandparent pool of over 15 percent, which resulted in an increase of over 12,000 volunteer hours for the year.** Even with the relatively modest growth in their volunteer pool, the group was able to provide wisdom to more than double the number of people from the previous year.

Promote Events

If your nonprofit plans events to gain exposure or raise awareness, Google Grants can be a strong resource to drive attendance. There few things worse than creating a great charity event, but having low attendance or limited response; unless that event is so poorly attended that it loses money. Google Grants funds can be used to develop localized marketing initiatives that reach people within a certain area, which helps if your nonprofit organization is promoting an event. Let's say your town's youth athletic league is sponsoring a high-school alumni vs. high-school athlete softball game. **Promoting this event with a donation-only entry fee is straightforward.** However, if you promote a professional basketball game for which your group earns some of the proceeds, you must remember that your ad cannot lead users to the ticket broker's site or even the professional basketball team's site. **All links must go to your organization's site; you can link to the ticket-purchasing site or the team site from there.**



“The more active you are in your account management, the more likely you are to be successful.

Set Monthly Click-Through Goals

Managing funds effectively is really important when it comes to gauging nonprofit success. You'll want to organize your campaign based on specific metrics and analytics. Google's tools make this easy and organization members or volunteers can receive free online training from Google about how to monitor and use the data Google collects. **Once you've been trained, you, your Google Grants team or your marketing partners can develop click-through goals and adjust daily limits to achieve the best results.** If you realize that Mondays are not the best days for donations or that you typically receive unrelated clicks on Sundays, you can adjust your daily limits on these days. **The Google platform also minimizes the potential to exceed budget guidelines. By capping daily cost-per-click limits at \$2, nonprofits can maximize the use of grant funds, but not exceed Google's AdWords daily limit.**

Receive other Benefits

Online sponsored search marketing is great because it offers nonprofits a chance to reach new donors, while educating audiences and building awareness at the same time. Every time a user clicks on your ad, you know that the person is interested in your organization and its work because that user typed in the keywords herself. However, the Google Grants AdWords platform can intimidate novice users and many approved nonprofit organizations allow their AdWords grants to lapse because of AdWords' complexity.



“Your AdWords campaign can also help your nonprofit organization to stay more engaged with your audience.”

Nonprofit organizations in the Google Grants program can use Google AdWords Express, which is a simplified version of the AdWords platform. **From start to finish, a new AdWords user can launch a new AdWords campaign in under five minutes.** It streamlines campaigns by guiding users in establishing clear goals, creating simple ads and making online marketing campaign adjustments to remain competitive. **This lighter version of AdWords will help your organization begin its AdWords use, but to take full advantage of your group's award, you'll need to move to the more robust AdWords platform.** There is no cookie-cutter solution. You'll need to customize your campaign to meet your goals or [hire professionals](#) who are used to working with nonprofits just like yours.

Your AdWords campaign can also help your nonprofit organization to stay more engaged with your audience. As donors and volunteers notice your group's increased visibility and online content, they are more likely to recommend the site to others or support key initiatives on a long-term basis.



“From start to finish a new AdWords user can launch a new AdWords campaign in under five minutes.”

Roadmap for Success

Roadmap for Success

Participating in the Google Grant program can give your nonprofit a chance to accomplish its mission. It is undoubtedly a strong resource for development and marketing. For this reason, it's important to maintain compliance with the Google Grants Terms and Conditions. From month-to-month and year-to-year, it's vital that your group maintains the same purpose as the one that you included in your application. If you began your application focusing on animal rights, make sure that this focus stays the same. Verify all ad links in advance. **Broken links or linking to exterior sites can affect your Google Grant status.**

In this Section:

- Terms & Conditions
- Organization Requirements
- Website
- AdWords Account
- Other Requirements
- Volunteers for Post-Grant Outcome
- Application Process
- Adwords



“Violations can impact an organization’s account status, future Google Grants funding and, in more serious cases, cause removal from the program.”

Nonprofit organizations should closely follow Google Grants’ restrictions because understanding expectations in advance can prevent violations and potential program disqualification. Before applying for the grant, it’s wise to read over the Terms and Conditions carefully and share these with your organization’s board or steering committee. Violations can impact an organization’s account status, future Google Grants funding and, in more serious cases, cause removal from the program.

In addition to established standards, Google offers several suggestions to simplify the Google Grant application process, prevent costly mistakes, maximize funds and plan volunteer onboarding initiatives to meet nonprofit organizations’ goals. Careful adherence to the Google Grants application criteria can improve an organization’s acceptance into the program. New nonprofits may choose to use consultants or other experts who can help them complete the process and avoid typical pitfalls.



Terms and Conditions

To be considered for the Google Grant, your nonprofit organization’s charitable status must be verified. Terms may vary according to charitable status within your country of origin. **In the U.S., Google Grants are only available for organizations that have completed and approved paperwork with the IRS and have been given 501(c) 3 status.** These organizations exist to provide a public service, like a museum or youth sports league, or as a charitable organization like the Red Cross or United Way.

Organization Requirements

Registration with TechSoup is required. This is a global Google partner that helps to ensure that non-governmental organizations (NGOs) are validated based on consistent standards. Requirements for nonprofits vary in each country. TechSoup helps to review these standards and create one consistent measure for applicants around the world.

In the United States, securing formal 501(c) 3 status involves a detailed application process. Eligibility is determined based on section IRS code. Details are also outlined within [IRS Publication 557](#) and [Publication 4220](#). These entities must be related to tax-exempt purposes including charity, education, religion, science or literary purposes.



“Among the certified 501 (c) 3 organizations, some nonprofits are ineligible to apply.”

Among the certified 501 (c) 3 organizations, some nonprofits are ineligible to apply. These include government entities and organizations, hospitals, medical groups, schools, childcare centers, academic institutions, and universities. However, nonprofit extensions of an educational organization are eligible. Google offers dedicated software access programs for educational institutions, like G Suite for Education and Google Classroom, but not a fundraising mechanism like Google Grants.

A similar status is the 501(c) 6 organization, but this IRS tax designation is for boards of trade, chambers of commerce and business leagues. While these organizations may be tax exempt and not developed to make a profit, **they are not charitable agencies and are not eligible for Google Grants consideration.**

For example, Australian companies must be income-tax exempt based on standards of the Australian Charities and Nonprofits Commission (ACNC). Organization in Brazil must follow

guidelines established by the Civil Society Organizations for the Public Interest (OSCIP), receive Federal Public Utility Status (UPF), or operate as a non-profit for the benefit of the public. This information is readily available so that you can conduct research before starting the application process.



“The Google Grant AdWords advertisements should link directly to the organization’s website...”

Website

Another major consideration is the nonprofit’s website, which must be published and live. Your website pages should be focus on non-profit causes that align with the organization’s mission, linking directly to one primary domain submitted with the original application. The Google Grant AdWords advertisements should link directly to this website. Be sure to link traffic to website pages with useful information. Also, keywords should match the nonprofit’s programs and services.

AdWords Account

If the grant is awarded, the organization is responsible for maintaining an AdWords account for Google Grants. The account must be regularly maintained with a minimum of one change every 90 days. This change might be a website link or a keyword. Your organization can manage your AdWords account individually or you can secure resources for online marketing consulting. Also, campaigns should be focused on keywords, with text advertisements to appear on Google search result pages.

Other Requirements

In addition to formally holding a tax-exempt status in the United States or in your country of origin, nonprofit applicants must follow Google’s certification process regarding nondiscrimination. This means agreeing to avoid unlawful discriminatory practices for hiring or business operations, including discrimination based on sexual orientation or gender identity. The use of funds must also not impact the nonprofit’s potential to conduct business with Google. This includes agreeing not use AdWords funds for inappropriate purposes, such as government-related activities or personal interests.



“[...] it’s important to have a plan to accommodate increases in all of the organization’s departments.”

Volunteers for Post-Grant Outcome

When it comes to optimizing nonprofit growth, volunteers play a major role in driving results. Google Grants ads make a difference when it comes to an organization’s ability to recruit and retain volunteers. It takes a team to review volunteer applications and train them to respond to the organizations’ target group’s needs. Properly aligning workflows and developing employee responsibilities affect not just an AdWords campaign, but also the organization’s ability to scale up to accommodate new personnel, volunteers, partners, donations and services. Before launching a Google Grants AdWords campaign, it’s important to have a plan to accommodate increases in all of the organization’s departments.

A major benefit of Google Grants is the ability to modify campaigns to reach specific goals. Your organization can respond to campaign outcomes on the fly and adjust campaigns to increase or decrease site traffic. If you find that your organization cannot handle the increased workload, it’s wise to suspend the campaign and revisit your organization’s AdWords campaign strategy. There’s no use in driving new website visitors if your system cannot accommodate the traffic increase.

Application Process

Technically, the application approval process can take up to six months, but with [professional help](#) it usually only takes a week to 10 days for approval. The application itself is very easy. The first step is confirming eligibility. Nonprofits must confirm availability of the program in their area and review eligibility requirements.

The second step is applying for a Google Nonprofits account. This is a separate application that may take up to 10 business days for oversight and approval. **This will give potential grantees access to additional Google services such as YouTube for Nonprofits, Google Maps APIs Grant, G Suite for Nonprofits and Google Earth Outreach.**

In the event of an application rejection, applicants should check for errors related to currency and billing. All grant funds are set to USD and applicants are required to establish new Google AdWords accounts. **You may not use previous accounts while using the Google Grant program.** Potential grantees should be sure not to add billing data to avoid receiving any bills for ad campaigns; instead, in-kind funds will drive the campaign. **One final thing to check is the account features.** Certain features cannot be used at the same time. These include display network, management placements, automatic bidding and display bids. **These features must be disabled before continuing the application.**

After fixing these common errors, it is very easy to resubmit your application. Confirm USD settings, create a new Google AdWords account, remove billing information and ensure that compatible features are disabled. Applicants can easily locate a link to request that the application be resubmitted.

Unfortunately, when Google Grants rejects an application, it does not indicate the application's errors or omissions. Nonprofits must suss out these potential errors for themselves and re-apply, sometimes several times. [Paid services](#) exist for those nonprofit organizations who seek expert help and guidance with the application and re-application process.

AdWords

Signing up for Google AdWords is the next step in the process. This is the service that will be used to create your advertising campaigns with the purpose of reaching nonprofit audiences. If you are new to Google AdWords, this might sound like a foreign language. Fortunately, Google walks you through each step in the process. You might also bring on an expert who will know the process in detail. Grantees can use AdWords Express or AdWords to develop campaign keywords and messages.



“Be sure to create catchy phrases to differentiate your nonprofit from others.”

Nonprofit campaign managers can create ads using keywords that link to their organization. Important details to be added include contact information and page links. A typical ad might appear with a standout title and a very brief description. The ad would then show a URL to your nonprofit website with a longer description. For example, your ad might

read “Save the Planet” on the first line. The second line would list your URL, for example: SaveThePlanetExample.com. The last line is a Call to Action (CTA) that contains an action verb and asks readers to do something. The last line of our example ad would be this CTA: “Donate to Save the Earth.” Be sure to create catchy phrases to differentiate your nonprofit from others.

AdWords offers recommendations about popular keywords and sample templates. AdWords Express gives even more details about popular related keywords or performance of certain keywords in different areas. Nonprofits may also secure outside resources such as [consultants](#) or Search Engine firms to create campaign advertisements. They will be able to offer useful information based on proven results.

In fact, many experts use a method called A/B testing. This is a popular method for comparing results, measuring the impact of campaigns using different words. You will be able to make revisions or tweak data by adjusting this information within your AdWords settings.

It is recommended that nonprofits design two ads using similar keywords, but a different introduction or call to action, then compare the results of both. Test out multiple keywords or links to find out which ones perform the best and use that information for similar ads or keywords. There is AdWords training available but often, nonprofits [hire agencies](#) to craft these ads and manage their campaigns instead of assigning overworked staff to shoulder additional duties.



“If you find that your ad doesn’t work well in one region, it is easy to redirect your efforts and find supporters in another area.”

Smaller nonprofits, who manage their own Google Grants accounts, can rely on Google AdWords, which offers multiple tools to review advertisement results and analytics. Nonprofits can monitor success closely to learn more about what regions are most interested in learning more about their cause or programs. If you find that your ad doesn’t work well in one region, it is easy to redirect your efforts and find supporters in another area. Google AdWords’ intuitive system allows organizations to do just that. They can create, revise and adjust their campaigns to fit their own business objectives. As a Google Grant recipient, your nonprofit will have support to establish and execute a marketing campaign that meets your needs on your terms.

Troubleshooting and Support

In the event of unexpected challenges after the Google Grant has been awarded, there are several steps that your nonprofit can take to get back on track. You can start by reviewing the Terms and Conditions and ensuring that you have agreed to them. Terms and Conditions are located in the AdWords account under the Preferences category of the My Account section. Sometimes applicants forget to check off this information in the beginning of the process, which leads to an immediate application rejection. If you receive notification of a rejection or you log into your account and notice that you've received no feedback, revisit the Terms and Conditions for an easy fix.



“In instances where additional support is needed, Google AdWords is available to provide direct advice.”

Another issue recipients have is with keyword or ad quality. Campaign managers can revisit the Quality Score details and use the Ad Preview and Diagnosis tool to find out where their ad shows up during the search. Google Grant advertisements are only able to be developed using text and must not be commercial in nature or used for any other purposes beyond the recipient's nonprofit mission.

In instances where additional support is needed, Google AdWords is available to provide direct advice. Google Grant recipients can receive the same access as standard Google AdWords subscribers. When contacting Google, recipients should have available the nonprofit charity ID and the ten-digit AdWords Customer ID.



Maximizing Your Google Grants Monthly Performance

Many organizations use external resources to make the best of the Google Grant program. Some companies hire experts, consultants or [outside firms](#) who are familiar with Google AdWords campaigns. Hiring an agency will help your organization avoid costly mistakes and free up time to work on other aspects of the nonprofit organization. **The advertising agency may be able to share best practices and explain how the AdWords programs work, but it's important to note that traditional advertisement agencies who handle AdWords advertisements for businesses are not always familiar with how to maximize a nonprofit's Google Grant monthly benefit within the program's constraints.** That's why it's important to hire an agency that *specializes* in Google Grants management.

In this Section:

Software
Adwords Management
Review Keywords
Outside Resources
Google Grants Management

Software

Paid AdWords software gives recipients useful resources to improve campaign results. Recipients can manage more than one account, plan keywords and create ad forecasts. They are excellent for managing an abundance of editing tasks quickly. Adding email listings, designing advertisements, and locating the right audience can be reduced from a massive time consuming task to a few clicks.

Some software platforms feature a keyword planner that can help to create campaigns based on current trends. It allows users to research keywords and build advertisements more effectively. They can compare keywords that they are considering for promotion and review potential outcomes. Sharing bid research for team collaboration can become a stress-free task.

Nonprofits can drive campaign performance by using useful features like optimized bid formulas, account maintenance solutions, and advertisement templates. Campaign creation technologies allow organizations to remain competitive by developing initiatives based on proven systems.

Features like AdWords reporting, audit keywords, keyword multiplier tools and expanded text ads allows nonprofits to maximize Google Grant funds. Reporting tools can easily be used to create daily, weekly or monthly campaigns. Graphs can be integrated showing important data like clicks, conversions, and cost. The keyword planning tool easily locates relevant keywords to match primary objectives.



With free downloads and short term trials, nonprofits can try out various software solutions to find the one most fitting. AdWords editor is a free solution with numerous features to learn and try. Nonprofits can choose from a vast number of software programs, applications and innovative platforms to assist with achieving goals.



“Creating campaigns based on effective keywords will bring you the most site visitors for your efforts”

Paid software companies offer software solutions for AdWords campaign development and automation, however; most software solutions are designed to assist for-profit companies, not Google Grant recipients’ awards. Their solutions and algorithms are designed to maximize AdWords campaigns for businesses, not nonprofit organizations who receive Google Grant in-kind advertising. The Google Grant ads have restrictions that business ads don’t, so many of the software solutions aren’t able to maximize both site visits and Google Grant amount use.

AdWords Management

Effective AdWords management contributes to successful campaigns that reach broader audiences. Whether your nonprofits purpose is seeking donations, finding volunteers, or reaching specific demographics, Google AdWords allows campaign managers to develop their own customized advertisements. Using keywords effectively and developing quality content can contribute to strong campaign results. Review your ad using the tools provided and know where to look. **Your ad should be located within the Google search results listing just below paid ads.** Creating campaigns based on effective keywords will bring you the most site visitors for your efforts.

Review Keywords

Understanding keywords will give your nonprofit a great advantage when starting a digital marketing initiative. Keywords are identified as words or phrases that are directly related to the organization. As potential donors or partners search for the company, they will be able to locate the nonprofit based on this terminology. Google AdWords offers many suggestions on using the right keywords to improve impressions. Many businesses use lists to outline potential keywords or find other ways to brainstorm.

Google AdWords recommends listing potential words, in addition to countless related words. Campaign managers can start with one keyword or phrase and form a list of others with similar meanings.

Another suggestion is that keywords be developed as a part of a theme. In this case, a campaign manager would begin by developing a broad term, and then create lists with matching words that are more specific. Campaign managers should also avoid being too limited while establishing these categories, because limitations may reduce potential web visitors.



“Narrowing down keywords might reach more specific groups, but broad terms might create more site traffic.”

Using general keywords and matching the right keywords to the right advertisements is also important. The more general the keywords, the wider the audience. For example, if you want your nonprofit to be searchable by the term “environmental concern,” you may want to narrow this down to more specific terms like “endangered elephants” or “reducing the carbon footprint.”

Narrowing down keywords might reach more specific groups, but broad terms might create more site traffic. The term “environmental concern” might drive traffic from users who are interested in learning more about climate change or smog alerts. Making sure that the keywords match with the right advertisement ensures that website visitors stay on the website longer and browse through additional pages. Testing various options allows nonprofits to learn which keywords are more effective for each advertisement.

Outside resources

Although various resources are available such as software, Google Grant communities and other online tools, many nonprofit organizations [decide to find experts](#) to help with planning their campaigns. In fact, this is a growing trend for various organizations who find it more affordable to obtain consultants. These experts may offer useful suggestions and prevent costly mistakes. You may be able to maximize Google Grant funds and produce measurable results.

Your nonprofit organization may also find this to be more efficient because you will have more

time to work on other aspects of the organization, including operations, human resources and program development. Planning and running a nonprofit takes time and effort. When an opportunity to receive funds for marketing is secured, it will take even more time to produce the right results.



“In hiring outside resources, nonprofits can benefit by focusing on searching for additional solutions to support continued growth plans.”

In hiring outside resources, nonprofits can benefit by focusing on searching for additional solutions to support continued growth plans. Google Grants can be an exceptional tool for launching programs, but it is very important for nonprofits to have long-term strategies in place. Whether personally committing to learning the perfect methods for developing digital advertisements or hiring additional resources, nonprofits should be prepared to allocate resources in the most effective manner.

Google Grants Management

After the organization has secured the grant, there are a few measures that they can take to continue reaching target audiences and maximizing the daily grant funding. Finding the perfect balance between keyword cost, click-throughs and budget limitations might be a matter of trial and error, but nonprofits should make sure that they do not let any of the budget go to waste.

AdWords offers recommendations for budgeting campaigns. The Google Grant offers a maximum of \$329 per day in in-kind advertising, but marketers may adjust this based on outcomes that appear to be more effective. AdWords managers may notice more clicks on the weekends and at certain time frames throughout the month. Paying close attention to the AdWords dashboard or [hiring someone](#) to do this will allow nonprofits to use this information to improve budget management.

Google Grants is an exceptional program, offering many great opportunities for nonprofits to reach marketing goals. **Your nonprofit can access thousands of donors, supporters or charitable partners online.** With the right approach, messaging will reach target audiences that may have never had an opportunity to learn of your organization. Successful campaigns result in increased donations, impressions, clicks and contacts which can grow nonprofit organizations of any size rapidly.

With over 20,000 organizations in 50 countries that have benefitted from the program, Google Grants has a terrific track record of building and supporting nonprofit organization growth and success. As nonprofit organizations continue to explore the potential in digital marketing, they will become more motivated to understand the significance of key elements like keywords, click-throughs and impressions. Google AdWords advertising managers study for years and use sophisticated tools and software to maximize commercial paid online advertising results. Most nonprofit organizations don't find it practical to add this additional professional development time and expense to an existing team member's duties or to hire a full-time professional to manage and maximize the grant use and benefits for the organization.

Some nonprofits choose to [hire ad agencies](#) or purchase existing ad software to manage their AdWords campaigns, but they are disappointed with the results. Traditional ad agencies and ad management software target for-profit businesses and their needs, not nonprofit organizations' needs and grant constraints. These existing solutions fail to maximize the nonprofit's monthly grant allotment while, at the same time, maximizing new site visits.



“It's time to find Google Grant management experts like those at Infinity Marketing Group.”

Nonprofit organizations who are new to Google Grants will find that their initial site visits, donations, volunteers and community partners is high in the beginning of the organization's grant use, but that these numbers quickly plateau while much of the monthly grant allotment remains untouched. In other words, their peak traffic remains low because users click on higher-priced commercial advertisements rather than the lower-priced Google Grants ads. When your organization reaches this plateau, it's not time to abandon your Google Grant in favor of your own paid ads. **It's time to find Google Grant management experts like those at [Infinity Marketing Group](#).**

The Google Grant management team at Infinity Marketing Group works only with nonprofits like you and they understand your needs and the Google Grants program's constraints. They understand how AdWords works, but from the nonprofit's perspective, and they use proprietary software and tools to ensure that your Google Grants AdWords campaigns spends nearly all of its \$10,000 monthly allowance while maximizing site visitors. If your AdWords campaign has plateaued, if you're spending way too much time thinking about keyword combinations and calls-to-action, if you're obsessing over the program's monthly minimum requirements; it's time to give Infinity Marketing Group a call.

Take your nonprofit's growth to the next level with professional Google Grants monthly management.

Contact Infinity Marketing Group's Google Grants management team by visiting our website at **www.InfinityMGroup.com** or email us at **Info@InfinityMGroup.com** to realize your nonprofit organization's goals.

References

<http://nccs.urban.org/data-statistics/quick-facts-about-nonprofits>

<https://www.guidestar.org/Articles.aspx?path=/rxa/news/articles/2005/nonprofits-three-greatest-challenges.aspx>

<https://www.google.com/grants/eligibility/>

<https://adwords.google.com/home/tools/adwords-editor/>

<http://infinitymgroup.com/google-grants-management/>