

Setting up your organization for success

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What's it all about?

Google Grants provides select nonprofits with **free advertising** on Google.com, via the **Google AdWords** program.

The image shows a screenshot of a Google search results page for the query "wildlife conservation". The search bar at the top shows the query and a "Search" button. Below the search bar, the results are listed. A callout box with a white background and a blue border is overlaid on the first search result, "Wildlife Conservation Society". The callout box contains the text: "Your Nonprofit" (underlined in blue), "Imagine your nonprofit here right when a user is searching for your cause.", and "www.YourNonprofit.org" (in green). The search results on the page include:

- Wildlife Conservation**
www.WildlifeForever.org
- Wildlife Conservation Society**
USA organization managing national and international education programs.
www.wcs.org/ - 43k - Cached - Similar pages
Links: Career Opportunities, Our Mission in New York, Membership, North America, Contact Us, Africa
- Wildlife Conservation Magazine**
If you really want to understand how serious the Wildlife Conservation Society (WCS) is about reducing its carbon footprint, visit the public washroom near ...
www.wcs.org/magazine - 44k - Cached - Similar pages - Note this
- World Wildlife Fund - Home**
Endangered Species at World Wildlife Fund. At WWF, we are the leader in wildlife conservation and preservation of animal habitats around the world.
www.worldwildlife.org/ - 27k - Cached - Similar pages - Note this
- Wildlife Conservation - National Wildlife Federation**
Wildlife of America, NWF is protecting wildlife, educating people about global warming and wildlife conservation and inspiring others to care for and ...
www.nwf.org/wildlife/ - 49k - Cached - Similar pages - Note this
- Wildlife Conservation in India Wildlife Conservation Society**
Indian tiger welfare society provide information on various wildlife conservation society for solving environmental problems and for solving the problems ...
www.indiantiger.org/wildlife-conservation/ - 18k - Cached - Similar pages - Note this
- Florida Fish and Wildlife Conservation Commission**
Information and regulations on hunting, freshwater fishing, saltwater fishing, wildlife viewing, bird watching, boating safety, the Florida panther and ...
www.floridaconservation.org/ - Similar pages - Note this
- Wildlife Conservation Education Programs**
www.natures-nursery.org
- Wildlife in Your Garden**
Attract birds, butterflies, bees. Create your habitat with NWF.
www.nwf.org
- Wildlife Conservation**
Join Us And Protect Western Wildlife. Get More Info Here!
www.WesternWaterSheds.org
- Help Protect Wildlife**
Help save wildlife and habitats. Funding projects worldwide.
www.cashome.com/501c3.htm
- Animal Protection**
Help protect animals & educate Children in developing countries.
Fpath.org

What's the catch?

- No catch! But a few important Google Grants restrictions:
 - Budget: \$10,000 per month, restricted on a daily basis
 - Bids: Capped at USD\$1.00
 - Types of ads: Keyword Targeted ads
 - Ads displayed: Google.com

Reminder: You are using the same interface as a paying AdWords advertiser. Therefore, many features or sections of the account are irrelevant to you (ie, Billing Summary, Content Network, other ad formats, etc)

Common Questions

Common Questions

- What is the value of this award?
 - You get out what you put in
 - Not many grantees hit the \$10,000 per month cap
 - Billing Tab in your account shows value (current balance)
 - Nothing owed! Amount you 'would' have spent

Billing Summary

Last Payment None	Primary Payment Method None Backup: None	Current Balance USD \$75,639.57
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All time

Apr 1, 2009 - May 31, 2009

Transaction type:

Common Questions

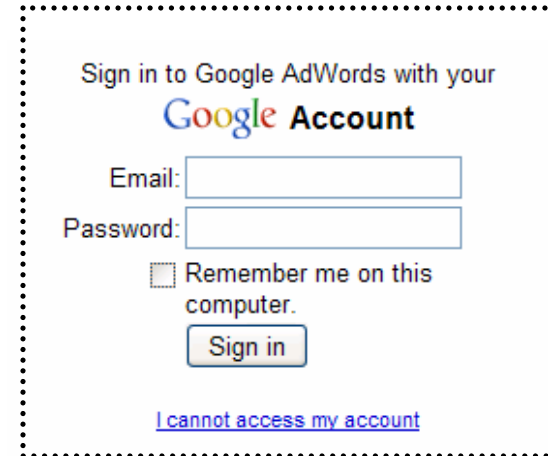
- How long does it last? FOREVER??
 - Grantees will remain in the program as long as the AdWords account is actively managed

Hmmm, what does it mean to be “actively managing” the AdWords account?



Active Account Management

- ✓ Login at least once a month
- ✓ Analyze performance regularly
- ✓ Make changes as needed
(almost always needed!)
- ✓ Be responsive to email requests from our team

A screenshot of the Google AdWords sign-in page, enclosed in a dotted border. The page features the text "Sign in to Google AdWords with your Google Account" at the top. Below this are two input fields: "Email:" and "Password:". Under the password field is a checkbox labeled "Remember me on this computer." and a "Sign in" button. At the bottom of the form area is a blue link that says "I cannot access my account".

Sign in to Google AdWords with your
Google Account

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

Tips for active account management:

- Set up biweekly account performance reports to be emailed to you
- Make sure that more than one person at your organization is invited access to your AdWords account

Steps to success
Identify goals :: Brainstorm:: Structure

Identify your goals

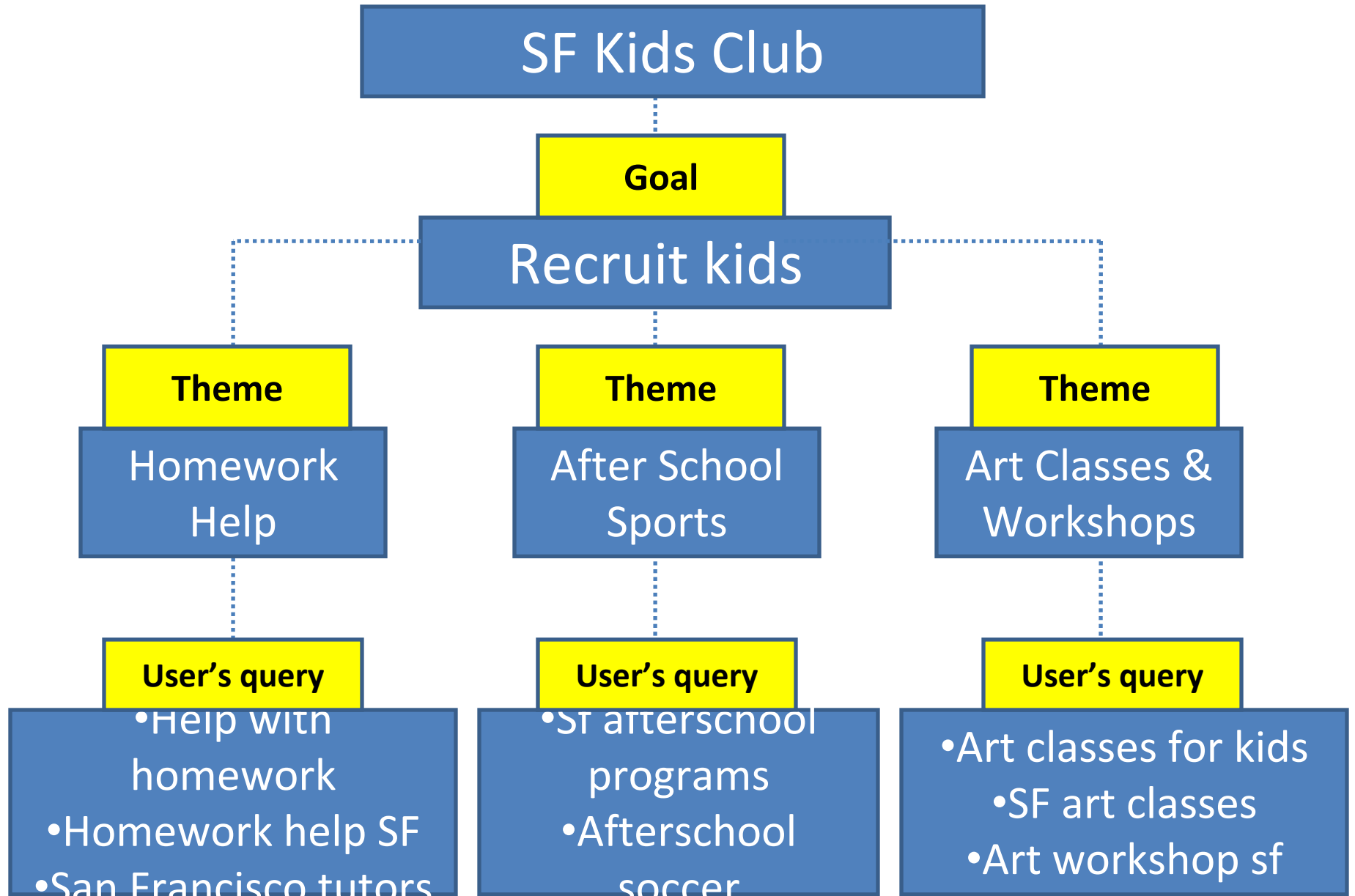
- What do you want to get out of your account?
 - Think beyond just additional traffic to your site
- What do you want users to do once they get to your site?
 - Make a donation?
 - Sign-up as a volunteer?
 - Download or read specific content on your site?

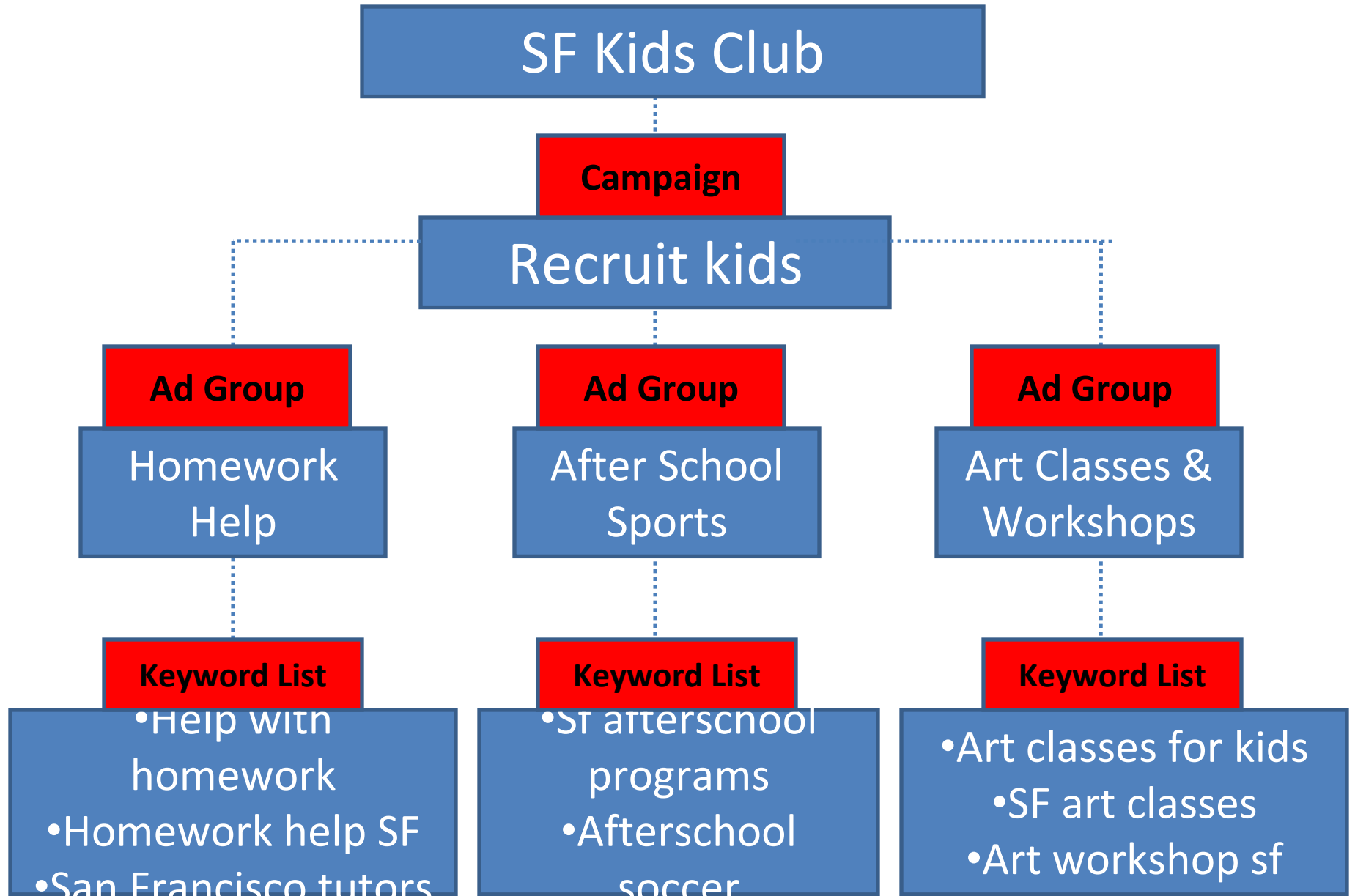
Brainstorm

- Focus on one goal at a time
- Breakdown your goal into specific themes
 - Use the structure of your website for guidance
- List out all keyword searches for each theme

Structure

- Let your goal be your Campaign
- Each theme supporting your goal will be your Ad Groups
- The searches will be your keyword lists for each Ad Group





Ongoing process

- Avoid “set it and forget it” model
- Launch and iterate



New AdWords Interface



Home Tab

Home Campaigns Reporting Tools Billing My account

Account Snapshot

Alerts

You have no alerts.

[Alert Preferences »](#)

Active Campaigns

Online: 1 Television: 0

[Create online campaign](#) [Create television campaign](#)

Account Status

✓ Total budget: \$10,000.00 0.0%
Budget spent:
[View budget details](#)

Announcements

Get Your Work Done Faster [Dismiss](#)

Try out the great features in the new AdWords interface, and save time managing your campaigns. Click the link in the top corner of your account to start exploring today. You can continue to switch between the two interfaces for at least 30 days.
[Learn More](#)
[New AdWords Features](#) - 1 since last viewed

Watch List

Today (May 13, 2009) [change dates](#)

Campaign Performance

All Online Campaigns [Summary »](#)

Exact Date Range: Jul 7, 2006 – Jul 13, 2006 [Apply range](#)

Impressions

Date	Impressions
7/7/06	140
7/8/06	135
7/9/06	85
7/10/06	60
7/11/06	100
7/12/06	125
7/13/06	90

[Compare to another metric](#)

Jul 7, 2006 – Jul 13, 2006

Clicks	4
Impressions	726
CTR	0.55%

Campaigns Tab



Home Campaigns Reporting Tools Billing My account

All online campaigns <<

Breast Cancer Center

Branded
Donations
Events
Support Centers

Help

What's an ad group?
How do I edit my campaign settings?
How do I edit my bids?
How do I pause, enable, or delete an ad group?
How do I choose a maximum CPC bid?
Keyboard shortcuts
Help Center

Search help center Go

All online campaigns >

Campaign: Breast Cancer Center

● Enabled Budget: \$333.33/day Edit Targeting: English Edit United States Edit

Ad groups Settings Ads Keywords Networks

+ New ad group Edit Change status... More actions...

<input type="checkbox"/>	● Ad group	Status ↓	Search Max. CPC	Content Auto Max. CPC	Clicks	Impr.	CTR ?	Avg. CPC ?
<input type="checkbox"/>	● Donations	Eligible	auto: \$1.00	auto	1	1,965	0.05%	\$0.97
<input type="checkbox"/>	● Events	Eligible	auto: \$1.00	auto	1	1,317	0.08%	\$0.49
<input type="checkbox"/>	● Branded	Eligible	auto: \$1.00	auto	0	5	0.00%	\$0.00
<input type="checkbox"/>	● Support Centers	Eligible	auto: \$1.00	auto	0	676	0.00%	\$0.00
Total - search					2	3,963	0.05%	\$0.73
Total - content					0	0	0.00%	\$0.00
Total - all ad groups					2	3,963	0.05%	\$0.73

Billing Tab



Home Campaigns Reporting Tools Billing My account

Billing Summary

Last Payment None	Primary Payment Method None Backup: None	Current Balance USD \$58.23
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All time
 Apr 1, 2009 - May 31, 2009

Transaction type: All Transactions

[Hide all months](#)

My Account Tab



Home Campaigns Reporting Tools Billing My account

Invite Others to Access this Account

Specify recipients > Personalize your invitation > Review and send > Await a response

First, send invitations to people to access this AdWords account.

Next, your invitee accepts your invitation and creates a personal login to AdWords. Finally, we'll notify you when your invitee responds. If they accept, you must confirm and grant the invitee access to your account through the Access page.

Who would you like to invite?

Email address:

Name (optional):

Choose the access level for your invited user:

- Administrative Access**
An administrative access user can invite or disable user access, and modify all aspects of an AdWords account including billing settings and keywords.
- Standard Access**
One access level below administrative, a standard access user can modify keywords, ad groups, campaigns, CPCs, and daily budget, but can't invite or disable a user's access to the account.
- Reports Access**
A reports access user only has the ability to create and run reports.

Cancel Invite an additional user Generate invitation URL(s)

Takeaways

- Log in!
- First step: Identify your goals
- Become comfortable navigating your account



Thank you & good luck!
