

What is Google Grants?

An Introduction to the Google Grants Program

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Today's Goals

After this session, you should be comfortable with:

- Google Grants & the basics of AdWords advertising
- Program details
- Eligibility guidelines
- Application process
- Common questions
- Resources to make the most of the program

The Google Grants Program

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 Google search results page for the query "wildlife conservation". The search bar at the top contains the text "wildlife conservation" and a "Search" button. Below the search bar, the results are displayed. A large, semi-transparent advertisement box is overlaid on the search results. The advertisement text reads: "Your Nonprofit" (underlined), "Imagine your nonprofit here right when a user is searching for your cause.", and "www.YourNonprofit.org" (in green). The background search results include several links related to wildlife conservation, such as "Wildlife Conservation Society", "Wildlife Conservation Magazine", "World Wildlife Fund - Home", "Wildlife Conservation - National Wildlife Federation", "Wildlife Conservation in India", and "Florida Fish and Wildlife Conservation Commission".

Google [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 5,540,000 for **wildlife conservation** with Safesearch on. (0.25 seconds)

Wildlife Conservation
www.WildlifeForever.org Wildlife conse

Wildlife Conservation Society
USA organization managing national and inter education programs.
www.wcs.org/ - 43k - [Cached](#) - [Similar pages](#)
[Career Opportunities](#) [Our Mission](#)
[in New York](#) [North America](#)
[Membership](#) [Africa](#)
[Contact Us](#)
[More results from wcs.org >](#)

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 Society
Programs in
s & US!
tic
Peer Today
Wildlife
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.csshome.com/501c3.htm

Animal Protection
Help protect animals & educate
Children in developing countries.
Ppath.org

Google Grants

- Program created in 2003
- Available in 26 countries and regions
- Currently support over 5,800 grantees
- Donated over \$549M in free ads to eligible organi

Sponsored Links

[HIV & AIDS Information](#)

Learn more about HIV disease in women & how to manage this disease
www.thewellproject.org

[Aids Awareness](#)

Laurence Fishburne, Unicef Field Trip to South Africa. June 21, 2004
www.unicefusa.org

[AIDS Awareness Foundation](#)

Help Us Raise Funds to Tackle the HIV/AIDS Pandemic. Learn More.
www.InteractWorldwide.org

[Aids Awareness](#)

180,000 Children Orphaned a Month by HIV AIDS. We Must Respond.
www.WorldVision.org

[All About HIV/AIDS](#)

Download the 'Facts for Life' Today Protect Yourself. Spread the Word.
www.amfAR.org

[Free HIV/AIDS resources](#)

Online, hard copy, or CD-Roms from the International HIV/AIDS Alliance
www.aidsalliance.org/publications

Success Stories

- Direct Relief, a group that raises funds to provide relief to people affected by poverty, disaster, and civil unrest, increased online donations by 785% in 5 years
- CoachArt, which supports children with life-threatening illnesses through art and athletics programs, saw a 60%–70% increase in volunteers since joining the program

Google Grants Ads

- Participating organizations use their Google Grant to:
 - Solicit donations
 - Recruit volunteers and staff
 - Promote events
 - Raise awareness of their mission
- These ads are run through the **Google AdWords** advertising program

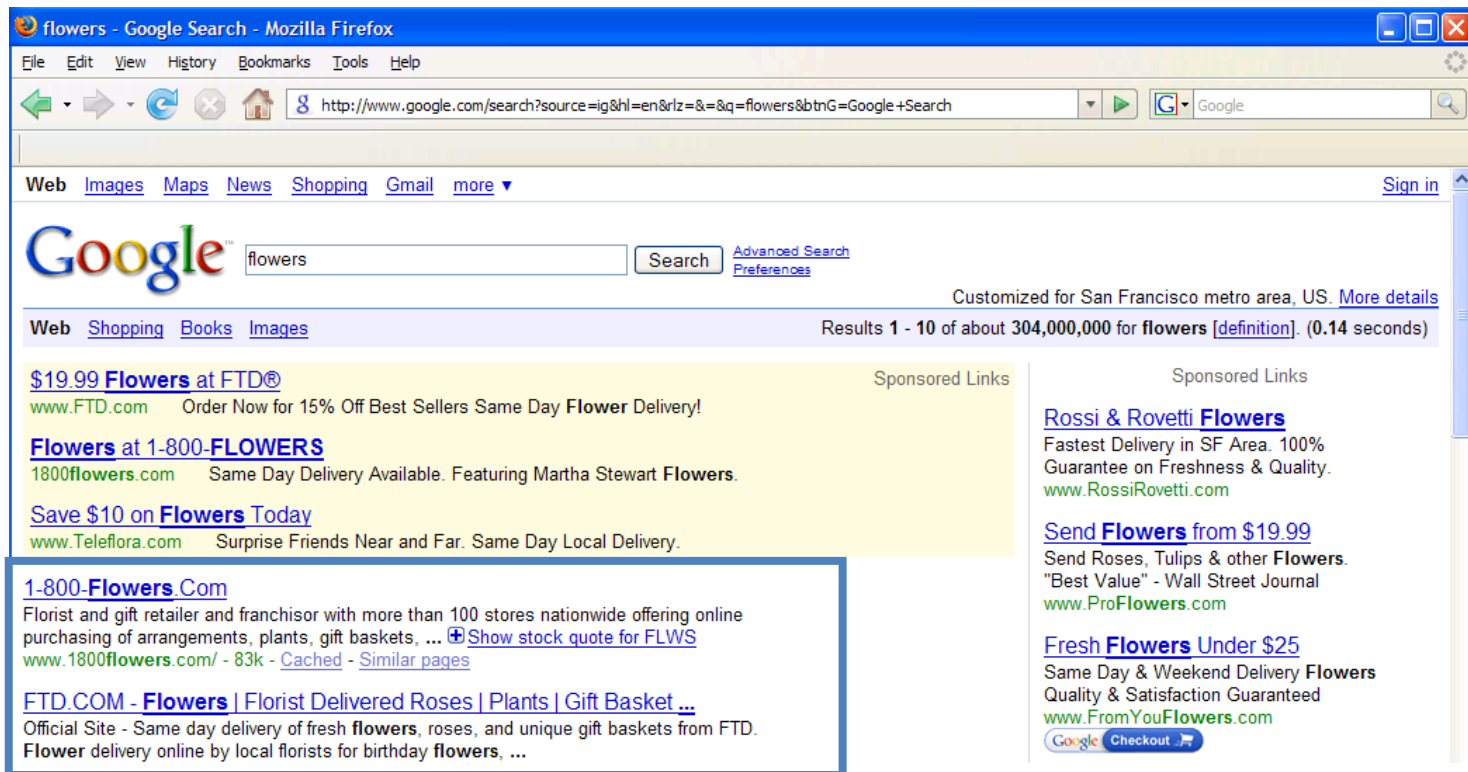
Google AdWords

Google AdWords: Keyword-targeted Advertising

- When users search on a specific keyword on Google.com, ads associated to that keyword appear on the right-hand side

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The screenshot shows a Mozilla Firefox browser window displaying a Google search for "flowers". The search results page is customized for the San Francisco metro area. The search bar contains the word "flowers" and the search button is labeled "Search". Below the search bar, there are navigation links for "Web", "Images", "Maps", "News", "Shopping", "Gmail", and "more". The search results are displayed in a list format, with the first three results highlighted in yellow. The first result is a sponsored link for "Flowers at FTD®" with a price of \$19.99. The second result is a sponsored link for "Flowers at 1-800-FLOWERS" with a price of \$19.99. The third result is a sponsored link for "Save \$10 on Flowers Today" with a price of \$19.99. The fourth result is a regular search result for "1-800-Flowers.Com" with a description of the florist and gift retailer. The fifth result is a regular search result for "FTD.COM - Flowers | Florist Delivered Roses | Plants | Gift Basket ...". The sixth result is a sponsored link for "Rossi & Rovetti Flowers" with a description of the florist and gift retailer. The seventh result is a sponsored link for "Send Flowers from \$19.99" with a description of the florist and gift retailer. The eighth result is a sponsored link for "Fresh Flowers Under \$25" with a description of the florist and gift retailer. The browser window title is "flowers - Google Search - Mozilla Firefox". The address bar shows the URL "http://www.google.com/search?source=ig&hl=en&rlz=&=&q=flowers&btnG=Google+Search". The search bar contains the text "flowers". The search results are displayed in a list format, with the first three results highlighted in yellow. The first result is a sponsored link for "Flowers at FTD®" with a price of \$19.99. The second result is a sponsored link for "Flowers at 1-800-FLOWERS" with a price of \$19.99. The third result is a sponsored link for "Save \$10 on Flowers Today" with a price of \$19.99. The fourth result is a regular search result for "1-800-Flowers.Com" with a description of the florist and gift retailer. The fifth result is a regular search result for "FTD.COM - Flowers | Florist Delivered Roses | Plants | Gift Basket ...". The sixth result is a sponsored link for "Rossi & Rovetti Flowers" with a description of the florist and gift retailer. The seventh result is a sponsored link for "Send Flowers from \$19.99" with a description of the florist and gift retailer. The eighth result is a sponsored link for "Fresh Flowers Under \$25" with a description of the florist and gift retailer.

flowers - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.google.com/search?source=ig&hl=en&rlz=&=&q=flowers&btnG=Google+Search

Google

Web Images Maps News Shopping Gmail more Sign in

Google flowers Search Advanced Search Preferences

Customized for San Francisco metro area, US. More details

Web Shopping Books Images Results 1 - 10 of about 304,000,000 for flowers [definition]. (0.14 seconds)

\$19.99 Flowers at FTD® Sponsored Links
www.FTD.com Order Now for 15% Off Best Sellers Same Day Flower Delivery!

Flowers at 1-800-FLOWERS Sponsored Links
1800flowers.com Same Day Delivery Available. Featuring Martha Stewart Flowers.

Save \$10 on Flowers Today Sponsored Links
www.Teleflora.com Surprise Friends Near and Far. Same Day Local Delivery.

1-800-Flowers.Com
Florist and gift retailer and franchisor with more than 100 stores nationwide offering online purchasing of arrangements, plants, gift baskets, ... Show stock quote for FLWS
www.1800flowers.com/ - 83k - Cached - Similar pages

FTD.COM - Flowers | Florist Delivered Roses | Plants | Gift Basket ...
Official Site - Same day delivery of fresh flowers, roses, and unique gift baskets from FTD. Flower delivery online by local florists for birthday flowers, ...

Rossi & Rovetti Flowers Sponsored Links
Fastest Delivery in SF Area. 100% Guarantee on Freshness & Quality.
www.RossiRovetti.com

Send Flowers from \$19.99 Sponsored Links
Send Roses, Tulips & other Flowers. "Best Value" - Wall Street Journal
www.ProFlowers.com

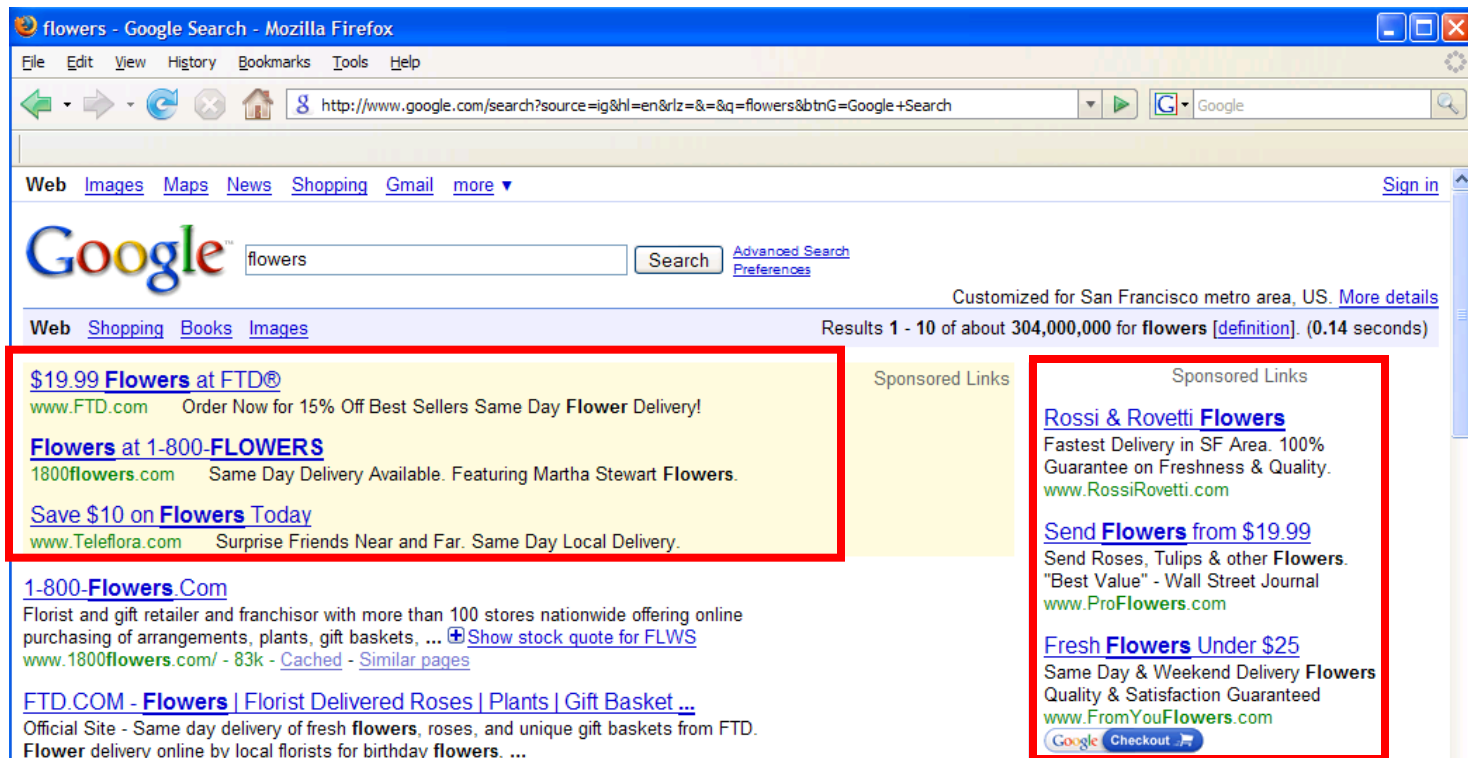
Fresh Flowers Under \$25 Sponsored Links
Same Day & Weekend Delivery Flowers Quality & Satisfaction Guaranteed
www.FromYouFlowers.com

Google Checkout

Search
Results

Google AdWords: Keyword-targeted Advertising

- When users search on a specific keyword on Google.com, ads associated to that keyword appear on the right-hand side



The screenshot shows a Mozilla Firefox browser window with the Google search page for the keyword 'flowers'. The search results are displayed on the left, and sponsored links are shown on the right. The sponsored links are highlighted with red boxes. The first sponsored link on the left is for FTD, offering \$19.99 flowers. The second is for 1-800-Flowers, offering same-day delivery. The first sponsored link on the right is for Rossi & Rovetti Flowers, offering the fastest delivery in the SF area. The second is for ProFlowers, offering flowers from \$19.99. The third is for FromYouFlowers, offering fresh flowers under \$25.

flowers - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.google.com/search?source=ig&hl=en&rlz=&=&q=flowers&btnG=Google+Search

Google

Web Images Maps News Shopping Gmail more Sign in

Google flowers Search Advanced Search Preferences

Customized for San Francisco metro area, US. More details

Web Shopping Books Images Results 1 - 10 of about 304,000,000 for flowers [definition]. (0.14 seconds)

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1-800-Flowers.Com
Florist and gift retailer and franchisor with more than 100 stores nationwide offering online purchasing of arrangements, plants, gift baskets, ... Show stock quote for FLWS
www.1800flowers.com/ - 83k - Cached - Similar pages

FTD.COM - Flowers | Florist Delivered Roses | Plants | Gift Basket ...
Official Site - Same day delivery of fresh flowers, roses, and unique gift baskets from FTD.
Flower delivery online by local florists for birthday flowers, ...

Sponsored Links

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Rossi & Rovetti Flowers
Fastest Delivery in SF Area. 100% Guarantee on Freshness & Quality.
www.RossiRovetti.com

Send Flowers from \$19.99
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"Best Value" - Wall Street Journal
www.ProFlowers.com

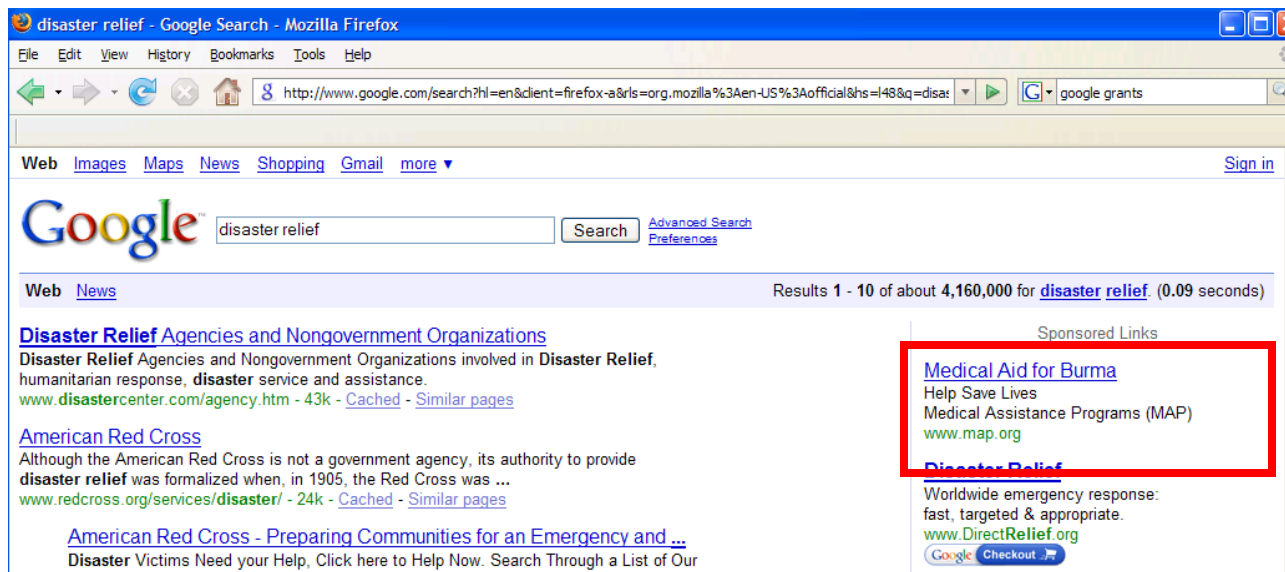
Fresh Flowers Under \$25
Same Day & Weekend Delivery Flowers
Quality & Satisfaction Guaranteed
www.FromYouFlowers.com

Google Checkout

AdWords
Ads

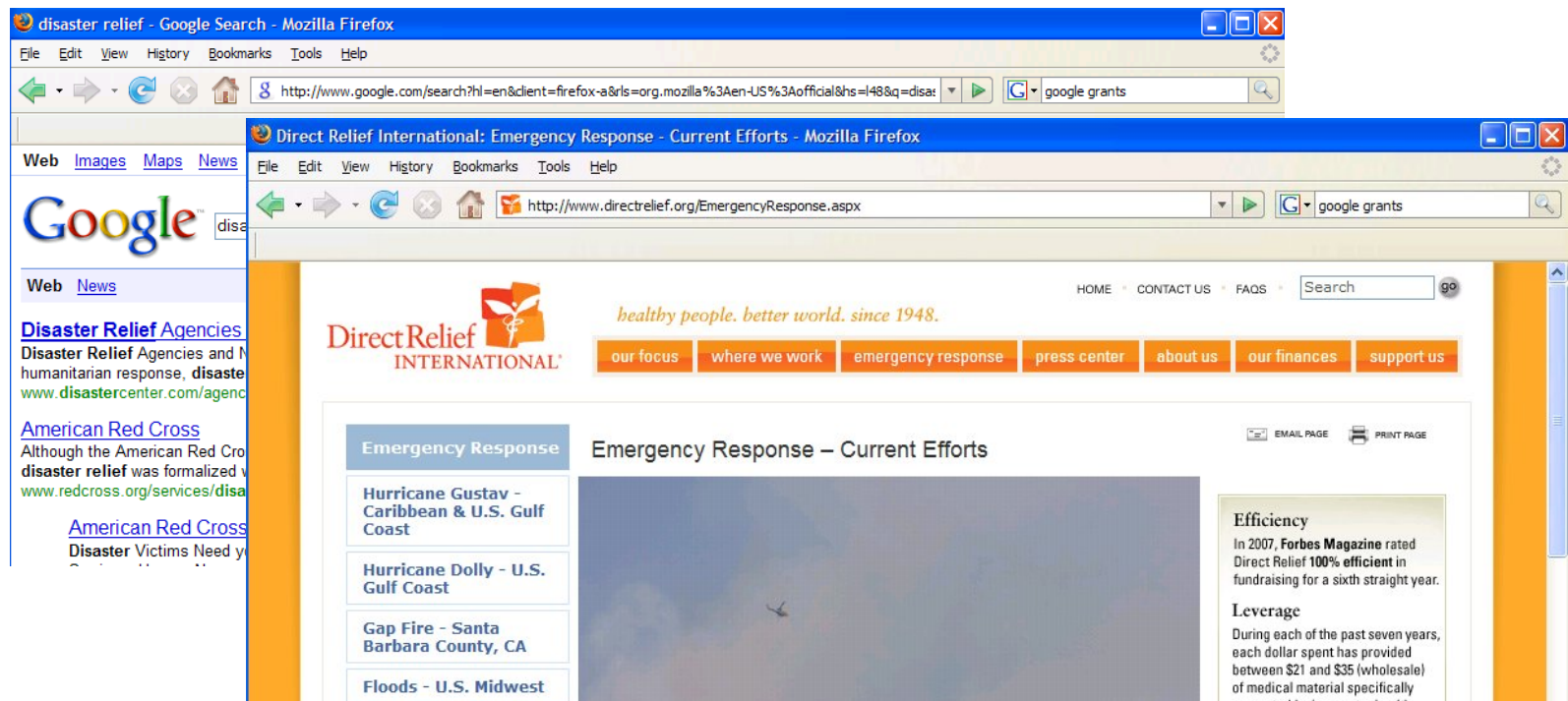
How AdWords Works

- Users click on AdWords ads and are taken to the advertiser's website



How AdWords Works

- Users click on AdWords ads and are taken to the advertiser's website



Basics of AdWords

- With AdWords, you only reach users interested in your organization's information and services
- Importance of relevance and targeting shines through
- Because users are searching on keywords related to your organization, you have an audience looking for you!

Basics of AdWords

- With the AdWords system, advertisers are charged per click on their ads
- Advertisers select a specific amount to pay each time a user clicks on their ads
- Google Grants participants are not charged for their ads, though a specific cost-per-click (CPC) does need to be set in accounts

What exactly can I do with my Grant?

- Create ads that link to your organization's website
 - Link ads to your homepage, donation page, etc.
- Reach your target audience online
 - Target ads by location, language, day, time, and more
- Track your performance
 - See which ads and keywords perform best and improve your account based on these results

How can I see success with my Grant?

- 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?
 - Read specific content on your site?

Program Details

Program Details: Requirements

- Self-managed advertising account
- Need a contact at your organization to actively manage the account
 - Login and make changes to the account on a regular basis
- Reply to email requests from our team (for data, surveys, etc.)
- Keep us updated on contact changes

Program Details: Benefits

- Free advertising on Google.com
- Receive up to \$10,000 worth of free advertising per month, depending on how many clicks your ads receive
 - Average monthly “spend” is \$300
- No need to reapply or extend your Grant
 - Remains active as long as your account is actively managed and adhering to our program guidelines

Program Details: Account Differences

- Limited to text-only ads
- Ads appear only on Google.com, not on network sites
- Maximum daily “spend” is \$330
- Maximum cost-per-click (CPC) or bid is \$1.00

Eligibility Guidelines

Eligibility

- Google Grants supports organizations sharing Google's philosophy of community service
- 501(c)(3) status required (or international equivalent)
 - Applying organization must have 501(c)(3) status, cannot be fiscally sponsored
- We have eligibility guidelines beyond the 501(c)(3) requirement

Eligibility

- Eligible organizations include, but are not limited, to:
 - Science and technology organizations
 - Education organizations
 - Global and public health organizations
 - Environmental organizations
 - Youth advocacy organizations
 - Arts organizations

Eligibility

- Ineligible organizations include, but are not limited to:
 - Organizations that are predominantly religious or political
 - Organizations that are focused primarily on lobbying for political or policy change
 - Commercial non-profits

Eligibility

- To check on the eligibility of your organization, review the program guidelines at www.google.com/grants
 - If you feel that your organization is a fit after reviewing our guidelines, we encourage you to apply
 - Note that we are unable to provide individual feedback on eligibility due to the high volume of interest in the program

Application Process

Grants Lifecycle

1 Non-profit organization applies to Google Grants via online application.



2 Google volunteer team screens non-profit for program eligibility.



3 Non-profit is notified via email for their acceptance and is asked to build acct. and submit for review.



6 The non-profit is able to raise awareness of their organization and build support through their Google Grant!

The Calls are endless!!



5 Grants team activates the account and notifies non-profit.

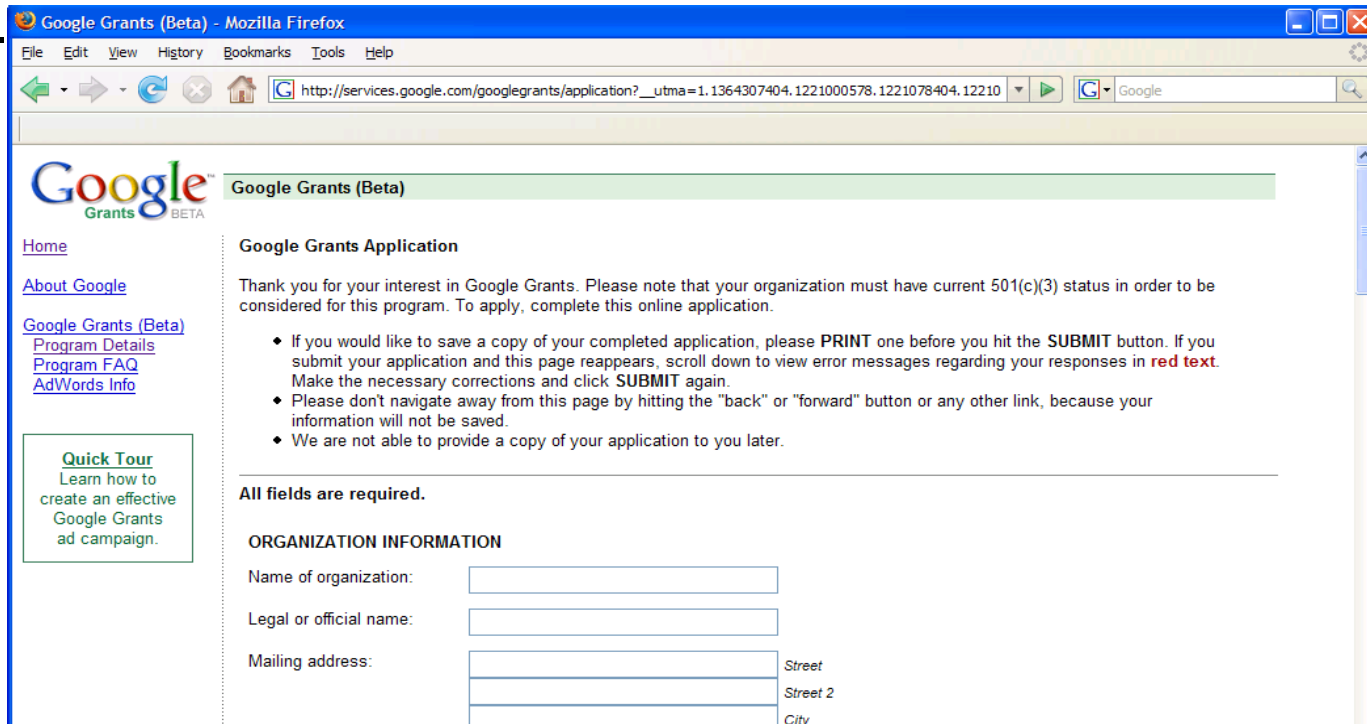


4 Google volunteer team reviews submitted AdWords account.



Applying to Google Grants

- Review program website to see if Google Grants is appropriate for your organization



The screenshot shows a Mozilla Firefox browser window titled "Google Grants (Beta) - Mozilla Firefox". The address bar contains the URL: http://services.google.com/googlegrants/application?__utma=1.1364307404.1221000578.1221078404.122110. The page content includes the Google Grants logo, a navigation menu with links for Home, About Google, Google Grants (Beta), Program Details, Program FAQ, and AdWords Info. A "Quick Tour" box is also present. The main content area is titled "Google Grants Application" and contains a thank-you message and a list of instructions. Below this is a section for "ORGANIZATION INFORMATION" with input fields for Name of organization, Legal or official name, and Mailing address (Street, Street 2, and City).

Google Grants (Beta)

[Home](#)

[About Google](#)

[Google Grants \(Beta\)](#)

[Program Details](#)

[Program FAQ](#)

[AdWords Info](#)

Quick Tour
Learn how to create an effective Google Grants ad campaign.

Google Grants Application

Thank you for your interest in Google Grants. Please note that your organization must have current 501(c)(3) status in order to be considered for this program. To apply, complete this online application.

- If you would like to save a copy of your completed application, please **PRINT** one before you hit the **SUBMIT** button. If you submit your application and this page reappears, scroll down to view error messages regarding your responses in **red text**. Make the necessary corrections and click **SUBMIT** again.
- Please don't navigate away from this page by hitting the "back" or "forward" button or any other link, because your information will not be saved.
- We are not able to provide a copy of your application to you later.

All fields are required.

ORGANIZATION INFORMATION

Name of organization:

Legal or official name:

Mailing address: Street

Street 2

City

Applying to Google Grants

- Once you submit your application, you will receive a confirmation page
 - If you don't receive this confirmation, your application was not submitted properly
- Current application processing time is roughly 5 months

Best Practice for Your Application

- Develop a strategy for promoting your mission through AdWords
- Specify the URL you would like to drive users to
- Include specific initiatives you wish to promote
- Identify your target audience

Common Questions

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~~

Note: 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

- 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

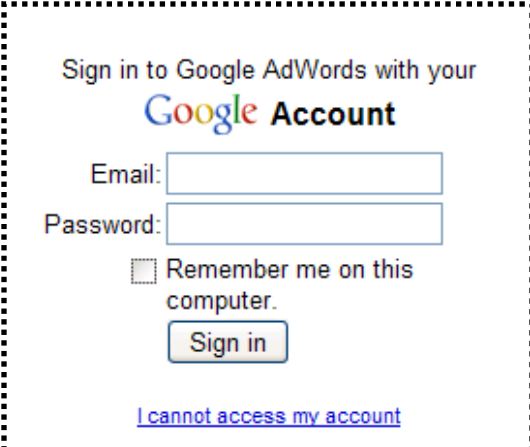
Hmmm, what does it mean to be “actively managing” the AdWords account?



Active Account Management

- ✓ Login at least once a month
- ✓ Analyze performance regular
- ✓ Make changes as needed

(almost always needed!

A screenshot of the Google AdWords sign-in page, enclosed in a dashed black border. The page title is "Sign in to Google AdWords with your Google Account". Below the title 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 is a blue link that says "I cannot access my account".

- ✓ Be responsive to email requests from our team

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

Resources

Resources: Program Site

- One-stop shop with program details, eligibility guidelines, online application, and additional resources - [http://](http://www.google.com/grants/)

In-kind advertising for non-profit organizations

The Google Grants program supports organizations sharing our philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts.

Designed for 501(c)(3) non-profit organizations, Google Grants is a unique in-kind advertising program. It harnesses the power of our flagship advertising product, Google AdWords, to non-profits seeking to inform and engage their constituents online. Google Grants has awarded AdWords advertising to hundreds of non-profit groups whose missions range from animal welfare to literacy, from supporting homeless children to promoting HIV education.

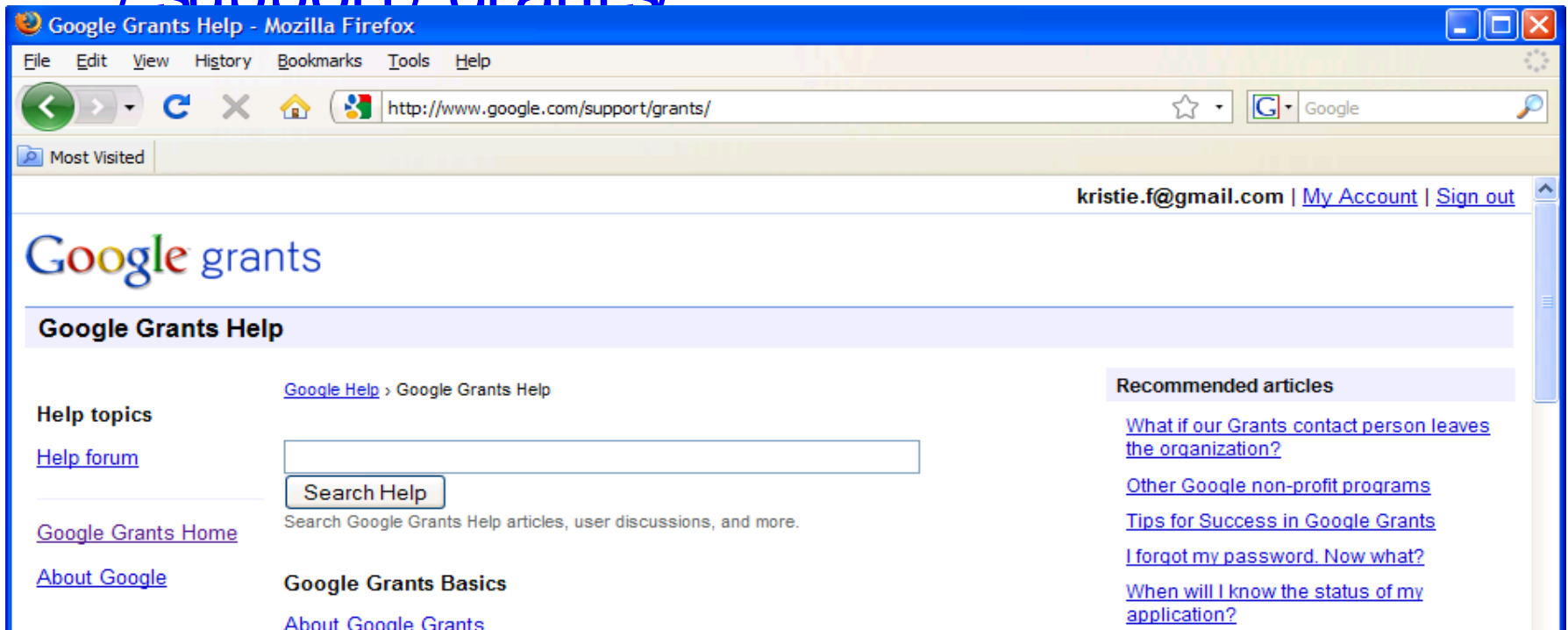
Google Grant recipients use their award of free AdWords advertising on Google.com to raise awareness and increase traffic. Three of our award recipients have achieved these results:

- Room to Read, which educates children in Vietnam, Nepal, India and Cambodia, attracted a sponsor who clicked on its AdWords ad. He has donated funds to support the education of 25 girls for the next 10 years

Place your non-profit ad here through Google Grants

Resources: Help Center

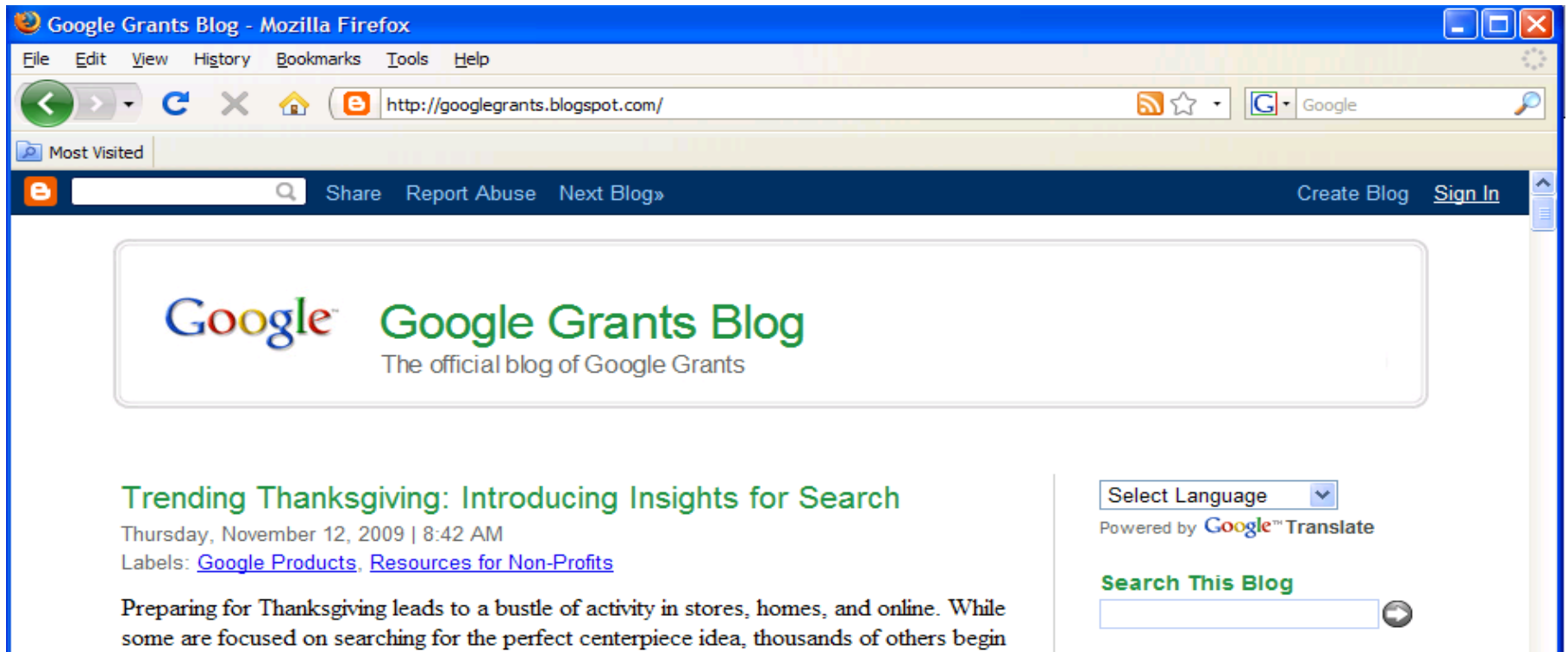
- Trainings, guides, glossary, FAQs, and more - <http://www.google.com/support/grants/>



The screenshot shows a Mozilla Firefox browser window displaying the Google Grants Help page. The browser's address bar shows the URL <http://www.google.com/support/grants/>. The page header includes the Google logo and the text "Google grants". Below the header, there is a navigation bar with the text "Google Grants Help" and a search bar. The search bar contains the text "Search Help" and a button labeled "Search Help". Below the search bar, there is a link to "Google Grants Home" and a link to "About Google". The main content area is titled "Google Grants Help" and contains a search bar and a "Search Help" button. Below the search bar, there is a link to "Google Grants Basics" and a link to "About Google Grants". On the right side of the page, there is a section titled "Recommended articles" with several links: "What if our Grants contact person leaves the organization?", "Other Google non-profit programs", "Tips for Success in Google Grants", "I forgot my password. Now what?", and "When will I know the status of my application?". The browser's status bar at the bottom shows the user's email address "kristie.f@gmail.com" and links to "My Account" and "Sign out".

Resources: Google Grants Blog

- Articles from the Grants team on managing your grant, tips for AdWords, program updates - <http://>



The screenshot shows the Mozilla Firefox browser window displaying the Google Grants Blog. The address bar shows the URL <http://googlegrants.blogspot.com/>. The page header includes the Google logo and the text "Google Grants Blog" and "The official blog of Google Grants". A navigation bar contains links for "Share", "Report Abuse", and "Next Blog», along with "Create Blog" and "Sign In". The main content area features a post titled "Trending Thanksgiving: Introducing Insights for Search" dated Thursday, November 12, 2009 | 8:42 AM, with labels for "Google Products" and "Resources for Non-Profits". A sidebar on the right includes a "Select Language" dropdown, "Powered by Google™ Translate", and a "Search This Blog" search bar.

Google Grants Blog
The official blog of Google Grants

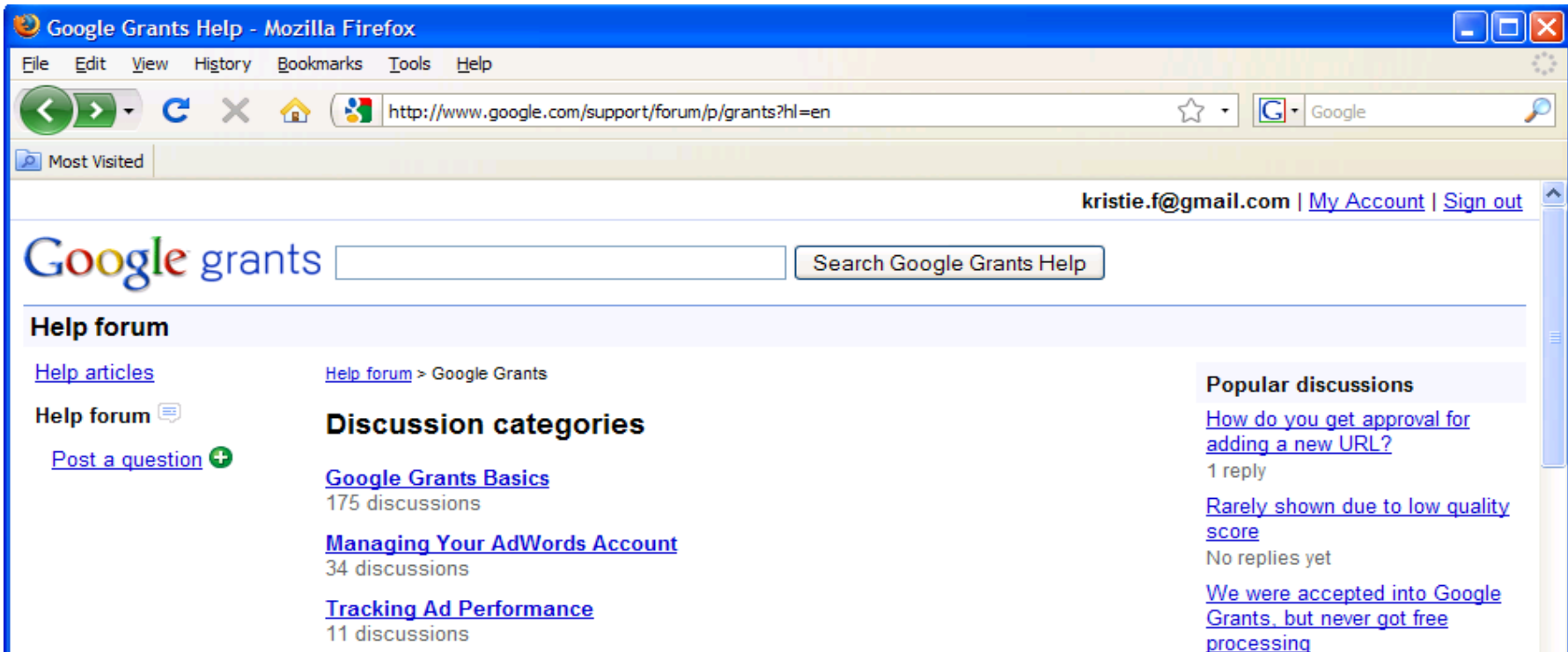
Trending Thanksgiving: Introducing Insights for Search
Thursday, November 12, 2009 | 8:42 AM
Labels: [Google Products](#), [Resources for Non-Profits](#)

Preparing for Thanksgiving leads to a bustle of activity in stores, homes, and online. While some are focused on searching for the perfect centerpiece idea, thousands of others begin

Select Language
Powered by Google™ Translate
Search This Blog

Resources: User Forum

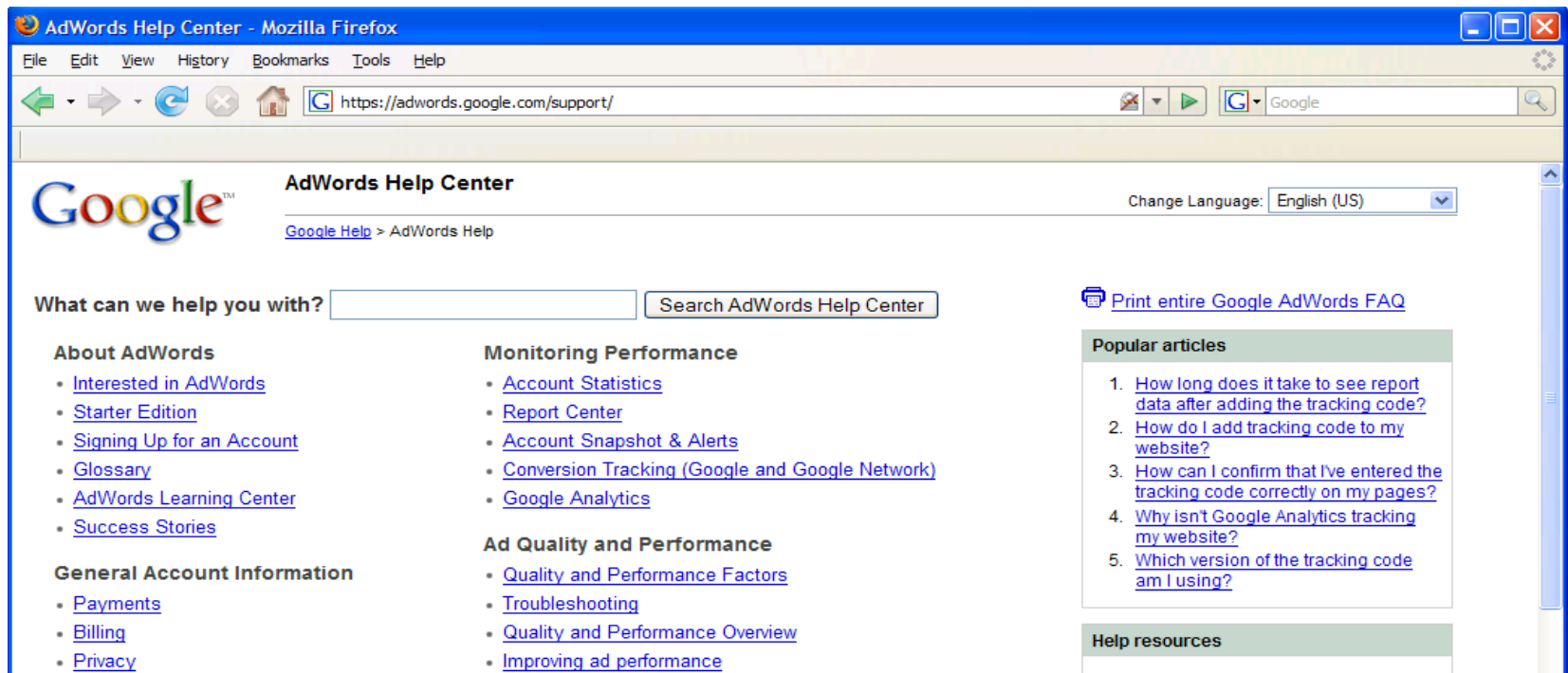
- User-to-User support for grantees & interested non-profits - <http://groups.google.com/group/googlegrants-help>



The screenshot shows a Mozilla Firefox browser window displaying the Google Grants Help forum. The address bar shows the URL <http://www.google.com/support/forum/p/grants?hl=en>. The page header includes the user's email kristie.f@gmail.com, a [My Account](#) link, and a [Sign out](#) link. The main content area features the Google Grants logo, a search bar, and a navigation menu. The forum is organized into sections: 'Help forum' with links to 'Help articles', 'Help forum' (with a comment icon), and 'Post a question' (with a plus icon). The 'Discussion categories' section lists three topics: 'Google Grants Basics' (175 discussions), 'Managing Your AdWords Account' (34 discussions), and 'Tracking Ad Performance' (11 discussions). A 'Popular discussions' sidebar on the right highlights three topics: 'How do you get approval for adding a new URL?' (1 reply), 'Rarely shown due to low quality score' (No replies yet), and 'We were accepted into Google Grants, but never got free processing'.

Resources: AdWords Help Center

- Comprehensive resource for AdWords program -



The screenshot shows the AdWords Help Center website in a Mozilla Firefox browser window. The browser's address bar displays the URL <https://adwords.google.com/support/>. The page features the Google logo and the text "AdWords Help Center". A language dropdown menu is set to "English (US)". A search bar is present with the placeholder text "What can we help you with?". The page is organized into several sections:

- About AdWords**
 - [Interested in AdWords](#)
 - [Starter Edition](#)
 - [Signing Up for an Account](#)
 - [Glossary](#)
 - [AdWords Learning Center](#)
 - [Success Stories](#)
- General Account Information**
 - [Payments](#)
 - [Billing](#)
 - [Privacy](#)
- Monitoring Performance**
 - [Account Statistics](#)
 - [Report Center](#)
 - [Account Snapshot & Alerts](#)
 - [Conversion Tracking \(Google and Google Network\)](#)
 - [Google Analytics](#)
- Ad Quality and Performance**
 - [Quality and Performance Factors](#)
 - [Troubleshooting](#)
 - [Quality and Performance Overview](#)
 - [Improving ad performance](#)

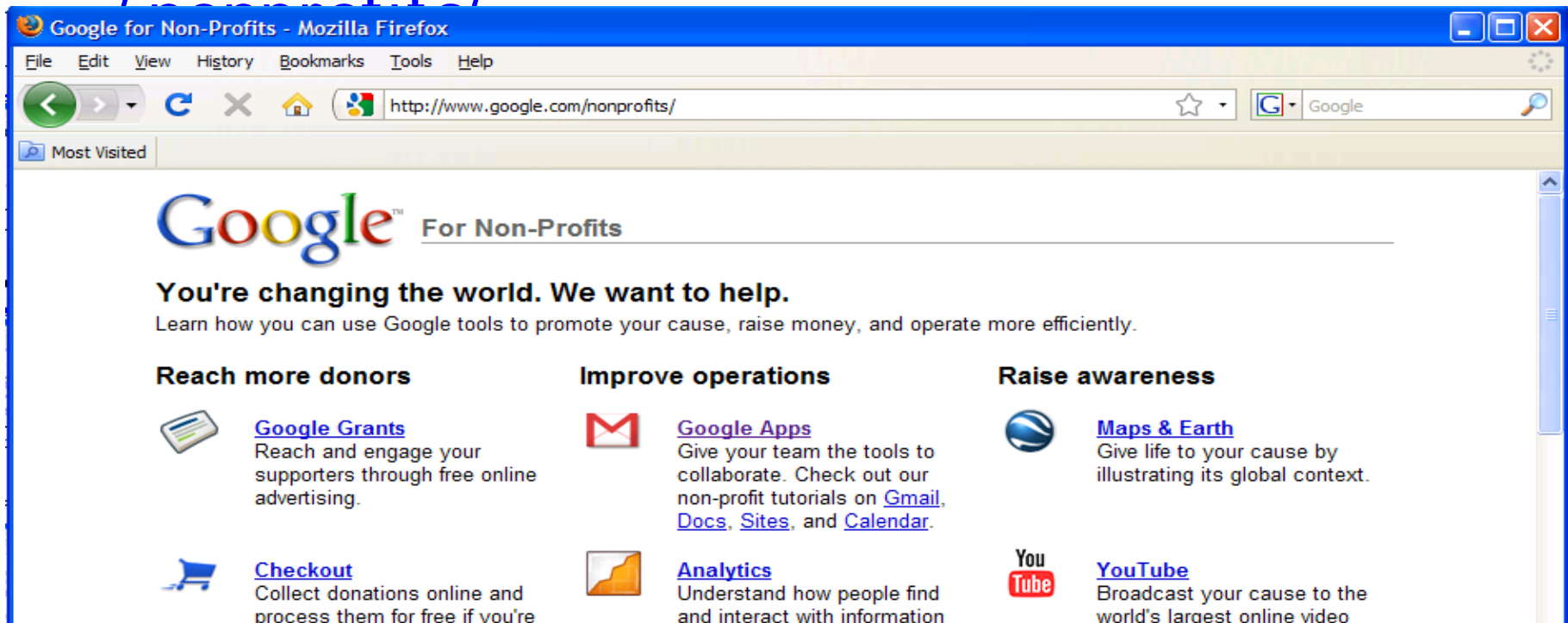
On the right side of the page, there is a link to "Print entire Google AdWords FAQ" and a section titled "Popular articles" containing a list of five frequently asked questions:

- [How long does it take to see report data after adding the tracking code?](#)
- [How do I add tracking code to my website?](#)
- [How can I confirm that I've entered the tracking code correctly on my pages?](#)
- [Why isn't Google Analytics tracking my website?](#)
- [Which version of the tracking code am I using?](#)







Below the "Popular articles" section is a "Help resources" section.

Resources: Google For Non-Profits

- Free tools Google offers to help non-profits promote their work, raise money, & operate more efficiently <http://www.google.com>



The screenshot shows a Mozilla Firefox browser window with the title "Google for Non-Profits - Mozilla Firefox". The address bar displays "http://www.google.com/nonprofits/". The page content includes the Google logo and the text "For Non-Profits". Below this, a headline reads "You're changing the world. We want to help." followed by the subtext "Learn how you can use Google tools to promote your cause, raise money, and operate more efficiently." The page is organized into three columns of resources:

Reach more donors	Improve operations	Raise awareness
 Google Grants Reach and engage your supporters through free online advertising.	 Google Apps Give your team the tools to collaborate. Check out our non-profit tutorials on Gmail , Docs , Sites , and Calendar .	 Maps & Earth Give life to your cause by illustrating its global context.
 Checkout Collect donations online and process them for free if you're	 Analytics Understand how people find and interact with information	 YouTube Broadcast your cause to the world's largest online video

Resources

- Use these online resources and others (including webinars like this!) to learn more about the program
- If your application is approved, these resources will be even more important in leading to success with your grant!

Session Recap

Today, we've covered:

- Google Grants & the basics of AdWords advertising
- Program details
- Eligibility guidelines
- Application process
- Common questions & Resources

More info at www.google.com/grants

Thank you!
