



# Setting Yourself Up For Success With AdWords:

Getting to Know The Google Grants Program



# Today's Goals

After this session, you should be comfortable with:

- Google Grants and the basics of AdWords advertising
- Program details
- Eligibility requirements
- Application process
- Identifying goals for your account
- Resources to make the most of the program

# What is Google Grants?

- Offers free online advertising to select non-profit organizations on Google.com
- Program created in 2003
- Available in 23 countries and regions
- Currently support over 4,900 grantees
- Donated over \$338M in free ads to eligible organizations

## Sponsored Links

### [HIV & AIDS Information](#)

Learn more about **HIV** disease in women & how to manage this disease  
[www.thewellproject.org](http://www.thewellproject.org)

### [Aids Awareness](#)

Laurence Fishburne, Unicef Field Trip to South Africa. June 21, 2004  
[www.unicefusa.org](http://www.unicefusa.org)

### [AIDS Awareness Foundation](#)

Help Us Raise Funds to Tackle the **HIV/AIDS** Pandemic. Learn More.  
[www.InteractWorldwide.org](http://www.InteractWorldwide.org)

### [Aids Awareness](#)

180,000 Children Orphaned a Month by **HIV AIDS**. We Must Respond.  
[www.WorldVision.org](http://www.WorldVision.org)

### [All About HIV/AIDS](#)

Download the 'Facts for Life' Today Protect Yourself. Spread the Word.  
[www.amfAR.org](http://www.amfAR.org)

### [Free HIV/AIDS resources](#)

Online, hard copy, or CD-Roms from the International **HIV/AIDS** Alliance  
[www.aidsalliance.org/publications](http://www.aidsalliance.org/publications)



# What is Google Grants?

- 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
  - The US Fund for UNICEF's e-commerce site, Shop UNICEF, experienced a 43% increase in sales in 1 year
  - CoachArt, which supports children with life-threatening illnesses through art and athletics programs, saw a 60% – 70% increase in volunteers since joining the program

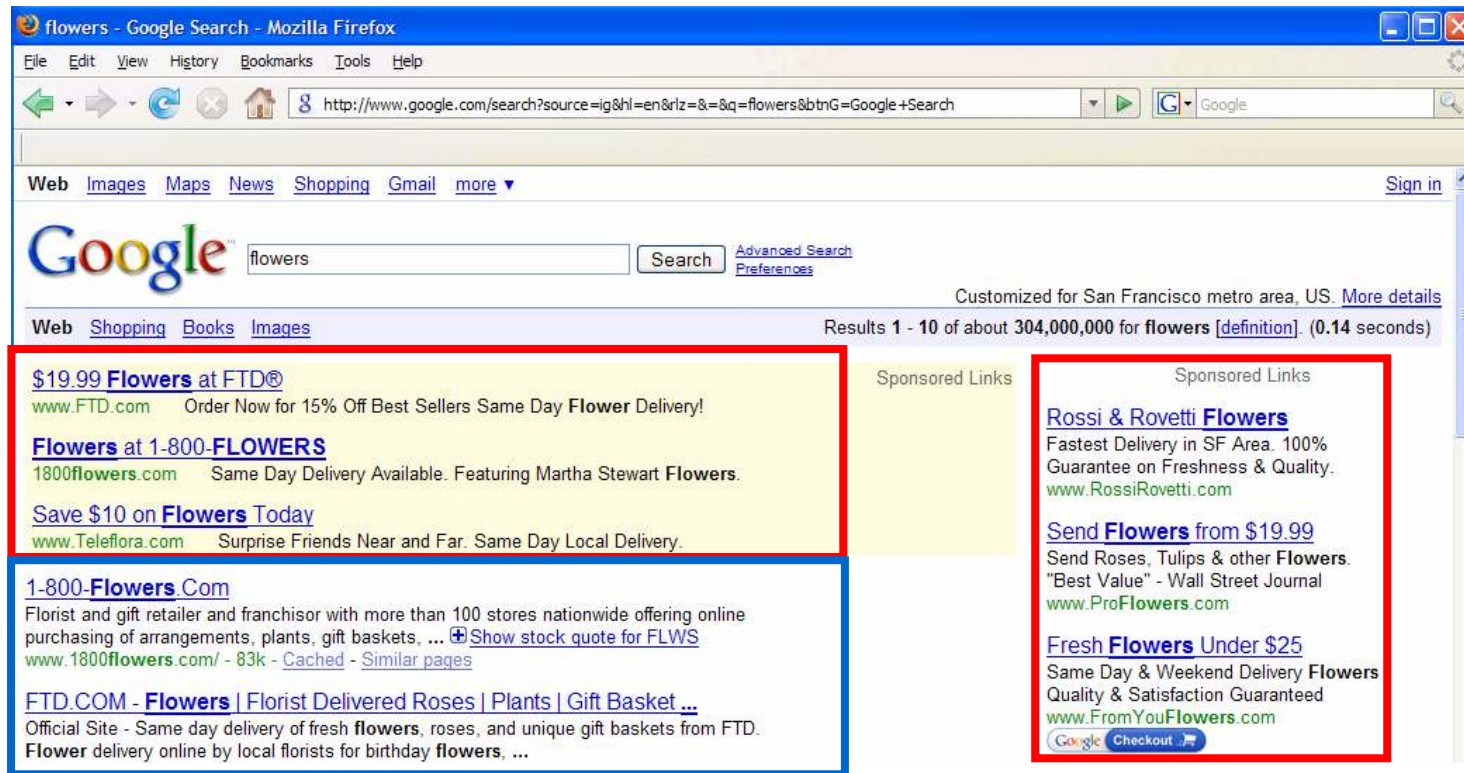


# What is Google Grants?

- Participating organizations use their free ads to:
  - Increase awareness
  - Disseminate information
  - Recruit volunteers/staff
  - Collect donations
  - Promote events
- These ads are run through the Google AdWords advertising program

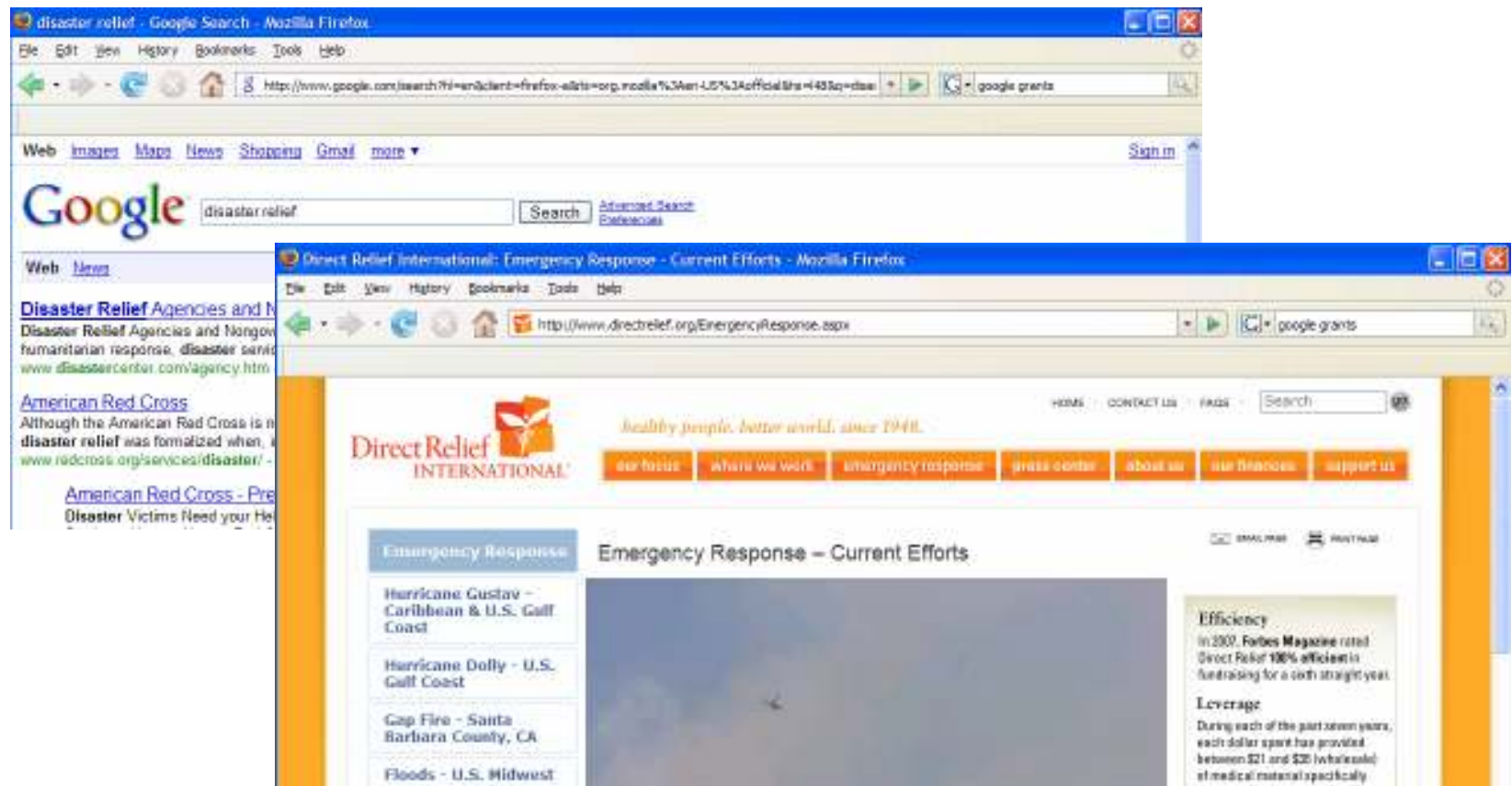
# What is AdWords?

- Google AdWords is a system of keyword-targeted advertising
- When users search on a specific keyword on Google.com, ads associated to that keyword appear on the right-hand side



# What is AdWords?

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





# What is 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!

# What is 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 their accounts



# 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
  
- \*Organizations participating in Google AdSense must cancel their AdSense account before becoming eligible

# Eligibility

- To check on the eligibility of your organization, review the program guidelines at [www.google.com/grants](http://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



# 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
- Set a cost-per-click (CPC) of up to \$1.00
- No need to reapply or extend your Grant
  - Remains active as long as your account is actively managed and adhering to our program guidelines

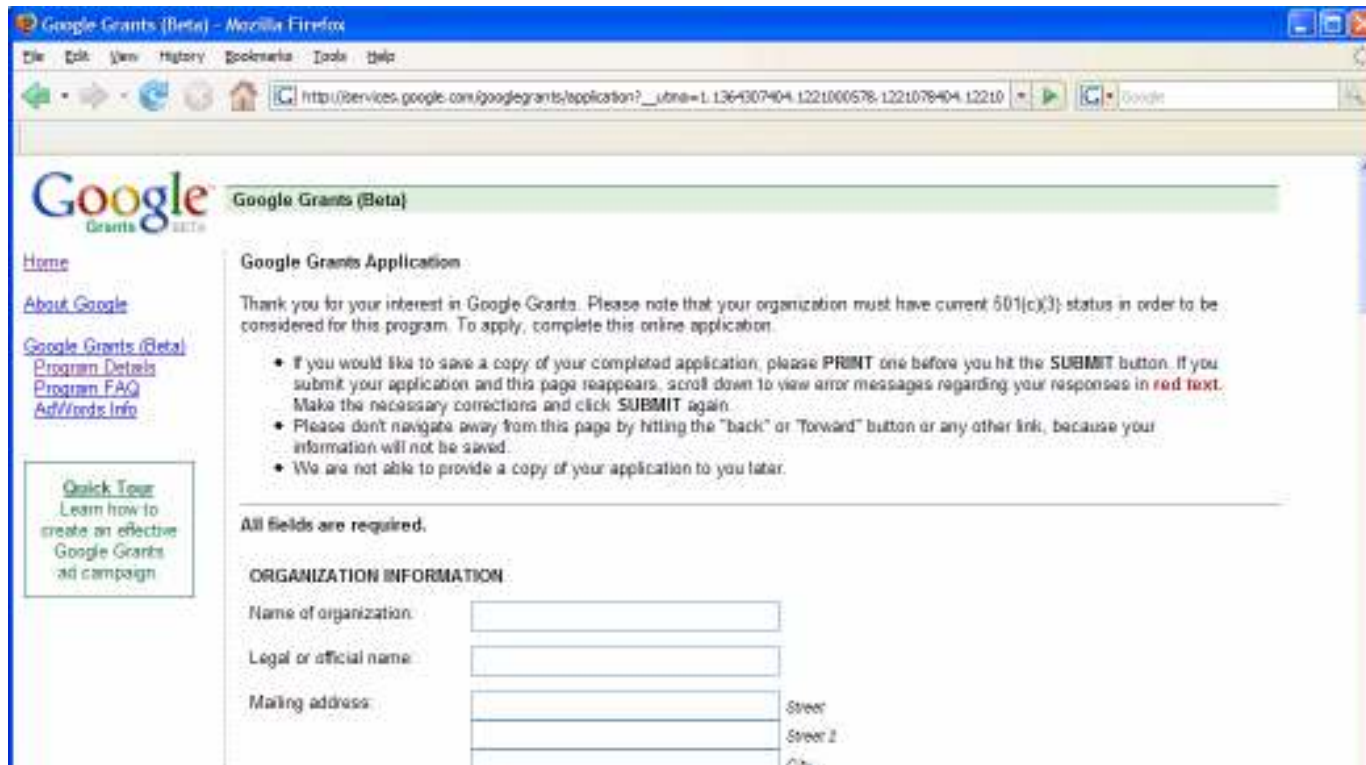


# Program Details: Account Differences

- Limited to text-only ads
- Ads appear only on Google.com, not on network sites
- Maximum daily “spend” is \$330
- Maximum CPC is \$1.00

# Application Process

- Review program website to see if Google Grants is appropriate for your organization
- Complete the online application



The screenshot shows a web browser window titled "Google Grants (Beta) - Mozilla Firefox". The address bar contains the URL: [http://services.google.com/googlegrants/application?\\_\\_utma=L.1364307404.1221000578.1221078404.12210](http://services.google.com/googlegrants/application?__utma=L.1364307404.1221000578.1221078404.12210). The page header features the Google logo and "Grants BETA" with the text "Google Grants (Beta)".

On the left side, there is a navigation menu with links: [Home](#), [About Google](#), [Google Grants \(Beta\)](#), [Program Details](#), [Program FAQ](#), and [AdWords Info](#). Below this menu is a "Quick Tour" box with the text: "Learn how to create an effective Google Grants ad campaign".

The main content area is titled "Google Grants Application". It contains the following text: "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."

Below this text is a bulleted list of instructions:

- 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.

Below the list, it states "All fields are required." and "ORGANIZATION INFORMATION". The form fields are:

- Name of organization:
- Legal or official name:
- Mailing address:  Street,  Street 2,  City



# Application Process

- Once your application has been submitted, Google employee volunteers review your application and website
- After we review your application, you will be notified via email with the outcome of this review
  - If selected, you will also receive your AdWords account login information and instructions for managing your campaign

# Setting Goals

- Think beyond just additional traffic
- What do you want users to do once they get to your site?
  - Make a donation?
  - Sign-up as a volunteer?
  - Read specific content?
- Identify your goals ahead of time to make your application stronger and to better organize your account

# Best Practices for Your Application

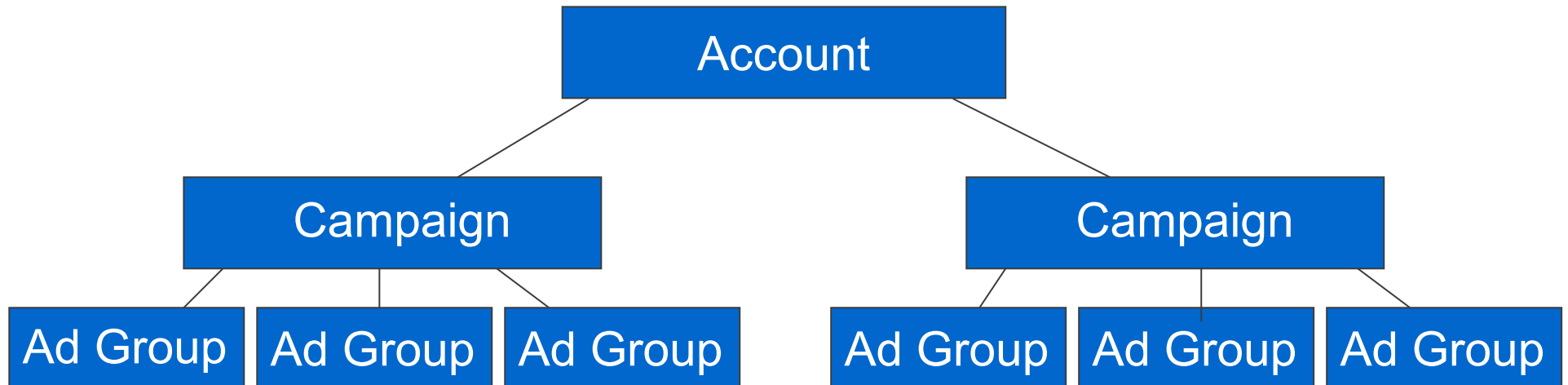
- Develop a strategy for promoting your mission through AdWords
- Specify the URL you would like to drive users to
- Include specific initiatives you wish to promote
- Identify your target audience

# Best Practices for Your Account

- High-level Strategies:
  - Think from a user's perspective
  - Be specific and relevant in ads and keywords
  - Monitor performance by evaluating CTR and Quality Score
  - Make edits to your campaign as needed

# Best Practices for Your Account

- Campaign Structure:
  - There are three levels to an AdWords account - account, campaign, and Ad Group



# Best Practices for Your Account

- Campaign Structure:
  - Keep Ad Groups tightly themed
    - Focus each Ad Group on a specific topic
    - Make each specific to your mission and goals
  - Use targeting to reach your audience
    - Target by country, state, city, or radius
    - Add an additional campaign if you need to target another region

# Best Practices for Your Account

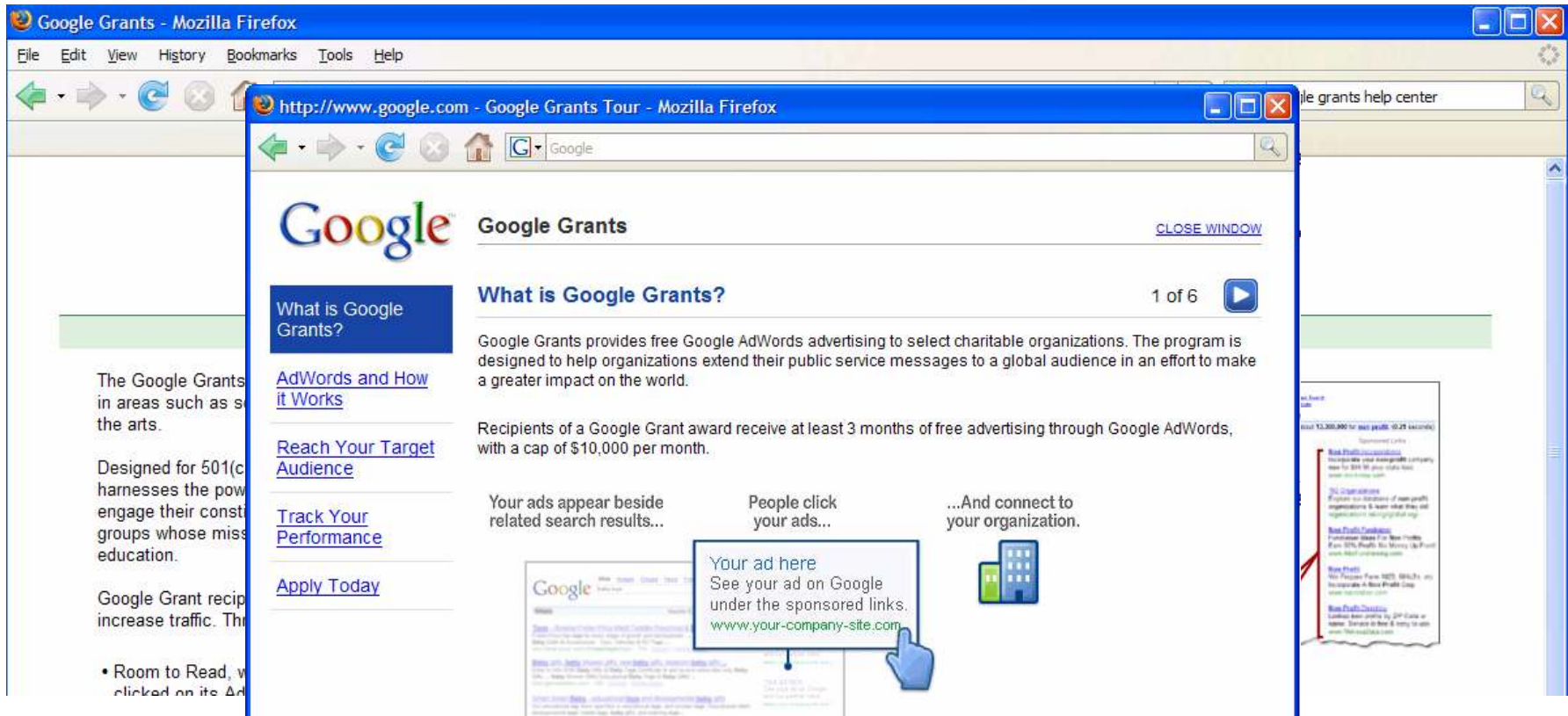
- Ad Text and Keywords:
  - Ad Text
    - Use strong calls to action: “Donate Now!”
    - Include most important, targeted keywords in ads
    - Test out multiple ad texts per Ad Group
  - Keywords
    - Think from the user’s perspective
    - Use keywords directly related to your organization
    - Evaluate keyword performance and refine lists

# Best Practices for Your Account

- Tracking Results:
  - **Monitoring is key to success**
  - Track which keywords and ads perform best
  - Use AdWords account statistics & Google Analytics to monitor
  - Make changes to your account based on this analysis

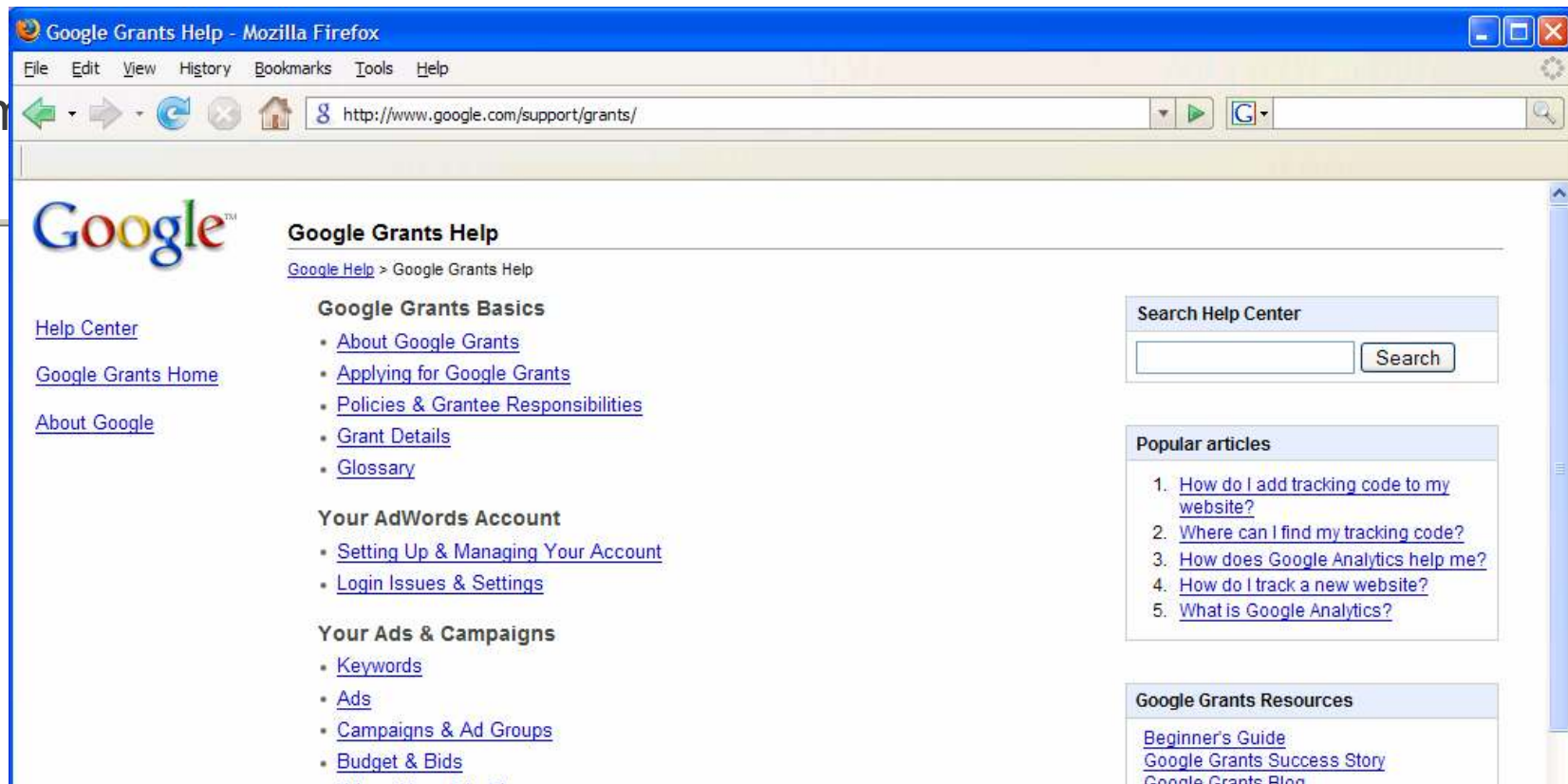
# Resources: Program Site

- One-stop shop with program details, eligibility guidelines, online application, and additional resources - <http://www.google.com/grants>



# Resources: Help Center

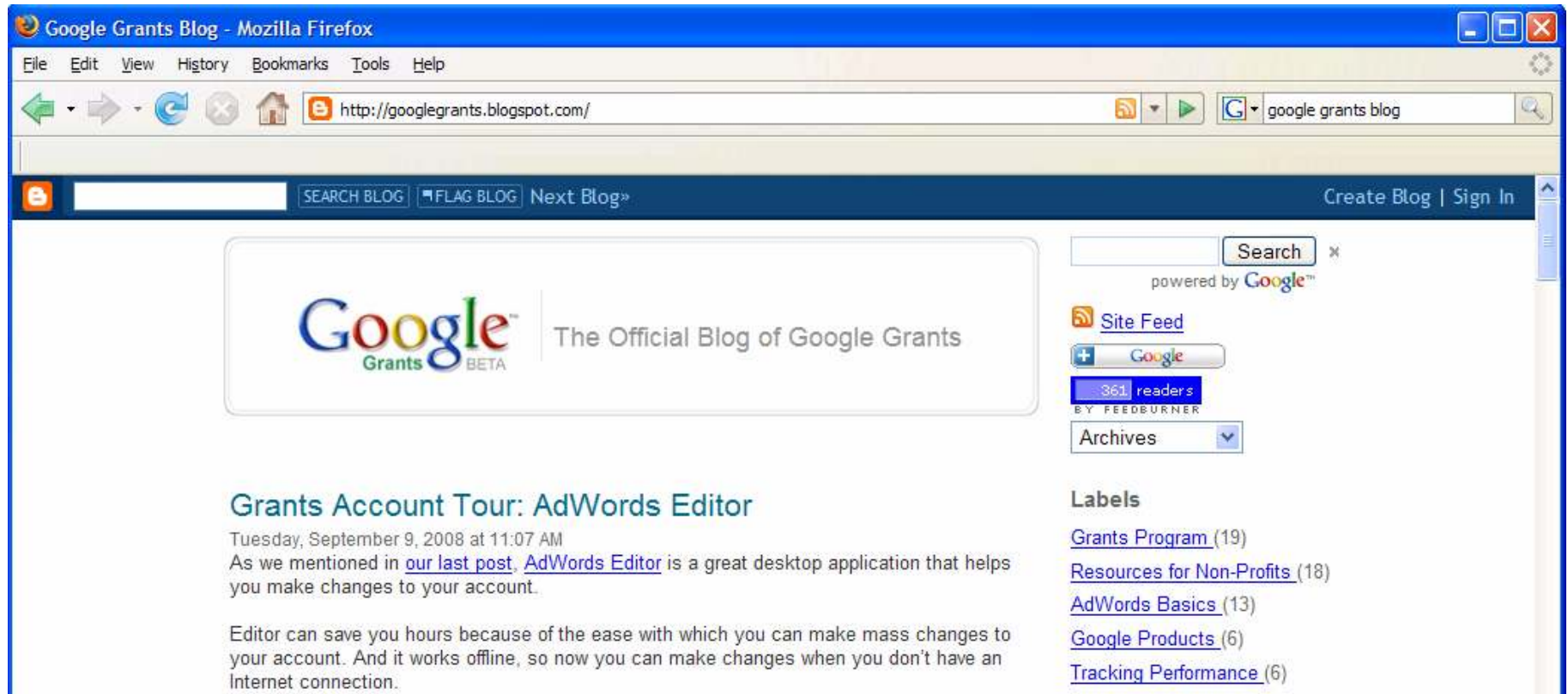
- Houses trainings, guides, glossary, FAQs, and more - <http://www.google.com/support/grants/>



# Resources: Grants Blog

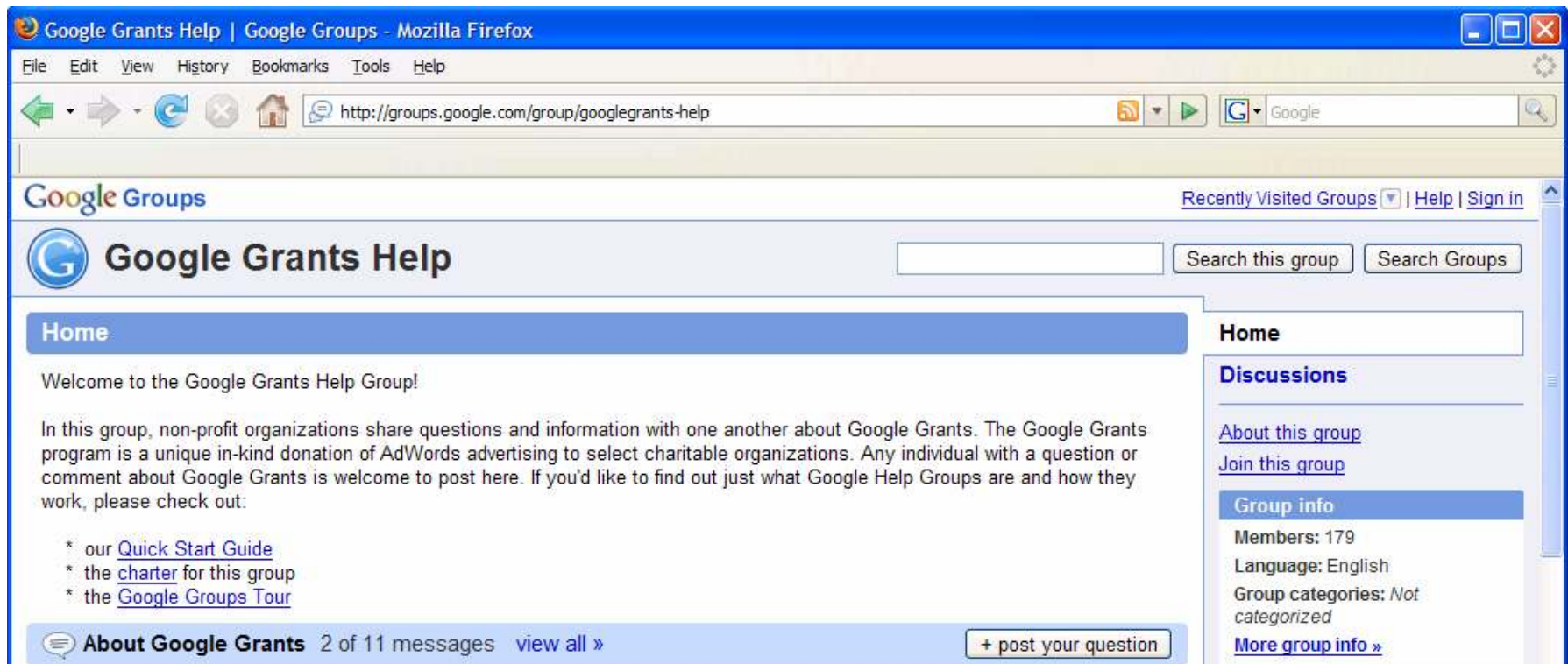


- Find articles from the Grants team on managing your grant, tips for AdWords, program updates, and more - <http://googlegrants.blogspot.com/>



# Resources: Grants Help Group

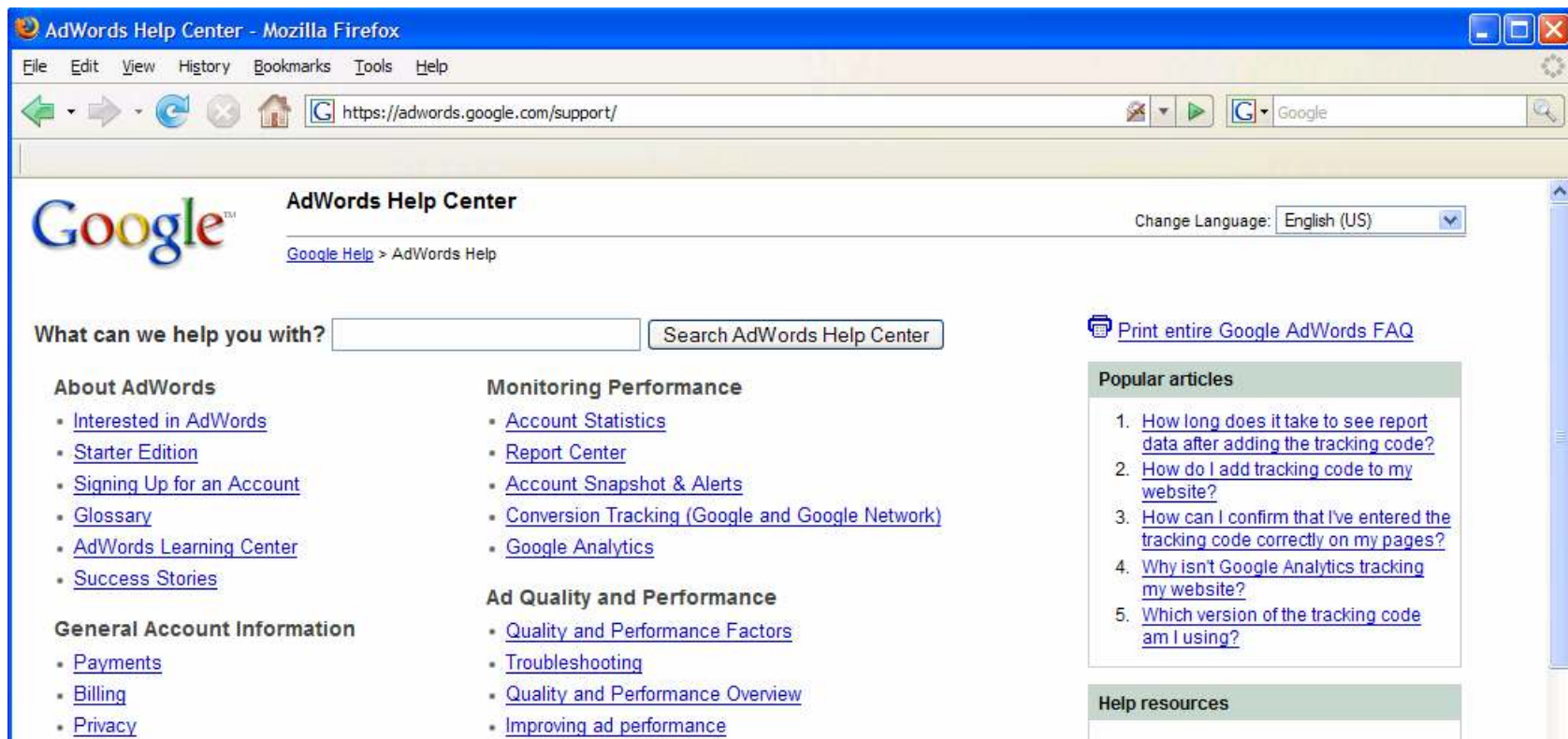
- User-to-User support tool for grantees and interested non-profits - <http://groups.google.com/group/googlegrants-help>



The screenshot shows a Mozilla Firefox browser window displaying the Google Grants Help Google Group page. The browser's address bar shows the URL <http://groups.google.com/group/googlegrants-help>. The page header includes the Google Groups logo and navigation links for 'Recently Visited Groups', 'Help', and 'Sign in'. The main heading is 'Google Grants Help', followed by search boxes for 'Search this group' and 'Search Groups'. A 'Home' button is visible, and the main content area welcomes users to the group, explaining its purpose and providing links to a 'Quick Start Guide', 'charter', and 'Google Groups Tour'. A sidebar on the right contains sections for 'Home', 'Discussions', 'About this group', 'Join this group', 'Group info' (listing 179 members, English language, and 'Not categorized' group categories), and 'More group info'. At the bottom, there is a message count 'About Google Grants 2 of 11 messages view all »' and a '+ post your question' button.

# Resources: AdWords Help Center

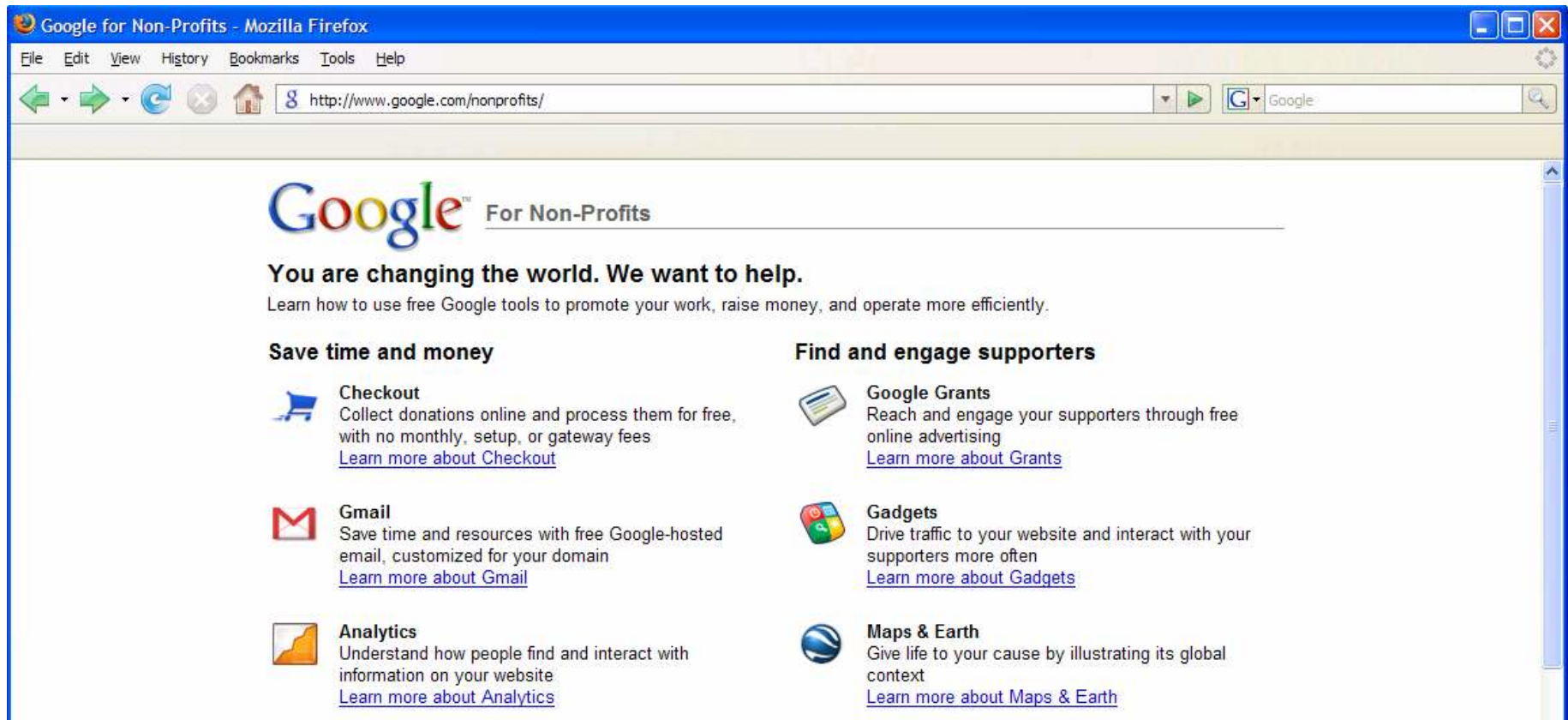
- Comprehensive resource center for AdWords advertisers - <https://adwords.google.com/support/>



\*Note Grants account differences when using these resources

# Resources: Google for Non-Profits

- Learn about free tools Google offers to help non-profits promote their work, raise money, and operate more efficiently - <http://www.google.com/nonprofits/>



The screenshot shows a Mozilla Firefox browser window titled "Google for Non-Profits - Mozilla Firefox". The address bar contains "http://www.google.com/nonprofits/". The page content includes the "Google For Non-Profits" logo and the headline "You are changing the world. We want to help." Below this, there are two columns of services:

- Save time and money**
  - Checkout**: Collect donations online and process them for free, with no monthly, setup, or gateway fees. [Learn more about Checkout](#)
  - Gmail**: Save time and resources with free Google-hosted email, customized for your domain. [Learn more about Gmail](#)
  - Analytics**: Understand how people find and interact with information on your website. [Learn more about Analytics](#)
- Find and engage supporters**
  - Google Grants**: Reach and engage your supporters through free online advertising. [Learn more about Grants](#)
  - Gadgets**: Drive traffic to your website and interact with your supporters more often. [Learn more about Gadgets](#)
  - Maps & Earth**: Give life to your cause by illustrating its global context. [Learn more about Maps & Earth](#)



# Take-aways

- Google Grants can help qualifying organizations achieve their missions with free ads on Google.com
- Google Grants AdWords accounts must be managed by an active contact at your organization
- Details on the program and eligibility can all be found online
- Learning the AdWords system is key in ensuring your account is effective – and we have the resources to help you!



# Next Session

“Optimizing Keywords in AdWords”, 9.18.08

- Learn how to maximize your Google Grant by optimizing your keyword lists
- Evaluate keyword performance and refine keyword lists
- Discuss helpful tools and strategy to ensure your keywords are as targeted as possible

**Thank you!**



[www.google.com/grants](http://www.google.com/grants)

