GOOGLE AD GRANTS & FACEBOOK AD Basics...
SPEAKERS

Cameron Ripley
Co-Founder and CEO
Community Boost Consulting

Michael Goodrum
Digital Marketing Consultant
Community Boost Consulting

Xanika Covington
Digital Marketing Services
MobileCause
WEBINAR AGENDA

- Conquer Google AdWords and Facebook Ads
- Qualify for and Leverage a Google Ad Grant
- Multi-channel Fundraising Strategies
- Setting Goals and Identifying Your Audience
Poll

Have you implemented advertising campaigns with Google or Facebook?

1. Yes
2. No
3. Unsure
CONQUER GOOGLE ADWORDS AND FACEBOOK ADS

Cameron Ripley
Co-Founder and CEO
Community Boost Consulting

Michael Goodrum
Digital Marketing Consultant
Community Boost Consulting
WHAT IS MARKETING TO YOU?
MARKETING IS ABOUT ACQUIRING ATTENTION NOT JUST IMPRESSIONS
IN 2018, PEOPLE’S ATTENTION IS ONLINE AND ON MOBILE
Google Statistics

Google is expected to have **80% of Search Market by 2019**

- >100B Google Searches per Month
- 64% Internet Searches Happen on Google
- $1.8B Free Google Ads Donated to Nonprofits in 2017
- >50K Nonprofits Approved for Google Ad Grants
Facebook Statistics

Facebook ad revenue in the US is set to **outpace total print ad spending by 2019**

- 1.6B Daily Active Facebook Users
- #2 Ad Platform to Drive the Most ROI
- 79% US Internet Users Logged onto Facebook
- 60% US Internet Users Watch Videos on Facebook
Instagram Statistics

Instagram added 100 million users when launching Instagram stories in 2016

500M Daily Active Instagram Users

25% Instagram Ads are Single Videos

51% Instagram Users Open the App Daily

35% Instagram Users Click it Multiple Times a Day
# 2017 Global Giving Trends

## BABY BOOMERS

- **Most Inspired to Give by:**
  - Social Media = 19%
  - Fundraising events = 24%
  - Email = 23%

- **Prefer to Give by:**
  - Online = 59%
  - Direct mail = 19%
  - Fundraising events = 12%

## GEN XERS

- **Most Inspired to Give by:**
  - Social media = 28%
  - Fundraising events = 24%
  - Email = 20%

- **Prefer to Give by:**
  - Online = 59%
  - Fundraising events = 16%
  - Direct mail = 11%

## MILLENNIALS

- **Most Inspired to Give by:**
  - Social media = 33%
  - Fundraising events = 26%
  - Email = 20%

- **Prefer to Give by:**
  - Online = 62%
  - Fundraising events = 16%
  - Mobile = 9%

Source: [https://givingreport.ngo/past-reports/](https://givingreport.ngo/past-reports/)
Why Google and Facebook?

In 2018, it’s imperative to market where people’s attention actually is and both channels are a great value for nonprofits and have tremendous scale potential and are stronger together

- Use Facebook for inspiring stories and personal content
- Use Google to communicate how to get involved
- A $10K/mo Google Ad Grant will help you grow your reach
- Facebook ads are hyper-targeted and can be affordable
BASICS OF GOOGLE AD GRANTS
Benefits of Google Ad Grants

This is not your standard grant most nonprofits can get approved in less than a week

- Leverage $120,000 in free Google search ads to get on the first page of Google and drive more measurable outcomes

$10,000 in Free Monthly Ad Spend
Qualify for $329/day in Free In-kind Google Search Text Ads

5000+ Monthly Site Visitors
Drive Non-branded, First-time Visitors to Your Website Every Day

Consistently Build Your Email List
Utilize Ad Grants to Build Your Email List to Share your Org’s Impact and Needs

Scale Online Donations
Increase Revenue by Getting More of the Right People to Key Online Pages
How Google Ad Grants Work

Let’s talk through an example of Google Ads in action
Key Stipulations of Google Ad Grants

Nonprofit leaders will want to be aware of the new Google Ad Grant stipulations rolled out in 2017

- Your $10K/mo is really a $329/day daily ad grant
- Ad Grants only includes Search Text Ads
- Almost all 501c3 charities are eligible to get approved
- The most your organization can bid is $2.00 per click
- Generate traffic and target keywords over $2.00CPC

See other major compliance policy changes
Moms in Prayer Case Study Slides

Lets take a look at Q3/Q4 2017 results from Google Ad Grants with one of our MobileCause Partners!

- $19K in Ecommerce Revenue
  - Contributed to $19,095 in Online Ecommerce Revenue in Q3 - Q4

- 345 Prayer Group Requests
  - Led to 345 New Prayer Group Requests in Q3 and Q4

- 2,945 Qualified Email Subscribers
  - Moms in Prayer Converted 2,945 Email Subscribers Directly from the Google Grant

- 817,000+ All-time Ad Grant Site Visitors
  - Played a Pivotal Role in Generating New, First-time Visitors
Top Ad Grant Strategy Recommendations

From working with over 200 nonprofits on Google Ad Grants, here are some high-level strategy tips to drive measurable outcomes faster:

- Value-focused campaigns will answer questions for supporters
- A variety of conversion goals drive donations
- Conversion tracking helps you optimize your efforts
- Ad copy testing helps you experiment with messaging
Get Started with Google Ad Grants

Getting approved for a $10,000/mo Google Ad Grant is typically done in 10 business days or less. Follow these steps to set up your account:

- Set up a free TechSoup account
- Then apply to Google for Nonprofits
- Build a Google Ad Grants account through their Creation Guide
- Submit a Google Ad Grant Application through the GFNP Portal
BASICS OF FACEBOOK ADS
Benefits of Facebook Ads

Facebook and Instagram advertising have a lot of power and key benefits to drive ROI

• Reach your audience by targeting people based on interests, demographics, locations, actions on your site and lookalikes

• You can get started and set up with as little as $10 a day on Facebook and it is easier than other digital platforms

• Create custom campaigns easily through Facebook’s new placements, including video ads and instant article ads

• Facebook ads are highly effective, engaging and underpriced
How Facebook Ads Work

Case Study – How FB Ads can Achieve a 10X Return On Ad Spend (ROAS)

Year-End Giving
Facebook & Instagram Ad Results in 2017

Within 1 Day of Interacting with Ads:
• Cost per Donation: $17.64
• ROAS: 3.09X
• Highest Individual ROAS: 6.66X

Within 28 Days of Interacting with Ads:
• Cost per Donation: $14.07
• ROAS: 9.85X
• Highest Individual ROAS: 24.3X

Results don’t include the value of 1K+ likes and 300+ shares!
Top Three Audience Targeting Scenarios

These are the big three audience targeting segments that are most commonly utilized on Facebook and Instagram ads:

- **Core Audiences** – Select your audience based on age, location, interests and behaviors, like charitable giving.
- **Custom Audiences** – Upload contact lists to connect with donors on Facebook and use remarketing to target visitors.
- **Lookalike Audiences** – Use your supporter information to find people similar to them on Facebook (between 1-10 percent of the total population).
Top Ad Strategy Recommendations

If your organization is new to Facebook and Instagram advertising, let's breakdown the best strategy tips to get started on the platforms:

- At minimum, test at 2018 year-end giving
- Leverage custom and lookalike audiences
- Besides hyper-targeting, creative is a key variable
- Ad testing is significantly more effective than boosting posts
Why You Should Use Business Manager

Facebook recommends you should use business manager if you fall into one of the categories below

• Need to manage multiple payment methods in the same place
• Need more than one ad account
• Want to request access to pages or ad accounts
• Need to assign permissions to people you work with
• Work with a partner or agency

Go to https://business.facebook.com/ to get started setting up your Business Manager for your organization
Google Ads & Facebook Ads are Better Together

Google, Facebook and Instagram Ads are incredibly complimentary throughout a nonprofit’s marketing funnel and create a powerful one-two punch for your fundraising efforts.

Send upwards of 5,000+, qualified, non-branded search visitors that show search intent about caring for your mission.

Hyper-target new qualified potential supporters and inspire them with compelling creative.
The secret to Google and Facebook ad success is to fully use the power of each channel and let each channel help the other.
Community Boost Consulting
We exist to empower social ventures changing the world – https://www.communityboost.org/
MULTI-CHANNEL FUNDRAISING STRATEGIES

Xanika Covington
Digital Marketing Services
MobileCause
Setting Realistic Fundraising Goals

You may have other goals than fundraising alone, like growing your donor database – setting those goals and solid monetary goals are key to success

• What is your target donor profile?
• How much in gifts to you expect from your base?
• Are your goals aspirational or outrageous?
• Can your number be shared with constituents?
• What other non-monetary goals do you have?
Identifying and Reaching Your Audience

Once you’ve set your goals, solidifying who your target audience is and how you can reach them is going to get you to your fundraising goals faster.

- What does your current audience look like?
- How do you find similar profiles or a “lookalike” audience?
- What keywords is your audience searching for?
- Can you create a peer-to-peer campaign to reach new donors?
Multi-channel Program Considerations

Understanding which channels your audience uses and tailoring your messaging to those channels will help your call-to-action get through clearly

- Which channels does your target audience prefer?
- Will your message work across all of these channels?
- What do you need to know about specific channel messaging?
- What should you promote in a multi-channel program?
- What are natural ways you can segment your audience?
Best Practice Campaign Examples

[Image: Educate Girls Globaly]

EDUCATE A GIRL AND SHE WILL CHANGE THE WORLD

[Image: 5th Annual Run For 9-1-1 Charity 5K]

Run for 9-1-1 is an annual charity 5K run (or walk) to benefit the Friends of 9-1-1, an initiative of NENA, the National Emergency Number Association. The Friends of 9-1-1 encourages public support and recognition of 9-1-1 professionals, the unsung heroes of public safety, by generating essential funds to provide scholarships, continuing education opportunities, and wellness programs for 9-1-1 professionals across the United States.

Register, get more information, or make a donation... See More
Digital Marketing Success
Dabo’s All In Team Foundation

Reach 8x as many people while collecting 10x more in donations

Coach Dabo Swinney, is the co-founder of Dabo’s All In Team Foundation and during the month of October they run a breast cancer awareness campaign to raise funds for research. They were looking for a way to engage their community and raise more donations than last year.

Dabo’s decided to partner with MobileCause to increase reach for more donations

• Our Digital Marketing Services team provided them with a weekly plan of multi-channel fundraising strategies to maximize awareness
• A key component of the strategy was to reach the core community of football fans by having the team share the message via a social media contest and a series of text messages
• A video was also created that included the football team and Coach Dabo sharing personal experiences about the impact of breast cancer
• The outcome was incredible, and a direct result of planning ahead, consistent communication and offering opportunities for donors to connect and engage

Campaign Impact

1,100
Total donors reached starting with 75 in the first year

$11,200
Total donations raised starting with $3,500 raised in the first year

760+
Mobile subscribers and counting

“MobileCause helped us create an effective strategy to raise awareness about our campaign. Not only did we receive more donations than ever, but we gained a lot of interest and momentum for next year.”

– Lexie Vick, Marketing Coordinator
Creating a more seamless experience for donors across all channels and devices is a high-priority for many nonprofits.
Poll

I’m interested in using ads to promote my next event or campaign.

1. Next Month
2. Next 3 Months
3. Next 6 Months
4. Next Year
5. Not Sure
MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call (888) 661-8804 or go to https://hubs.ly/H0c_t-q0