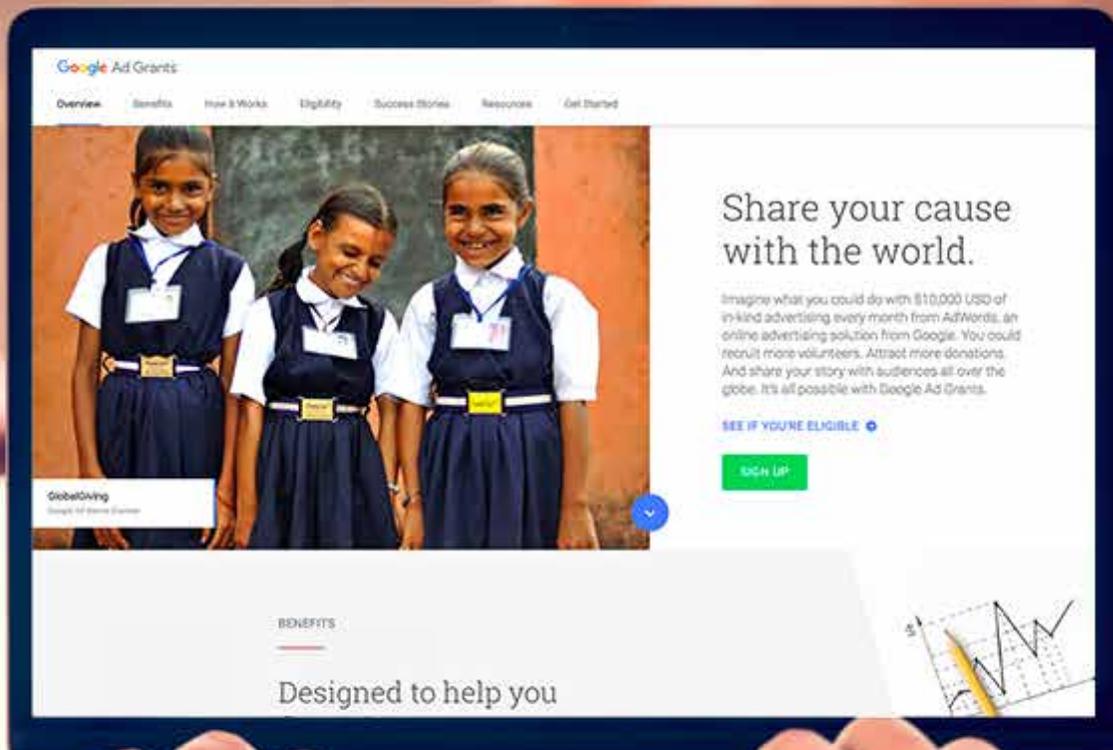


# GOOGLE AD GRANTS FOR ONLINE GIVING

The Google Ad Grant program is one of the most powerful, consistent and scalable ways to drive new supporters, volunteers and donors to your nonprofit organization each and every month!



# Table of Contents



**How the Google Ad Grant Works (Page 3)**

**How to Apply for a 10K Monthly Ad Grant (Page 4)**

**How to Get Started Once You Have Been Approved (Pages 5-12)**

**Understanding AdWords Structure**  
**Building Google Adwords Campaigns**  
**Utilizing Google Analytics**

**How to Use the Google Grant to Drive Online Revenue (Pages 13-21)**

**Community Boost 4S Program:**

**Strategy** - Understanding Your Marketing Funnel

**Systems** - Setup Your Organization's Google Grant

**Scale** - Drive Results and Revenues

**Sustain** - Long Term Google Grant Impact

**More Google Grant Resources (Page 22)**

**Conclusion (Page 23)**

# How the Google Ad Grant Works



**501c3 nonprofit organizations are eligible to receive \$10,000 in free, in-kind Google advertising every month.** Imagine how \$120,000 in free annual Google advertising can support your mission? How would potentially sending an additional 60,000 website visitors every year to your nonprofit's website help accelerate and scale your organization's revenue and social impact?

Nonetheless, when you are new to the Google Ad Grant, it can feel a bit daunting to say the least. This MobileCause eBook has been created in partnership with the team at Community Boost Consulting, to provide a high quality resource that will empower your organization to drive both revenue and results from the Google Ad Grant and help sustain and scale the impact your nonprofit makes in the world.

# How to Apply for a 10K monthly Google Ad Grant

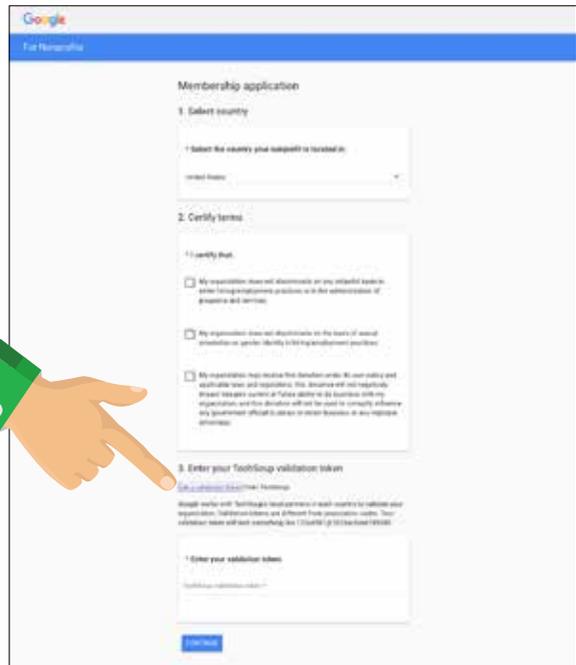
## Step 1: Register with TechSoup

Google uses TechSoup to validate whether or not an organization is legitimate. First create an account and type in your EIN to register with TechSoup. Either your organization will be registered already or you will create a new account. If you are already registered, you will have to associate yourself with the organization.

Once you have access to the organizations' Techsoup account or you have created a new organization through TechSoup, you can move on to the next step. It can take up to a couple of days to either be validated or to gain access to an existing organization's account.

## Step 2: Create a Google for Nonprofits Account

Similar to TechSoup, you will create a new one or need to associate yourself with an existing one. You will need to be logged into to your TechSoup account when taking this step, because Google For Nonprofits will request a token code from TechSoup.



The screenshot shows the 'Membership application' page for Google for Nonprofits. It is divided into three main sections: 1. Select country, 2. Certify terms, and 3. Enter your TechSoup validation token. A hand icon with a green sleeve and a white 'G' logo is pointing to the 'Get a validation token from TechSoup' button in section 3.

Go ahead and click “Get a validation token from TechSoup” button. The only way to generate this code is by clicking this button. This will open your TechSoup account, click your organization's name and a token code will be generated. Important: The code generated is valid for two weeks.

Now you will be brought to a new page that will have you create a new Google for Nonprofits account or you will associate yourself with an existing one (sound familiar?) Yes! This is very similar to the TechSoup options. If your organization does not have an account, go ahead and create one. If your organization already has an account, reach out to your team members to see if you can gain access to the gain and add yourself as an administrator. If there isn't anyone at your organization that has this information, go ahead and request administrative access. At this time you will be put into a waiting period of 14 days before given administrative access. \*As long as the previous owner does not deny your access.

## Step 3: Apply for Google Grant

Now that you are in your Google for Nonprofits account, you can apply for the Google Grant!

Go ahead and click “Enroll” under the Google Grant section, follow the steps very carefully to apply, because at this time you will be creating your actual AdWords account. Community Boost recommends moving through this part very slowly and carefully, be sure to follow each step as explained in the “AdWords account creation guide for Google Ad Grants”. If you happen to not follow the steps as mentioned, your application will be denied and you will have to re-enroll under and new AdWords account.

We recommend building your new account with only one campaign, one adgroup, one ad and a few keywords. Once approved, you can spend the time building the account more thoroughly, it is more important to get approved before really diving in and crushing a new AdWords account build.

Once you have submitted your new AdWords account customer ID number into the Google Grant enrollment, you will have to wait up to 10 days for approval. You will be notified via email or you can login into the Google for Nonprofits to check your status. We have seen approvals in less than 48 hours!

# How to Get Started Once You Have Been Approved for Your Google Grant



# Understanding Google Adwords Structure

**Every Google AdWords account has two main aspects you need to be aware of, campaigns and ad groups.**

Campaigns contain as many ad groups as you would like within them. The two main things you need to understand about campaigns is that this is where you control the budget as well as where you control the targeting (where you show your ads). Campaigns are generally focused around one of two ways. Goals and location targeting. In today's example, we will be focusing around goals.

Within each campaign, we can have essentially unlimited ad groups. An ad group is a group of keywords around a particular theme. In this section, we will be going over an example of this and for this case, imagine we are a nonprofit working to save our oceans. The ad group we will be focusing on is how to get rid of trash in our oceans. Refer to the example below to see how campaigns and ad groups can be laid out.



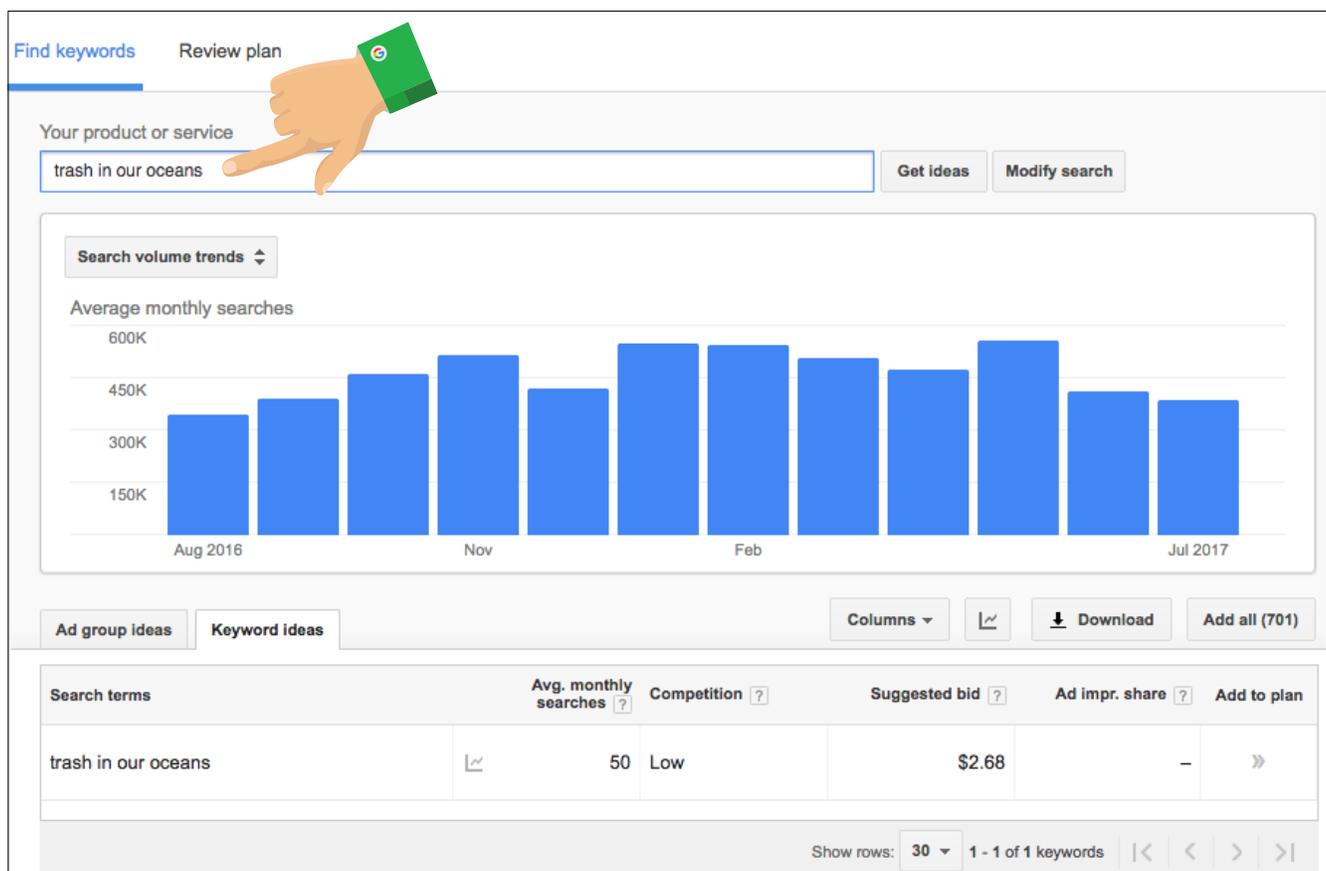
# Building Google Adwords Campaigns

## Finding Keywords

We will start by diving into the example of creating the ad group of “removing trash from our oceans” within our awareness campaign. The purpose of this campaign is to find people who have never heard of our nonprofit but are interested in helping the cause that we serve (saving our oceans).

The first thing we need to do is find out if there is search volume around this topic. For this we will dive into the keyword planner. This is an amazing free tool offered by Google to find search volume around whatever people are searching for.

An example search query: “Trash in our oceans”



Watch this video to learn more about choosing the right keywords  
<https://youtu.be/zFeOCCRpk8s>

When we type this into Google’s keyword planner, we will get a bunch of keywords relating to what we put in the keyword planner. You’ll notice there are both relevant and irrelevant keywords. This is because Google does not know exactly what we are looking for. We want to add into all the relevant keywords surrounding “removing trash from our oceans”. To add these in, click the arrow on the right side of the keyword.

Keyword (by relevance)		Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>	Ad impr. share <sup>?</sup>	Add to plan
plastic pollution		12,100	Low	\$1.84	–	»
ocean pollution		9,900	Low	\$1.92	–	»
marine pollution		8,100	Low	\$1.13	–	»
plastic in the ocean		5,400	Low	\$2.16	–	»
ocean pollution facts		1,900	Medium	\$1.34	–	»
trash in the ocean		1,600	Low	\$1.83	–	
plastic island		8,100	Low	\$0.95	–	»
ocean trash		1,300	Low	\$1.39	–	»



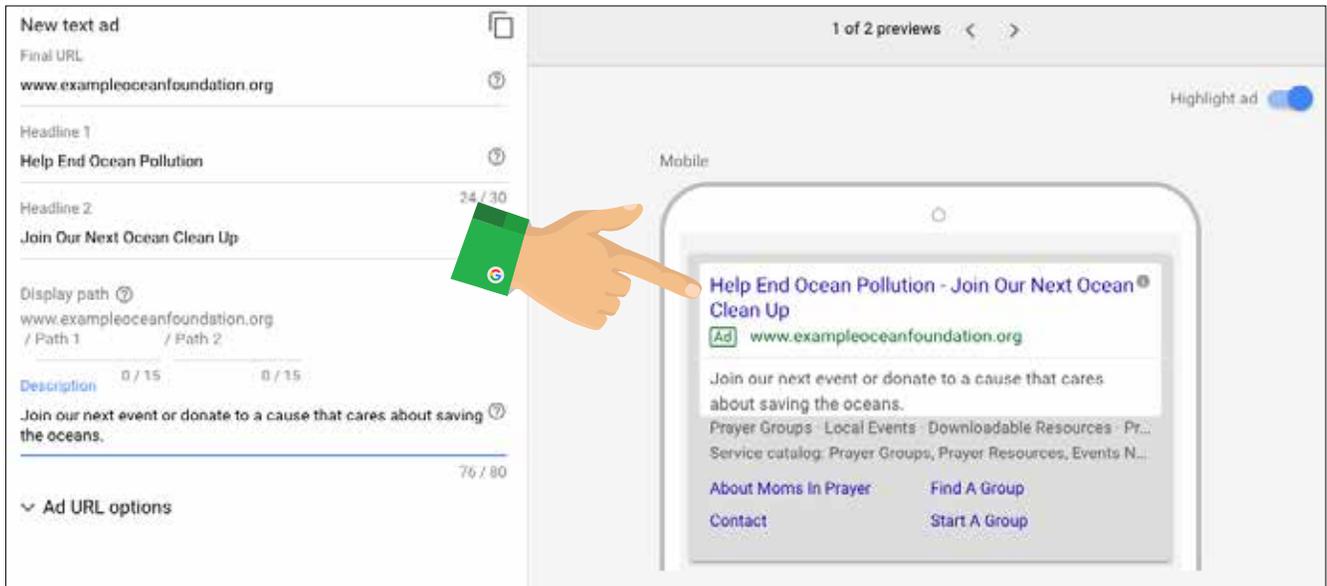
Note, if there are not any relevant keywords from Google’s suggestions then this is an indication that people are not looking for this online and you will now want to test a different topic. We don’t want to spend time building out an ad group if it will never be triggered online.

Now that we have a list of relevant keywords, we want to save this to the account. Simply click the save button.

## Writing Ads

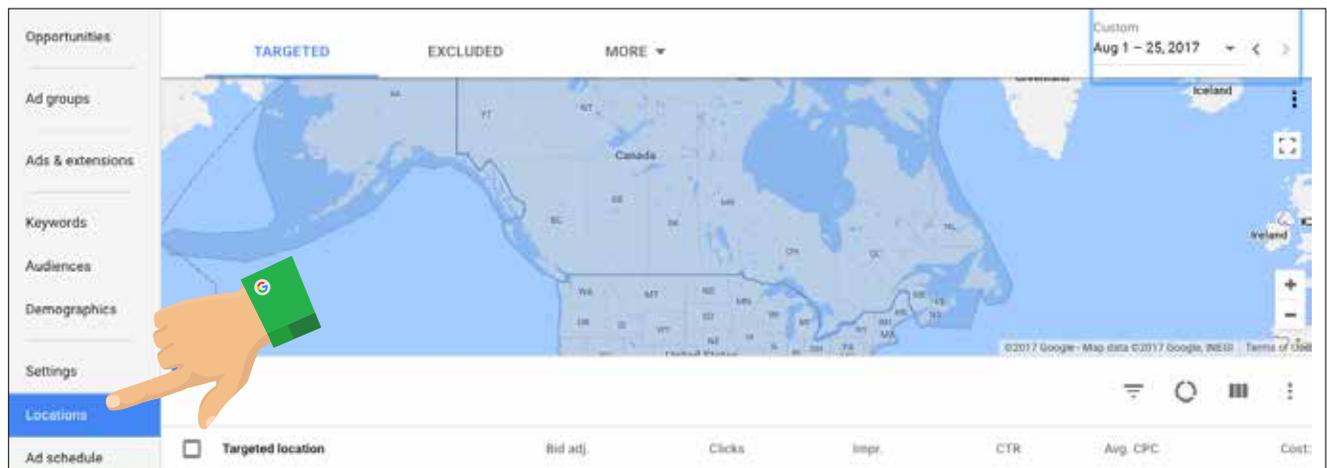
Now that we have our keywords within our awareness campaign, more specifically our “removing trash from oceans” ad group, it’s time to write the ads for this ad group. Best practice for writing an ad is that you want to include the keyword someone typed in within your ad. This does two things: It shows the ad is relevant to what our user typed in and it helps with Google’s algorithm.

In the next part of the ad that you should concentrate on is how to get their attention. You want to include either a benefit, statistic, or some other way that gets the attention of the user. The last thing that you need to be aware of is the call to action. Here we want to tell the user the action we want them to take once they click on your ad.



We highly recommend that you A/B test your ads which essentially means we are showing different ads to observe which performs best. For more in depth explanations on this, refer to this blog post: <https://www.communityboost.org/how-to-get-new-donors-with-ads/>

Another important aspect for ensuring your success is the location targeting. This is done at the campaign level under the settings tab. It’s important to realize that you can target your ads in any level of detail that you want. You can target at the country, county, city and zip code levels. Additionally, you can even target within a radius of a certain location.

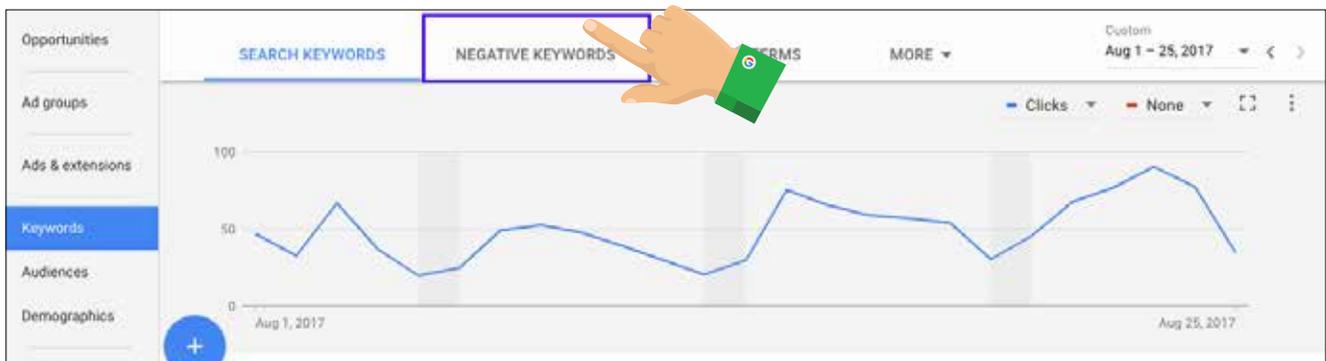


## Ongoing Optimization

Once your Ad Grant is up and running, there are optimizations you can be doing on a daily, weekly or monthly basis that you get you better results as time goes on. Keep in mind the more you put into it, the more you will get out of it. Below we will talk about negative keywords, ad group expansion and changing ads.

## Negative Keywords Research

In AdWords, you are able to see what exact keywords someone used to trigger and click your ad. Sometimes the search queries will be relevant and sometimes they will be irrelevant. Over time, the goal is to get 100% of the keywords to be relevant. In order to do this, you click the search terms tab to find the keywords that triggered your ad. You can scan the list of keywords and anything that is irrelevant you can add as a negative keyword. When you add a keyword as a negative keyword, it prevents your ad from showing in the future when someone uses that negative keyword.



## Ad Group Expansion

You may not max out your full grant, so you will want to add in more ad groups. These ad groups can be around various events you have, new programs offered, current events relating to your nonprofit or more relevant topics that you did not create when you first built the campaign. To do this, you repeat the process described earlier when creating an ad group.

## Changing Your Ads

If you find you are not getting people clicking on your ads, try rewriting them to better appeal to your end user or pause the ads that are low performing because ideally, you are testing multiple ads for each adgroup.

These are only a few of the ways that you can optimize your account to get better results every month. For example, you can change what device your ads show up on, time of day and more.

# Utilizing Google Analytics

## Importance Google Analytics (GA)

When we talk about analytics, we're really talking about the traffic and metrics collected from the people visiting your website. 'Google Analytics' is an extremely powerful and free tool from Google that tracks, reports, and gives insights on all of your website traffic. Some of the most important reasons your organization should be using GA are:

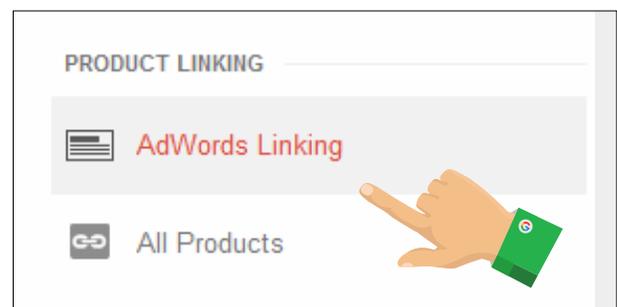
- GA helps you understand the people that are supporting your cause. Have you ever wondered about the type of people donating to your organization? GA helps you track the age, geographic location, and additional demographics of the people who most frequently engage with you. These insights are invaluable for any organization trying to expand and grow through online marketing channels.
- GA data informs you about your website. Through the different areas that make up GA organizations are able to more accurately see what parts of their site could use improvements, and also become more aware of opportunities. With a little training and practice, you can quickly see what pages of your site people engage with the most.
- GA allows you to create custom trackable goals. Goals are a way of telling Google Analytics what your desired goals are – do you want people to go to your blog pages, donate a certain amount of times per month or join your monthly newsletter? Using analytics goals is an easy way to benchmark the performance of your own marketing.

## Setting Up Analytics

Check out this Google Analytics setup guide: <https://www.communityboost.org/google-analytics-simple-setup-guide/> where we break down the basics of setting up your own GA account so that your organization can begin to gather and use the valuable data it provides! Google also has tons of additional resources that can walk you through the process if you get lost: <https://support.google.com/analytics/answer/1008080>

## Linking AdWords and Analytics

Linking your accounts is extremely important! Having conversion goals in your AdWords account lets you assess how your AdWords account is performing and helps you make more informed decisions about how to optimize it. Without knowing what keywords are helping you reach your goals, your AdWords data loses a lot of its value. It is also an important factor in determining if Google will show your AdWords ads to people online! Google has an entire algorithm that assesses and determines if and when your ads will be shown online. When Google sees that you have goals in your AdWords account, Google's algorithm is more likely to show your ad over an account without them.



## 10 Quick Steps to Link Your AdWords and Analytics Accounts

1. First log into your Google Analytics account
2. On the bottom left hand side of your account click > gear icon
3. In the middle column, under products, click > AdWords Linking
4. Click > New Link Group (You will then see a list of AdWords accounts)
5. Click > the AdWords account you are wanting to link and click > Continue (The accounts shown are based on the Gmail address you are logged in as at the time)
6. Next under link configuration you will want to click > Linked Views and then select your view and then press > Save
7. In your Google AdWords account click the little gear in the top right and click into > Account Settings
8. Next expand the Linked Accounts on the left hand side and click into > Google Analytics
9. Now you should have views available. Expand them and select the domain you are setting up. Click > the small Add button. Then press > Save
10. Celebrate! You have now successfully linked your AdWords account with Google Analytics

## Google Data Studio Reports

Now that you have tons of insights about your website and AdWords account, what's the best way to sort through it all? Google Data Studio reports are free, customizable reports that turn your data into informative dashboards. These reports are easy to read, easy to share, and can be fully customized to your organization.

You can read the Data Studio reports capabilities here: <https://www.google.com/analytics/data-studio/>, but we've outline them all for you below:

- Easily access all the data sources you need to understand your business and make better decisions.
- Transform your raw data into the metrics and dimensions needed to create easy-to-follow reports and dashboards — no code or queries required.
- Data Studio gives you the ability to create meaningful, shareable charts and graphs that bring your data to life
- Harness the collective wisdom of your team and work together quickly, from anywhere.



# How to Use the Google Grant to Drive Online Revenue



# Community Boost 4S Program™



Even if your nonprofit organization receives \$10,000 in free Google ad spend every month, it won't make a difference, should the time and energy you invest in managing the Google Grant doesn't actually drive new supporters, revenue and impact.

However, if you have attempted the Google Ad Grant, but have not yet gotten results, your nonprofit is not alone. **Unfortunately, the average nonprofit only spends \$300 of their monthly \$10,000 Google Ad Grant.** This is why MobileCause has brought in the experts at Community Boost Consulting to share not only how to maximize Google Ad Grant traffic, but to drive tangible results and revenue through the Google Ad Grant.

When looking to drive high impact results from a nonprofit's Google Ad Grant, the Community Boost team has designed and launched their own 4S Program™, that teaches your nonprofit how to: **Strategize, Systematize, Scale and Sustain** Google Ad Grant impact for the long-term.

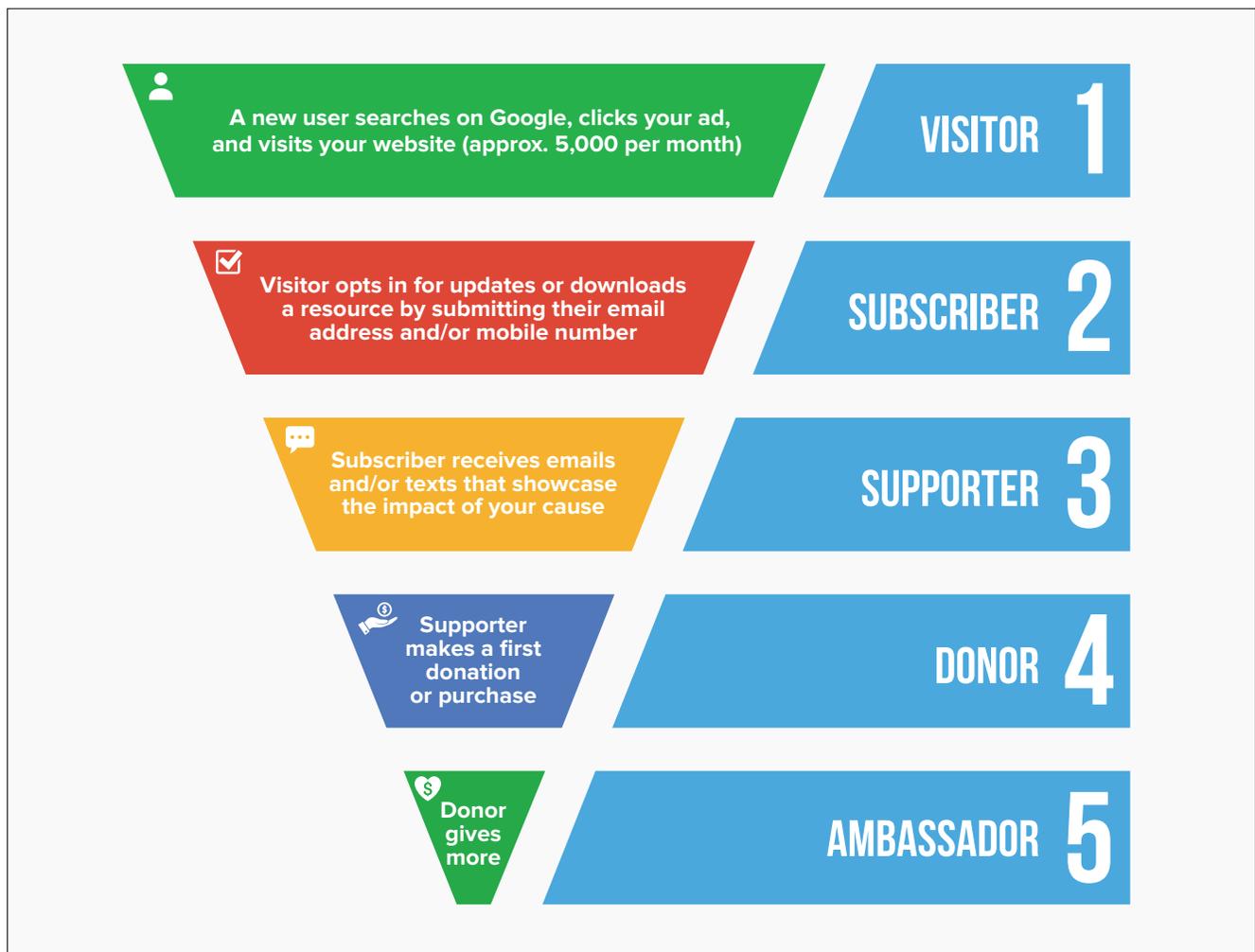
# Strategy: Understand Your Marketing Funnel

## Phase One: Develop Google Grant Strategy Funnel and Understand Target Audience

Before your nonprofit marketing team dives deep into Google AdWords, it is important to take a step back and think about the most strategic, high impact way to approach your Google Ad Grant. Remember, the majority of site traffic that you will receive from the Google Ad Grant will be first time, new visitors.

Community Boost likes to first think about your nonprofit's different personas or different key audience members. Who are the people you both serve and who are the people who donate and support your mission. What makes them tick, what are they searching for, what are their demographics/psychographics, and of course, where are they located?

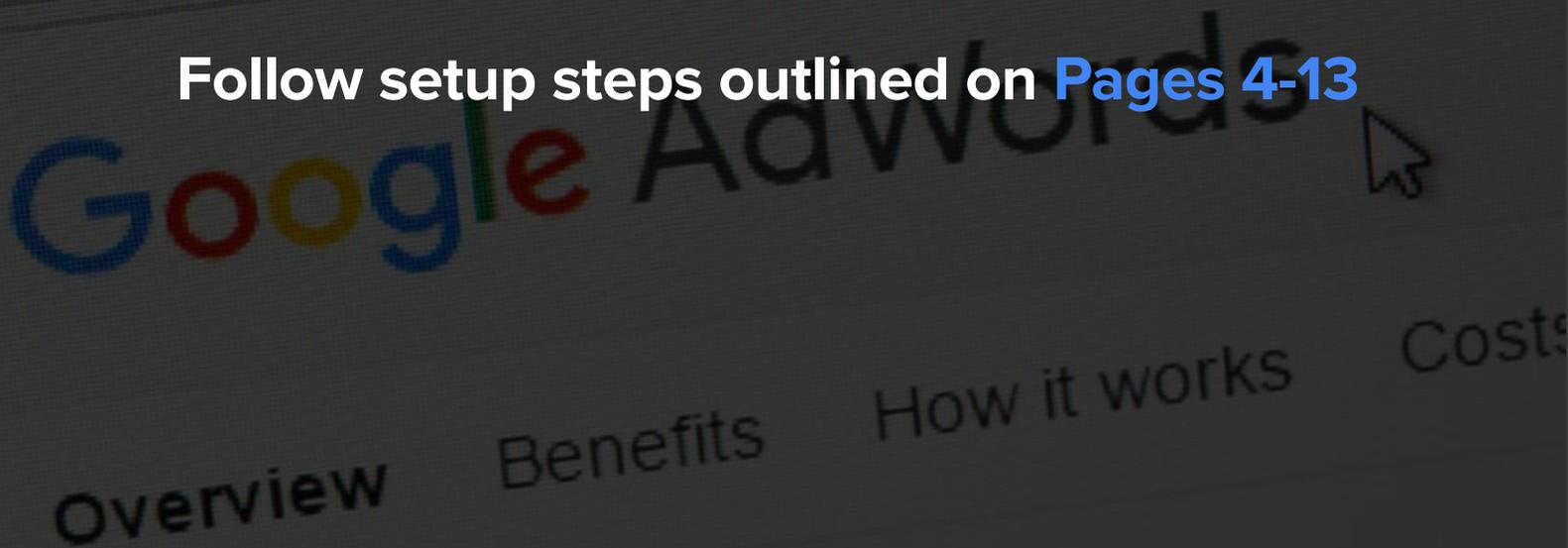
Once you outline and/or build your nonprofit's personas, it is time to think about your nonprofit's digital marketing funnel. The Google Ad Grant has the potential to send upwards of 5,000+ additional website visitors every month. However, it is a big ask to expect someone who has never heard of your mission or brand to donate right away. That is why your team marketing and development team needs to think about the messaging and touch points needed to inspire and move new visitors into long-term supporters.



# Systems: Setup Your Grant, Adwords and Analytics

Phase Two: Execute on Strategy, Build Adwords, Analytics and Reporting Systems

Follow setup steps outlined on [Pages 4-13](#)



# Scale: Drive Results and Revenues

## Phase Three: Optimize Quality of New Visitors, Scale Traffic, and Increase Conversions

By now you have thousands of new socially conscious people visiting your site every month. How do you capture their contact information to ensure they receive communications from you and keep coming back?

### Upgrade Your Newsletter Opt In & Scale Email and Mobile Subscribers

Are you currently asking for new visitors' contact information? If so, how are you asking for it? We've all seen the Call To Action: "Subscribe to our Newsletter" too many times to count, and most visitors will be numb to this messaging. Even though your team will still be sending out the same content, we want to rethink how we request a user's information.

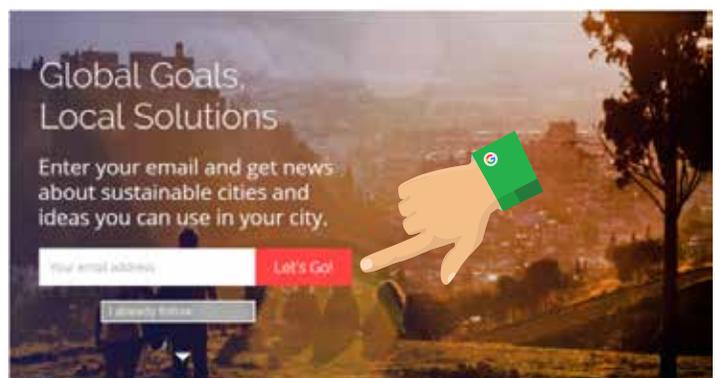
Think about the value that your nonprofit provides to its supporters. Why would people love hearing from you? Email addresses and mobile numbers are valuable, and we want to communicate that the visitor will be getting value in return. Turn your creativity on high and think of a new way to invite the user to your awe-inspiring, impact-laden, fun and compassionate updates.

### Options For Capturing Email and Mobile Numbers On-Site

Now that you have your new messaging and value offer defined, it's time to think about how to implement them on your nonprofit's website. We will quickly examine three different methods of capturing a new visitor's contact information while they are on your site. Let's look at the Welcome Mat, the Scroll Box and the traditional Pop Up.

#### Welcome Mats

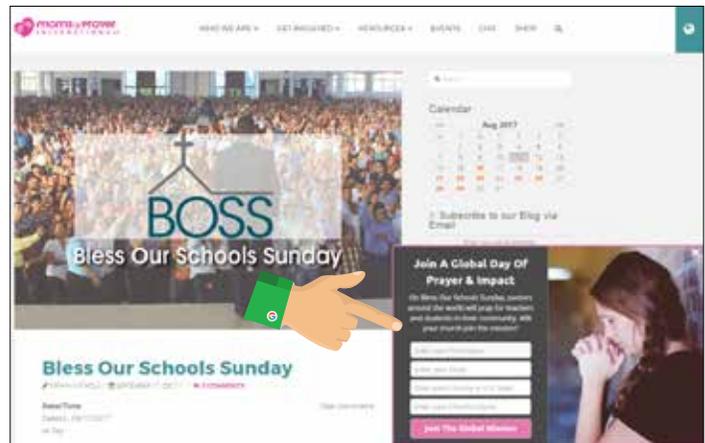
A Welcome Mat is an interstitial that a user must interact with before reaching their destination, typically showing before their first page view. It gives you a full screen to share the value of what a user will get when they opt in for updates. It allows for a strong visual impression and ensures that all visitors will interact with it at least once. Ensure that there is an option for those who already receive your updates so they don't have to see the Welcome Mat again.



Welcome Mats tend to have the highest conversion rate of all the elements we're discussing here, but can really frustrate users who already subscribe to your updates. This is because they must interact with the element before accessing your website. If you're planning on using a Welcome Mat we'd recommend not showing it to mobile visitors (as interstitials hurt your organic mobile search results), and only targeting traffic that you know isn't subscribed to your lists (like Google Grant traffic).

## Scroll Boxes

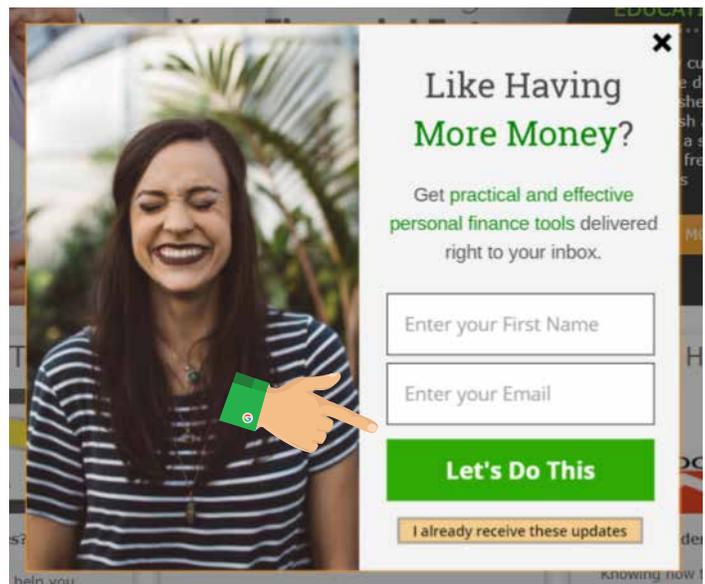
A Scroll Box looks similar to a Pop Up, except it sits on the bottom left or right corner of a web page instead of blocking the visitors view and forcing them to interact with it (which is what pop ups do). A Scroll Box even moves along with the reader as they scroll and can be closed at any time. Because Scroll Boxes are not counted as an interstitial (something that must be interacted with before accessing website content), we recommend leaving them turned on for mobile users. Since they are more passive than a Welcome Mat, they tend to have lower conversion rates.



## Pop Ups

This one requires little introduction. A visitor is on your website and after a set amount of time on a given page, a form pops up blocking content until it is dealt with. While many people have tuned out pop ups and close them without even thinking, in the right places on your website they can still be effective. We want to be cautious of which pages these show on and how long we set our timers for.

When Community Boost uses Pop Ups, they do not allow them to show on a user's first page view. Furthermore, a user must be on a following page for at least 30 seconds before they are shown a Pop Up. This means it could be shown on a visitor's fourth page view, where they spent 1 minute on the homepage, less than 30 seconds on the next two pages, and finally 30 or more seconds on the fourth page. By then we know the user is more engaged and would be more open to your nonprofit making an ask via Pop Up.



## Build Landing Pages That Capture Email Address In Exchange For Value

Now that your Google Grant has been running for some time, you should see trends emerging within your campaigns around specific ad groups or keywords. Look for trends around people looking for information, statistics, or an answer to a specific question. Does your nonprofit have the information/statistics/answers that these visitors are looking for? If so, you can build a page dedicated to delivering the value the user is looking for in exchange for their contact information.

Let's look at an example. With Moms in Prayer, Community Boost was able to identify large amounts of visitors searching for "Prayers for my Children" in a variety of ways. They assisted Moms in Prayer in building a visually compelling landing page that offers a piece of content "31 Days of Prayers Today!" In exchange for their contact information, a Google Grant visitor to this page gets the content sent right to their email address.

In for-profit digital marketing this strategy has been coined "Lead Magnet" strategy, where a organizations develop pieces of content that attract leads due to their innate value. The only option on this landing page should be to download this piece of content or go back. Keep links to your own site, phone numbers, and other calls to action off of this page.

That might sound cold or counter-productive, but if you put yourself in the visitor's shoes it actually makes sense. That person is searching for specific information or answers (remember we identified them earlier), and instead of bombarding them with options we present them our version of a solution and let them choose whether or not to access it.

Be wary of the traffic you choose to send to this landing page from the Google Grant. We don't want to send anyone here who is explicitly looking to get involved with your nonprofit. If you were a nonprofit solving child hunger, for example, we would not want to send a user searching "donate to end child hunger" to a landing page where they can only download a piece of content. We would want to send them directly to your site so they can complete their transaction.

**Pray For Your Children**

Join mothers around the world as they come together to passionately pray before God for the lives of their children...and imagine the impact of God answering prayers for a generation of children.

[Get 31 Days of Prayers Today!](#)

**Our purpose – our whole reason for existing is...**

- To pray that our children will receive Jesus as Lord and Savior, then stand boldly in their faith
- To pray for teachers and school staff
- To pray that teachers, administrative staff, and students would come to faith in Jesus Christ
- To provide support and encouragement to moms who carry heavy burdens for their children
- To pray that our schools will be directed by biblical values and high moral standards
- To be an encouragement and a positive support to our schools

**Our Favorite Everyday Prayers Delivered!**

[Get Our 31 Days of Prayers And Start Praying For Your Children Today!](#)

On the other hand we wouldn't want to send a user typing in "hungry child statistics" to the full website (if we have a targeted Landing Page), as they would likely get what they're looking for and never return. Instead we would send "hungry child statistics" to a landing page offering a "Child Hunger Guide" - for example - in exchange for their contact information.

## How To Structure Your Landing Page

Once you've chosen the need your landing page will meet, and built the content that delivers on it, it's time to construct the actual page. There are incredible programs out there that let nonprofits build beautiful and professional landing pages. A few favorites are ClickFunnels, Unbounce, and LeadPages. There are differences in pricing and features offered between them, but they all accomplish the same goal.

Start off by finding a visually compelling image that creates an emotional feeling you want the page to have. If your nonprofit does not have these image assets internally, try checking [unbounce.com](http://unbounce.com), [pixabay.com](http://pixabay.com), or another free HD image sharing site. You can also shop stock photos for the right image - it's very worth it in the long run.

## Headlines

Once you have chosen an image that sets the right tone for the page, you will write a headline that grabs the visitor's attention. Surprising facts (Over 1 million children...), questions (Did you know...?), and assumed statements about the visitor's behavior (You're here because you care) are just a few examples of headline categories that work well for landing pages. Stay away from calls to action here like "Help End Deforestation." People that would respond to that kind of messaging should have been sent to your website in the first place - they are looking to get involved and don't need to be warmed up with a landing page.

## Body Copy

Underneath the headline is where your nonprofit can describe the offer and how it fulfills the need the visitor originally came to the page with. Giving some specific details about the content can be helpful here, and facts are good supporters in this section as well. Body copy following a strong headline can be anywhere from 2-6 sentences arranged in 1-2 paragraphs.

Take the needed time to sculpt your paragraphs properly as well. With a small amount of copy your nonprofit should be able to arrange all of the words in a visually appealing fashion. Remember, we are ultimately asking for their contact information and need to build trust. The most trusted websites in the world are almost always clean looking and have text that is uniform and well-related.

## Call To Action

It's time for a button! Here you'll explicitly tell the user what you'd like to do. You can do this through a command (Get The Child Hunger Guide Now) or by writing in their own voice (Send Me The Child Hunger Guide). This does not need to be complicated. Eventually it is worth testing the name of your free piece of content. Without changing what's inside of it, test calling it something different to see if more people choose to opt in. For example the "Child Hunger Guide" could be tested and called the "Ultimate Hunger Report."

## Additional Page Sections

What you want to say, following this preliminary offer section, is up to you. One section sharing what your organization does and its impact can be helpful for building credibility and trust, but we want to keep the overall focus on the piece of content and not your nonprofit. A section showing an image preview of the Lead Magnet and bullet pointing out additional pieces of information that are contained within is a great idea. Always end your landing page offering the content one last time on the bottom of the page.



Our purpose – our whole reason for existing is...

- To pray that our children will receive Jesus as Lord and Savior, then stand boldly in their faith
- To pray for teachers and school staff
- To pray that teachers, administrative staff, and students would come to faith in Jesus Christ
- To provide support and encouragement to moms who carry heavy burdens for their children
- To pray that our schools will be directed by biblical values and high moral standards
- To be an encouragement and a positive support to our schools

# Sustain: Long Term Google Grant Impact

Phase Four: Measure, Optimize, Improve, and Drive Long Term Success



Follow Adwords campaign management steps outlined on [Pages 5-13](#)

# More Google Grants Resources



Watch Webinar: Boost Donations and Power Awareness By Implementing Your Google Ad Grant for Nonprofits  
<https://www.mobilecause.com/google-ad-grants-webinar-registration/>

Download Infographic: Google Grants for Nonprofits  
<https://www.mobilecause.com/download-google-grants-for-nonprofits/>

# Conclusion



For nonprofit leaders that are frustrated by low website traffic and lackluster online revenue, the Google Ad Grant has proven to be one of the most consistent and scalable ways to accelerate and increase your organization's impact.

We hope this eBook and the Community Boost 4S Program™ approach empowers your nonprofit to not only get approved for your \$10,000 per month Google Ad Grant, but more importantly, helps send thousands of qualified visitors every month that are inspired to support, volunteer and donate to your cause.

If you have any additional Google Ad Grant questions or are looking for professional support in your digital marketing efforts, go to <https://www.communityboost.org/> or email [info@communityboost.org](mailto:info@communityboost.org)



**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://www.mobilecause.com/free-consultation>**