Boost donations and power awareness by implementing your
GOOGLE AD GRANT FOR NONPROFITS
Speaker Introductions

Cameron Ripley
Chief Executive Officer
Community Boost Consulting

Lindsey Himphill
Customer Success Manager
MobileCause
Google Ad Grants For Nonprofits Webinar Agenda

• Maximize Your Monthly $10,000 Google Grant for More Impact

• Call-to-Action and Web Page Essentials for Peak Performance

• Success Story that Your Org Can Replicate: Moms in Prayer International

• Questions and Answers with Experts
Poll

What is the main challenge your organization faces in implementing a Google Ad Grant?

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Maximize Your Monthly $10,000 Google Grant for More Impact

Cameron Ripley
Chief Executive Officer
Community Boost Consulting
The Fundamentals of Google Ad Grants
With a $10,000 Monthly Google Ad Grant Your Organization Can…

• Send upwards of 5,000 website visitors to your website every month (60,000/year)

• Grow your database of supporters as visitors subscribe, volunteer and donate!

Tip: Your Google search presence should inspire and motivate individuals to join your mission.
Power Donations and Boost Awareness By Implementing Your Google Ad Grant for Nonprofits

Grant Stipulations

$10,000 per month Google Ad Grant stipulations:

- $2.00 cost per click limit
- $329 daily budget
- Search text ads only
- All links must go to your organization’s website which requires embed forms for sign ups and giving

Due to these stipulations most nonprofits only spend $300 of their $10,000 Ad Grant budget! This means that you should focus your keyword strategy on hundreds (or thousands) of long tail keywords to use your entire Adwords budget each month.

Tip: To drive more awareness and giving via Google nonprofits can reinvest a portion of collected revenues in paid image/video display ads and remarketing.
Applying for Your Google Ad Grant

SIGN UP
This is not your average nonprofit grant! First time applicants usually spend 4+ hours filling out the application and eligible 501c3s are typically approved by Google one week or less.

**Step 1:** Setup your nonprofit at TechSoup [https://app.ngok.techsoupglobal.org/UserLogin.aspx](https://app.ngok.techsoupglobal.org/UserLogin.aspx) and get your validation token (required by Google)

**Step 2:** Apply for Google for Nonprofits [https://www.google.com/nonprofits/eligibility/](https://www.google.com/nonprofits/eligibility/)

**Step 3:** Apply for Google Ad Grant [https://www.google.com/nonprofits/account/signup](https://www.google.com/nonprofits/account/signup)

**Step 4:** Wait to hear back from Google (up to one week)
Most 501c3 organizations with valid charity status are eligible. Click here to see if your org is eligible: https://www.google.com/nonprofits/eligibility/

- TechSoup validation speeds up the process
- You must have a valid website
- Restrictions typically apply to gov’t entities, schools, universities and hospitals
Stay Activated

The biggest success factor your organization must do to maintain your Google Ad Grant is continuously manage your campaign.

• Once approved for a grant your organization will not need to apply again
• You must keep your ads up to date
• If you do not update your ads minimally every 90 days you will lose your ad grant
Understanding How Google Search Works
Search for Nonprofits

Donors often search/find nonprofit websites before joining/donating to them. Search terms are related to:

- Org/Campaign Name - “Teen Lifeline”
- Information - “Drug abuse in Ventura”
- Questions - “Why did my kid start using drugs?”
- Specifics - “Effects of heroin on the teenage mind?”

Web pages and corresponding calls to action should be tailored to types of searches to reduce bounces.

Did you know? Google is the world’s largest search engine with 100 billion searches every month (67% of all web search) is expected to have 80% of the search market by 2019.
Some nonprofits may not be on the first page of organic Google searches when it matters most.

In this example, it would be very hard for https://momsinprayer.org/ to organically rank at the top of the Google search “prayer for children”.

- 40 Powerful Blessings to Pray over Your Children - Crosswalk.com
  - Jul 26, 2016 - Children are a gift - an amazing blessing from God... I mean, really praying specific, powerful, promise-filled, hope-inspired prayers... Lord, we pray for those blessings over our children, today, and every day...

- How to Cover Your Child in Prayer | Today's Christian Woman
  - www.todayischristianwoman.com - 2013 > August
  - You and I can pray. We can intercede for our children, praying for wisdom, protection, peace, and strength. Author Mark Batterson wrote, ‘If you determine to...’

- Parents’ Prayer for Their Children - Prayers - Catholic Online
  - www.catholic.org/prayers/prayer.php?p=71
  - O God the Father of mankind, who hast given unto me these my children, and committed them to my charge to bring them up for Thee, and to prepare them for...

- 12 Powerful Verses to Pray Over Our Children (with free printable...
  - Whether you’re a “seasonal” parent or a brand-new one, what you pray will have a powerful impact on your kids - both now and for the rest of their lives.

- 31 Biblical Virtues to Pray for Your Children | Articles | Revive Our Hearts
  - https://www.reviveourhearts.com/articles/31-biblical-virtues-to-pray-for-your-children
A Google Ad Grant is your opportunity to rank for non-branded keywords relevant to your mission. Compelling ads drive quality supporters, subscribers, volunteers, customers and donors to your organization’s website.
Developing an Ad Strategy that Drives Results
Online Marketing Funnel

Step 1 – New Visitor: A new user comes through Google Ads to your website (5000/month).

Step 2 – Become Subscriber: Visitor opts in for email/mobile updates or downloads something of value from your organization in exchange for information.

Step 3 – Onboard and Show Value: Share the impact of your nonprofit and provide ongoing value to subscribers via email/mobile marketing.

Step 4 – Donation or Purchase: Compel subscribers to advance your mission by donating for the first time (remember to follow the 3-1 rule).

Step 5 – Recurring Donor or Repeat Customer: Inspire donors to setup a recurring gift to your organization to amplify their impact.

Remember that Google ad site traffic is often first time visitors.

Tip: Set goals for each step and adjust your strategy as you measure results.
Can Google Grants Really Increase Online Giving?

Wounded Warrior Homes is a small nonprofit who fields daily life saving calls and provides transitional housing for veterans battling PTS and TBI who was:

- Approved for a Google Ad Grant to promote their mission across the United States.

**Before Google Grant (2014):** Online revenues were $17,000 from 233 donors.

**After Google Grant (2015):** Online revenues were $95,000 from 1422 donors.
Best Practices for Managing AdWords Campaigns
Create a list of hundreds (or even thousands) of long-tail keywords that will drive awareness and donations to your website.

- Get historical search volume data
- Get search traffic forecasts
- Get estimated clicks and conversions

Watch tutorial to learn how to find the best keywords

https://youtu.be/zFeOCCRpk8s
Install and Use the Google Adwords Editor 11 Tool for Your Campaigns

This software is free and can be downloaded onto your PC or Mac for simple and aggressive AdWords keyword optimization and management.

- Use editing tools to quickly make bulk changes
- View roll up of statistics across ad campaigns
- Copy or move items between ad groups

Watch tutorial to get started: https://youtu.be/DqYF1DT_xoE
Link Your Google Analytics and Adwords Accounts

Get the data you need to make informed decisions about what users do after they click links in your ads.

- Track website visits
- Track website conversions (volunteer sign ups, donations, event registrations)
- Track page performance (bounce rate, session time)

**Tip:** To measure submissions (conversions) for website forms simply cut and paste the Adwords conversion tracking code into all thank you pages.

Learn more about Google Analytics: [https://support.google.com/adwords/answer/6332958](https://support.google.com/adwords/answer/6332958)
Call-to-Action and Web Page Essentials for Peak Performance

Lindsey Himphill
Customer Success Manager
MobileCause
Focus your ad language on the heart of what your organization accomplishes everyday!

- Tell an compelling story
- Show the power of one
- Ask for something specific

Tip: When someone clicks your ad they should be taken to a web page that reinforces the language in your ad description which corresponds with the phrase they searched in Google.
Web Page Essentials

AdWords links should go to web pages with:

1. HTTPS security (ensures donor data is safe and enables AutoFill function on devices)
2. Embedded form (iFrame)
3. Embedded video (4x conversion rate)
4. Mobile friendly design (easy to submit on any device)

Remember: Google Ads must be linked to pages on your website.
Online Giving Tips

If you are driving traffic to donation pages consider the following settings:

1. Default donation amount
2. Suggested donation amounts
3. Recurring donation options
4. Number of required fields

Tip: Test and adjust donation page settings during campaigns to increase average gift sizes, donor count and total revenues.
A/B Testing Tips

Create unique web pages for what you want to measure.

- Campaign totals (events, sign ups, giving)
- Channel totals (Adwords, email, social media, etc)

Tip: Be sure to insert your Adwords conversion code in the source code of your thank you page of all forms so that you can track, measure, compare and adjust your Adwords strategy for increased performance.

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Strengthen Email with Mobile Marketing

Give website visitors the option to submit their mobile number and/or email address for you to stay in touch.

- Emails sent with corresponding text messages receive 2x the response (clicks)

**Tip:** Add “Mobile Number for Text Updates” option forms on your website. Respecting the communication preferences of your constituents is always best for your organization and donors!
Get the Technical Support You Need to Get Results

Identify and empower a member of your team to become your Adwords champion:

- Fundraising software management
- AdWords campaign management

Tip: Ask for volunteers within your base that would like to build their marketing portfolio by managing your Adwords account with the goal of maximizing Google Ad Grant performance.
Success Story that You can Replicate: Moms in Prayer International

Cameron Ripley
Chief Executive Officer
Community Boost Consulting
Step 1: Drive Quality Visitors

Website performance by source (2017):

- Google Ad Grants - 38%
- Organic Search - 26%
- Direct Traffic - 22%
- Social Media - 5%
- Email – 1%

Google Grant search term examples (2017):

- “Prayer of the day”
- “Uplifting bible verses”
- “Prayers to pray for children”
- “Morning prayer”
Step 2: Convert First Time Visitors

Use a variety of forms on your website to drive more conversions and collect more email addresses and mobile phone numbers for future engagement:

- Landing Page (8% conversion rate)
- Scroll Box (6% conversion rate)
- Pop Ups (3% conversion rate)
- Footer Bar (1% desktop and 2% mobile c.r.)

**Tip:** When using pop ups use exit pop ups rather than timed pop ups for higher conversion rates.
Step 3: Share Your Mission

Ongoing communications will provide value to subscribers and onboard future donors:

- Email Marketing
- Mobile Marketing

Tip: Give donors the option to receive text messages as well as emails. This can double click rates on your engagement communications.
Step 4: Get the First Donation/Purchase

Drive website visitors to a secure donation page with embedded donation form. Provide a tangible and transparent donation opportunity that inspires new supporters to financially support the mission.

Tip: Embed a video and keep your donation form short to drive increased first time donations.
Step 5: Cultivate Recurring Donors

There is tremendous opportunity for your nonprofit to stand out from others with donor stewardship:

- Go above and beyond in thanking donors by sending personalized thank you videos
- Communicate with donors in the way they prefer

Tip: If someone gave $1,000 as a first time donor to a peer-to-peer fundraiser, that is a great lead to reach out to as they clearly have capacity to give larger.
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Questions and Answers with Experts

Cameron Ripley
Chief Executive Officer
Community Boost Consulting

Lindsey Himphill
Customer Success Manager
MobileCause
Looking for Best-In-Class Google Grant Support?

Let’s Talk Google Grants for Your Nonprofit Organization Specifically!

Email: cameron@communityboost.org
Phone: (619) 663-5191

Schedule your free Google Grant discovery call here
https://www.communityboost.org/Lets-Talk-Google-Grants/
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 mobilecause.com/free-consultation