



Google for Nonprofits: Setting up Google Ad Grants

This information was provided by your local marketing agency, Intellitonic, located downtown on Holly Street. If you need help setting up your Ad Grants, we would love to help! We can do everything from setting up your account to creating your campaign (including keyword research, ad creation, and conversion tracking) to continuously improving your ads through A/B testing. Check out our Google Ad Grants program for nonprofits here: <https://intellitonic.com/services/nonprofits/>

Need more info? Please feel free to give us a shout at 360.305.3515 or email us at info@intellitonic.com

Google has developed an abundance of resources for nonprofits, including Google Ad Grants, a free \$10,000 credit to Google's AdWords program, and by far the most powerful Google tool available to nonprofits. Sound too good to be true?

Google Ad Grants are a fantastic way to increase the awareness of your nonprofit, but before you can access that money, everything has to be set up correctly.

There are two major parts to getting your AdWords campaign up and running with Ad Grants:

1. Signing up with Google for Nonprofits
2. Setting up your AdWords account and campaigns

The platform is exactly the same for nonprofits and for-profits. However, the process for setting up your nonprofit campaign takes a bit more than switching your campaign from "Paused" to "Enabled". Below is a timetable detailing each step of the process, common mistakes to avoid, and the estimated amount of time each step will take

Please review the full text carefully. There are several steps that, if done incorrectly, will require you to create a new account and start the process from the beginning.

Ad Grants Setup Calendar

In total, the approval process for Google Ad Grants takes between 1 week and 26 days.

How to Set Up Ad Grants

Step	Warning
1. Review Ad Grants eligibility → https://support.google.com/grants/answer/46027?visit_id=636946652867543309-4238723860&rd=1	The following organizations are not eligible: <ul style="list-style-type: none">• Government organizations• Hospitals and medical groups• Academic institutions including schools and universities• Childcare centers
2. Sign up with TechSoup → https://www.techsoup.org/joining-techsoup/registration	<ul style="list-style-type: none">• Be sure to select an email address that can be shared throughout your nonprofit (e.g. not your personal email) This email will be used for three accounts: TechSoup, Google for Nonprofits, and Google AdWords• The qualification process takes up to 10 days
3. Sign up for Google AdWords → https://adwords.google.com/u/m/Welcome/Home	<ul style="list-style-type: none">• While you wait to be approved by TechSoup, sign up for an AdWords account• After signing up, you will likely receive coupons for free credit – DO EVERYTHING IN YOUR POWER TO IGNORE THIS. If you add these credits, you will have to create a new AdWords account entirely. Just be patient and ignore these emails.

<p>4. Set up your Google AdWords account → https://support.google.com/grants/answer/1689506?hl=en&ref_topic=3500132</p>	<ul style="list-style-type: none"> ● Add US Dollar as the currency, regardless of your location or local currency ● Do not add payment information to your account at anytime, even if prompted by the platform. If you do add payment information, you will have to pay for any charges accrued on your credit card and will have to create an entirely new account.
<p>5. Create a TechSoup Validation Token</p>	<ul style="list-style-type: none"> ● You will be approved by TechSoup via email 10 days after signing up ● Once approved, log into TechSoup ● Click on your settings tab in the upper right-hand corner ● Click “Validation Tokens” ● Click “Google for Nonprofits” ● Enter the country that your organization is in and your language preference ● Select “Already a Member” and log in with your TechSoup credentials again ● Verify your information ● Click the arrow for Google for Nonprofits underneath “copy your token and paste it back here”
<p>6. Apply for Google for Nonprofits → https://www.google.com/nonprofits/account/0/signup?locality=US</p>	<ul style="list-style-type: none"> ● Note: make sure that you are logged into the email that your AdWords account is associated with ● Enter your AdWords ID ● Have your Validation Token handy ● Follow the prompts ● The approval process can take up to 10 days ● DO NOT ADD A SECOND ADMIN – Although this option is available, it may prevent your campaign from being approved ● More info on the application process → https://support.google.com/nonprofits/answer/3367631?hl=en
<p>7. Request administrative access to your Google for Nonprofits account →</p>	<ul style="list-style-type: none"> ● This can take up to 14 days ● You will receive an email from googlefornonprofits-noreply@google.com informing you of your approval – this will link to your Google for Nonprofits account

<p>8. Apply for Google Ad Grants</p>	<ul style="list-style-type: none"> • There is a number of great tools associated with Google for Nonprofits, but you must enroll in each of them • Enroll in Google Ad Grants • This process takes 1-2 days
<p>9. Create an ad campaign</p>	<ul style="list-style-type: none"> • In the meantime, while waiting for your Google Ad Grants approval, start making your ad campaign • You must choose Search Network – if you select otherwise, you will have to create a new account entirely. In other words, this must be done from the very beginning and cannot be undone. Bonus Tip: Select “Standard.” If you select “all features,” your campaign may be disapproved • Networks: Uncheck the box to “include search partners” • Bid strategy: Select “I’ll manually set my bids for clicks” • Set keyword maximum cost per click (CPC) to \$2.00 • Daily budget: set limit to \$329 USD (the equivalent to \$10,000 USD per month) • Keywords: although the Ad Grants Help Center encourages you to use all keyword match types (broad match, broad match modifier, phrase match, and exact match), your campaign may not go live with any keyword match beyond broad – in other words, start with broad and add other match types after you’ve been approved
<p>10. Submit campaign for approval</p>	<ul style="list-style-type: none"> • Return to your administrative access request email from googlefornonprofits-noreply@google.com and click the link to your Google for Nonprofits page • Click “Enroll” in the Google Ad Grants section • Have your AdWords Customer ID (account number) handy • This can take 1-10 business days • Triple check the above – the approval process can take a long time, even if you miss one small thing on the checklist
<p>11. If your account is approved</p>	<ul style="list-style-type: none"> • You will receive an email from Google congratulating you! • Log into your AdWords account – there should be a red bar across the top that says, “Your ads aren’t running – To resume serving ads, you’ll need to review and accept your terms and conditions.” Click on “Fix it” • Select “Accept” in regards to terms and conditions – your ads won’t run until you accept

	<ul style="list-style-type: none"> ● Announce your new approval across newsletters, social media channels, and/or your donations page – Note: Google does not permit press releases or media outreach for this
<p>12. If your account is not approved</p>	<ul style="list-style-type: none"> ● We suggest contacting Google right away to determine the root of the problem – Although extensive, their troubleshooting guide does not list all possible issues. Bonus tip: contact them via chat to troubleshoot in realtime and save your chat log for future reference, if needed ● Troubleshoot issues with your Ad Grants account application → https://support.google.com/grants/troubleshooter/6216465#ts=6216475 ● Are you managing multiple accounts with Google Manager Accounts? Are any of those other accounts paid? If so, you will have to unlink the Ad Grants account from the paid accounts ● Did you create multiple ad groups and ads with multiple keyword match types? Try submitting your campaign with one ad group, one keyword, and one ad – you can add the rest later
<p>13. Maintain your Ad Grants account → https://support.google.com/grants/answer/46027?visit_id=636946652867543309-4238723860&rd=1</p>	<ul style="list-style-type: none"> ● Do not change any of your settings listed above – especially Search Network and your billing status. Changing these settings can cause your campaign to stop and require a new account altogether. ● Log in at least once per month ● Make a change at least once every 90 days ● Do not add additional website domains

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Google for Nonprofits Help – Ad Grants

Google Ad Grants Account v. Regular AdWords Account →

<https://intellitonic.com/services/nonprofits/>

Nonprofit Marketing and Google Ad Grants →

<https://intellitonic.com/blog/nonprofit-marketing-google-ad-grants/>

Google AdWords Grant Account: 7 Tips for Every Manager →

<https://www.bounteous.com/insights/2013/08/08/google-adwords-grant-account-7-tips-every-manager/?ns=1>

Avoid These Mistakes When Enrolling in Google Ad Grants

The truth is, if your nonprofit has the capacity to devote time to the enrollment and management process, or better yet, hire a professional to do so, the Google Ad Grant program is certainly not too good to be true. However, the enrollment process can be tedious and confusing to those unfamiliar with Google AdWords. Google does provide extensive guides on the enrollment process, but to save time, avoid these mistakes the first time you hit “Enroll.”

1. Use your Google for Nonprofits account for your Google AdWords account. Since you must prove that your organization is a nonprofit, Google requires users to use their Google for Nonprofits account to enroll for Ad Grants. If your organization is not already a Google for Nonprofits account holder, learn how to sign up here → <https://support.google.com/nonprofits/answer/3367631?hl=en>.
2. Only link ads to your website. Do not make the mistake of using the ads to link to outside sources like ticket sales for fundraising events or external forms for membership, donations, etc.
3. Duplicate your ad groups and. Google wants to see at least two Ad Groups, each with two ads featuring at least two sitelinks. The easiest way to do this is to create one ad group with one ad featuring two sitelinks, and simply duplicate the ad and then the entire ad group. After that, make one small change to the second ad. Since you can always go back and make changes to your account, there is no harm in keeping things simple and straightforward; in fact, keeping things simple and straightforward will likely get you approved and marketing your nonprofit faster.
4. Stick to the basics when it comes to keywords. Use words from your mission, name, and those found on your website. Google wants to see that your keywords adhere to your mission statement appropriately.
5. Install a conversion tracking event on your website. This is probably the most intimidating piece of the enrollment puzzle for those unfamiliar with basic web development. Conversion tracking requires that you install a piece of code on each

page of your website in order to track the “conversion rate” of your ads. Tracking conversion actions is vital to understanding how your ads are performing. To those who are confident with web skills, follow these steps to install conversion tracking (and for those that are not, reach out to a professional):

- Type “gt conversions” while logged into Google Ads and click “Conversions.”
- Click the blue plus button to create a new conversion
- Choose “website” and fill out the form to identify what the code will be tracking and the value. To begin, I recommend giving your event ‘no value’ and coming back to this question when you can better understand your AdWords goals.
- To install the code, follow Google’s instructions regarding where to paste the codes. Or, you can choose to use Google Tag Manager → <https://marketingplatform.google.com/about/tag-manager/> to streamline the process and avoid manually installing conversion codes in the future. Note: Intellitonic highly recommends using Tag Manager

Taking note of these commonly missed requirements should reduce the number of times you need to hit the “enroll” button – hopefully down to just one. However, if it does take you a few attempts to enroll, (which is quite common, so do not stress if you’re in this camp), remember \$10,000 per year is waiting for your organization at the end of the tunnel.

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