**Google Grants**

**What are Google Ad Grants?**

Google Ad Grants is the nonprofit edition of AdWords, Google's online advertising tool. Google Ad Grants empowers nonprofit organizations, through $10,000 per month in in-kind AdWords™ advertising, to promote their missions and initiatives on Google search result pages.

You can view videos on it here:

<https://youtu.be/IuDoyPW9ArA>

<https://youtu.be/UhjzslFk5Os>

And here is the guide:

<http://static.googleusercontent.com/media/www.google.com/en/us/grants/pdf/external-nonprofit-guide-2014.pdf>

The Ad Grants program brings you the power of AdWords to create a custom marketing strategy to help your nonprofit achieve its goals with the following parameters:

* $10,000/month
* $2.00 Max CPC
* Only run Keyword-targeted campaigns
* Only appear on Google Search, not Partner Network (i.e. no Ask.com, AOL, etc.)
* Only run text ads

Here is the link where you can join:

<http://www.google.com/nonprofits/join/>

Please note that the following organizations are not eligible for Google for Nonprofits:

* Governmental entities and organizations;
* Hospitals and health care organizations;
* Schools, childcare centers, academic institutions, and universities (philanthropic arms of educational organizations are eligible). To learn more about Google's programs for educational institutions, visit Google in Education.

Google reserves the right to grant or deny an organization's application or participation at any time, for any reason, and to supplement or amend these eligibility guidelines at any time. Selections are made at Google's sole discretion, and are not subject to external review.

In order to be considered, you need to certify that:

1) Your organization is a registered and recognized 501 in the United States

2) Your organization does not discriminate on any unlawful basis in either hiring/employment practices or in the administration of programs and services

3) Your organization does not discriminate on the basis of sexual orientation or gender identity in hiring/employment practices.

4) Your organization may receive the donation under its own policy and applicable laws and regulations; this donation will not negatively impact Google’s current or future ability to do business with your organization; and this donation will not be used to corruptly influence and government official to obtain or retain business or any improper advantage.

You also need to provide the Nonprofit’s Employer ID (EIN):



Google only allows one membership per organization. However, branches of umbrella organizations that share Employee Identification Numbers (EINs) with their parent organizations are eligible for individual memberships. Branches must indicate that they are applying as a "related organization" during the application process and go through additional screening.

At present, Google for Nonprofits is open only to organizations in the countries listed here:

<https://support.google.com/nonprofits/answer/3215869>

Ad Grantees may only promote mission-based ads and keywords in their AdWords account:



**Grantspro:**

The Grantspro program offers an increased spend cap of $40,000 per month, instead of the standard $10,000 per month, for eligible Google Ad Grantees. This is an additional $30,000 per month added to the existing Google Ad Grants account of $10,000 per month, equaling a total of $40,000 per month in free advertising.

To find out if you are eligible for the Grantspro program, please visit the Google Ad Grants Help Center: <https://support.google.com/grants/answer/6022748?hl=en>.

If you meet the eligibility criteria, you are welcome to submit a Grantspro application. Please note, Google will review and respond to Grantspro applications within 30 days of submission.

To be eligible to apply, Ad Grantees must meet the following requirements:

* Tracking conversions: Have conversion tracking installed and have successfully tracked at least one conversion. Also, the conversion shouldn’t be simply tracking a pageview of your homepage, but instead be tracking something like a newsletter or volunteer sign-up.
* Hitting budget cap: Have spent $9,900 USD or more per month for at least two different months over the last six months. No need for the months to be consecutive.
* High CTR: Have maintained an average account level clickthrough-rate (CTR) of 1% or higher over the past 6 months.
* Application submitted: Submit the online application describing how you will use the increased advertising money.
* Good standing: Be in good standing with the Google Ad Grants program and abide by all the program policies and guidelines.
* Bi-weekly maintenance: Have someone in the organization committed to actively managing the account at least on a bi-weekly basis.
* Survey completion: Complete an annual survey and agree to share impact or conversion data.

All Grantspro accounts will be subject to review on a regular basis. The eligibility requirements above must be maintained after admission to the program, and you must complete the annual survey to continue being eligible.

If you have been removed from the Grantspro program, you can reapply using the application form if and when you meet the eligibility requirements. In the essay section, tell the team that you were previously removed from the program and what you were removed for.

There is no guarantee of acceptance back into the program once you've been removed.

**BKV’s opinion on Google Grants**

When eligible for Google Grants, you should take full advantage of it because then you can get some of your clicks for free. We recommend not solely relying on Google Grant accounts though, because you could be missing out on vital Impressions and Clicks, which would be vital to your campaign’s overall success.

Regarding Brand terms – they should definitely be launched within Grant, starting at the max CPC of $2. For Keywords that efficiently get traction, you can start inching back on the CPC. For keywords that struggle to make the first Search Results Page or receive Impressions, we suggest launching in a non-Grant account at a higher CPC than $2 to see if you can get traction.

For Brand terms that get traction in Grant at a desirable position, you may want to still launch within a non-Grant account for the benefit of receiving additional impressions due to being able to serve ads on the Search Partners (Ask.com, AOL, etc.). You may even want to weigh whether bidding up on terms you get good traction on in Grant will result in even more Impressions, Clicks and Conversions if you bid up in Search. Yes – the click wouldn’t be free – but if it results in 30% more conversions than it does in Grant, your client likely won’t care (assuming they have the budget to cover it). For instance, with MOD this year, we started to get more aggressive with our Brand terms in the Search account versus the Brand terms in the Grant account because we were driving in more Clicks from the Search account, which was resulting in more Sign-Ups than what we were seeing when the terms were solely in the Grant account alone.

Overall, CPCs have been increasing in Search YoY, so until Google let’s up on the $2 Max CPC rule; most Grant accounts will struggle to gain as much traction as they could in a non-Grant account.

When it comes to Non Brand terms, every time we launch them in Grant now, we find that they get little to no volume because the $2 Max Bid is lower than what is needed to be on the 1st page of the Search Results. As a result, you should plan to go ahead and launch your Non Brand terms in a non-Grant account from the onset. This way you are ready to start bidding up outside of Grant, should your non Brand terms result in little to no traction within Grant.

Overall, Grant accounts should be used in conjunction with non-Grant accounts.