



How to Apply for Google Ad Grant funding.



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What you need to do next...

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What is the Google Ad Grant?



What is Google Ad Grant funding?

The Google Ad Grant is a donation programme which offers free Google Ads credits to qualifying charities and non-profit organisations.

The Grant is worth up to \$10,000 USD (or \$40,000 USD in some cases) **every month**.

That works out at £87,000 per year in digital marketing spend for your charity.



Free funding for non-profits - if you know how

This substantial funding stream can make all the difference between ranking high on Google in your charitable area – or being crowded out on key search terms by big-budget competitors.

The lost opportunity cost of not taking advantage of that funding to reach volunteers, supporters or people who need your services - is huge.



What's the catch?

Monitoring and optimising Google Ad Grant spend requires specialist skills and regular updating.

Failure to maintain your Ad Grant profile can result in serious penalties. It damages your search ratings and stops the people who need you from finding your website.

So it's not easy.

But it is worth it.

How to Apply for your Google Ad Grant

Step One: Check your eligibility.

There are just two main eligibility conditions you need to meet.



Be registered with Charity Digital

Charity Digital is the UK affiliate organisation which administers the Ad Grant on behalf of Google.

We'll show you how to register with Charity Digital in the next section.



Be a registered UK charity

This means you need to have a valid registered charity number with the UK, either through the Charity Commission in England and Wales; the Office of the Scottish Charity Regulator or the Charity Commission for Northern Ireland.

Exempt charities under the 2011 Charities Act qualify too.



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Step Two: Registering with Charity Digital.

Charity Digital are a UK non-profit who help charities level with technology challenges. They are Google's UK partners for managing the Ad Grant, and your organisation needs to be registered with them before you can get started.

- 1** **Click here** to set yourself up with a **Charity Digital account**. Make sure you have your charity number to hand. Follow the steps...
- 2** Once you are logged in to your Charity Digital account, go to **'My Account'** and register your organisation.
- 3** When you register, Charity Digital will send you a validation token (via TechSoup - watch for the email). The token will look like a string of random numbers and letters in an email address format, so something like **987g12345@3h45ijk678**



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Step Three: Registering with Google For Nonprofits.

For this last step of registration, you'll need a Google account and email address. Make sure it 'belongs' to your charity so that all the login information and Ad Grant history is secure and accessible for all your internal stakeholders. Make sure it is 'owned' and frequently monitored by whoever is responsible for building your ads.

- 1 Go to accounts.google.com
- 2 Click "Get Started"
- 3 Sign in with your Google account
- 4 Follow the steps and enter your Charity Digital token
- 5 Go to "Activate products" and select Google Ad Grants
- 6 Fill in and submit the Ad Grants Eligibility Form



...and finally!

Step Four: Confirmation

When your Ad Grant application is approved in Google for Nonprofits, you will get an email from Google accepting a payment profile and Google Ads account setup.

At this point, your Ad Grants account is ready and you can start creating Google Ad campaigns which will be paid for by the Ad Grant.

Now it's time to think seriously about how you are going to use your monthly \$10,000 of free ads.

Are you going to raise awareness of your mission? Recruit volunteers? Raise funds? If it's fundraising, is it one-off or regular donations? Sponsorship or events?

Thinking that through and building a strategy that makes your Ad Grant work as hard as possible is a task in itself.





If you have any questions about managing your
Google Ad Grant strategy - we can help:

hello@admonitor.io

