# CanadaHelps x Google

## Ad Grants

Nathalie Copas & Ben Wise

April 5, 2023

# Land Acknowledgment

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the Coast Salish People, the Montreal offices are located on Kanien'kehà:ka (Mohawk) territory, and the land on which we operate in Toronto is the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.

# Trouble hearing us?

- Turn up your computer's volume.

- Click Sound Check under Audio in your GoToWebinar Panel.

- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.
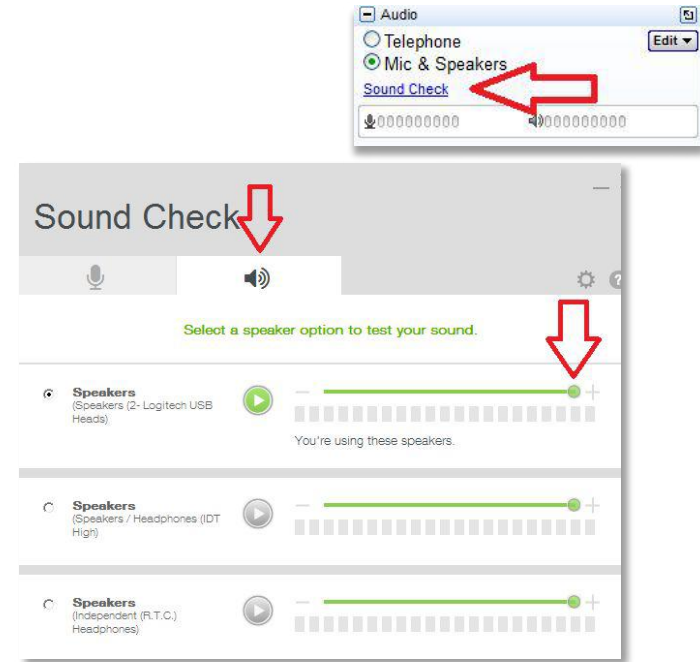
For the best webinar experience, close all other applications.

## Yes!

The links to the webinar slides and recording will be emailed to you within 24 hours. You'll be able to watch the recorded video on demand.
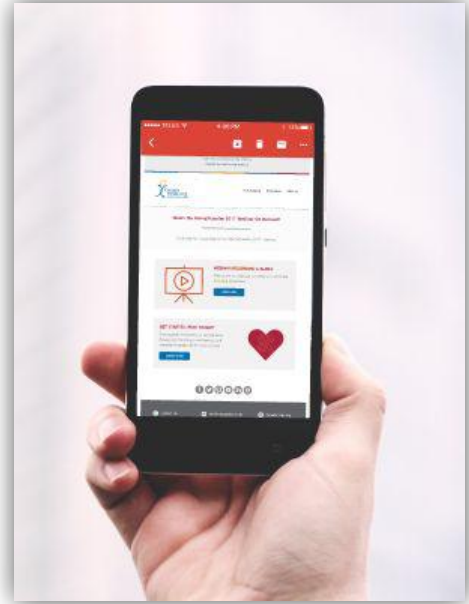
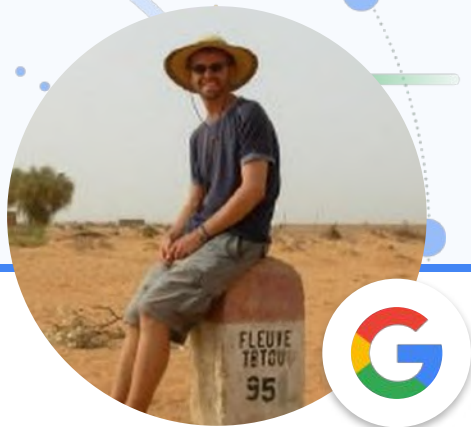# You can hear us, we can't hear you.

Have questions?
Type them into the
Questions Log at anytime.

**Nathalie
Copas**

*Senior Account Manager
Ex-SickKids Foundation*

**Ben
Wise**

*Head of
Programmatic Media*

Google

# Agenda

| | |
|---|---|
| 00:00 | **Introductions** |
| 00:05 | Google for Nonprofits |
| 00:10 | Transform Your Annual Plan to A Google Ads Campaign<br>   1.   Setting up a Conversion Action<br>   2.   Account Structure<br>   3.   Creating a Campaign |
| 00:50 | **Closing Comments, Q&A** |

# Nonprofits are changing the world

Photo credit: charity:water

# But this comes with a unique set of challenges

Organizing and collaborating
Managing volunteers
Raising awareness and storytelling
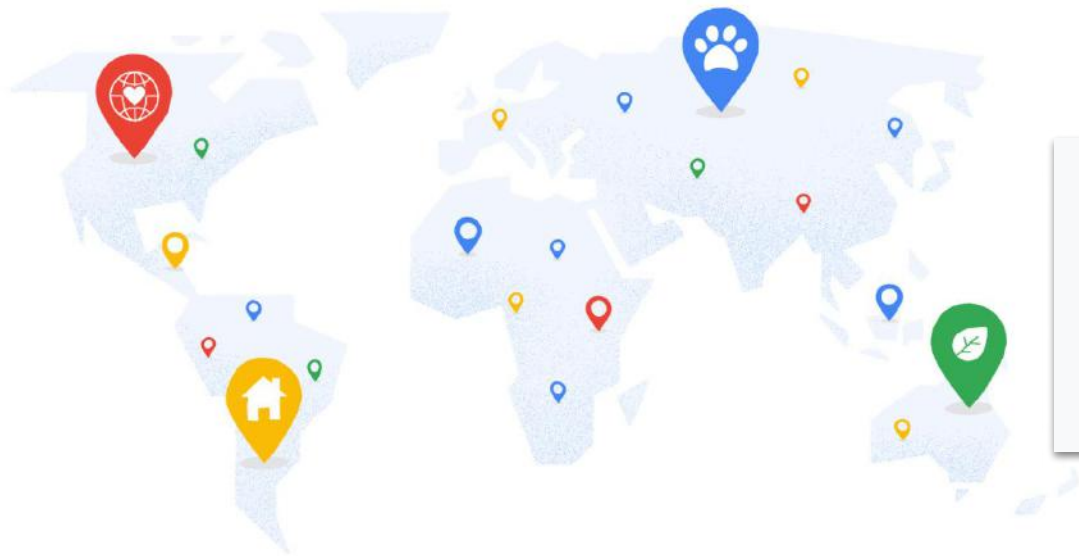Driving donations

Photo credit: Direct Relief

# In 2011, we launched Google for Nonprofits

We exist to help empower nonprofits to focus on their mission, and on the people and causes they are committed to helping.
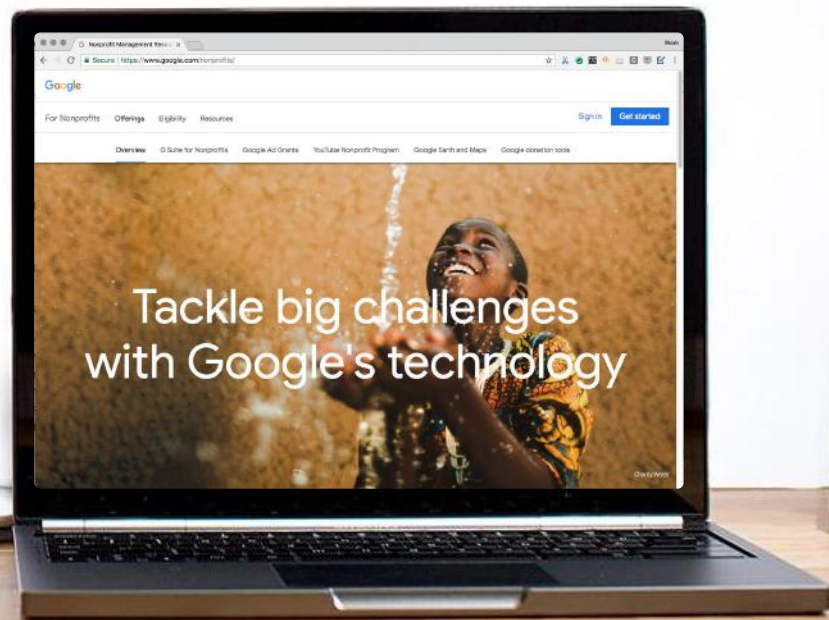


Google

# Our program is global, like the nonprofits we serve

**350,000+**
**nonprofits**
across
**67+ countries**

Google

# Our solutions are aimed at tackling nonprofit challenges

### Google Workspace for Nonprofits

Nonprofits get **Google Workspace for Nonprofits at no charge,** and **Google Workspace Business and Enterprise** at a discounted, nonprofit-only, rate

### Ad Grants

Nonprofits get **$10,000/month** in Google Ads budget to create text-only ads that run on Google Search
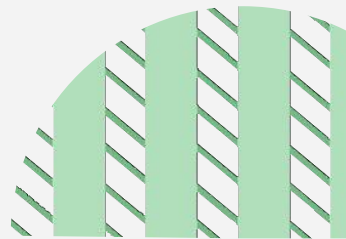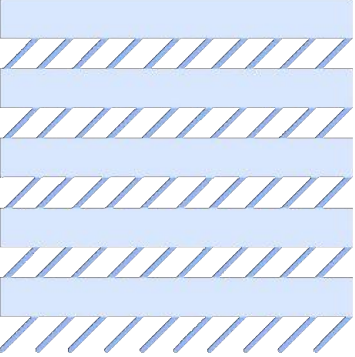
### YouTube Nonprofit Program

**Engage audiences with video** and direct traffic to your website using **Link Anywhere cards**

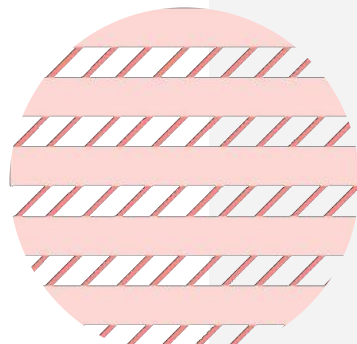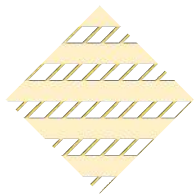Nonprofits also get **access to shoot or edit videos** at YouTube Spaces

### Google Earth and Maps

Nonprofits get access to **$250/month additional Google Maps Platform credit** to use on maps developer products

# Transform Your Annual Plan to A Google Ads Campaign

# People in the nonprofit sector all want to do one thing:
# **deliver impact.**
## How can Google Help?

$10K /month granted by Google to:
- Amplify your messages
- Reach more people
- Achieve your goals

# Let's start at the beginning

- You have signed up for your Google Ads Grant, and have an annual plan and now you want to have your message show up in search (to deliver impact)

- Creating a campaign in Google Ads allows you to show up as a paid search

# Use your annual plan as a starting point

- You've created your annual plan
  - This is filled with a ton of goals whether that's driving donations, getting more people to your physical location, getting more volunteers, generating calls, etc.
- A campaign supports a goal
- What action would make your goal a success? What action do you want the user to take after they click the ad?
  - Complete the donation page and arrive at the thank you page

# What do you want someone to do when visiting your website?



User completes
a search

User views
your ad

User clicks on
your ad

User arrives at
your website

Now what?
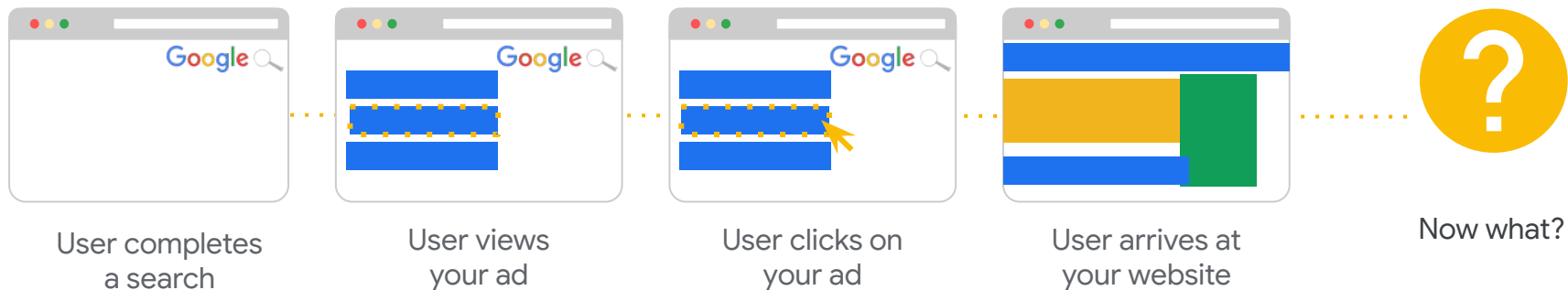
**To note**  Define your preferred actions and the highest potential paths for a user to complete those actions beyond visiting your site

Google Ad Grants

Proprietary + Confidential

# Track what matters with conversion actions

**What is a conversion action?**

- A conversion action is an action that you've defined as valuable to your business. Tracking conversion actions lets you see how your ads lead to those meaningful actions.
- It doesn't always need to be a donation, the conversion goal or optimization point could be ANYTHING!

Examples:

- Objective: Drive online donations
  - Conversion action: completed donation form
- Objective: Sign up new subscribers
  - Conversion action: click sign up button online

| Conversion Category | Nonprofit conversion goals |
|---|---|
| Purchase/Sale | • Donations<br>• Purchases<br>• Membership sales<br>• Ticket sales |
| Sign up | • Volunteer sign-up<br>• Email / newsletter sign-up<br>• New membership form completion<br>• Free account registration<br>• Event sign-up |
| Lead | • Downloads of information<br>• Clicks to call<br>• Click to email<br>• Clicks to social accounts<br>• Contact us form submissions<br>• Contact us clicks on a button |
| View of a key page | • Visit to the contact us page if you have no "Contact us" form or button<br>• Duration time on site goals<br>• Pages per session goals<br>• Watching videos |
| Other | • Anything else |
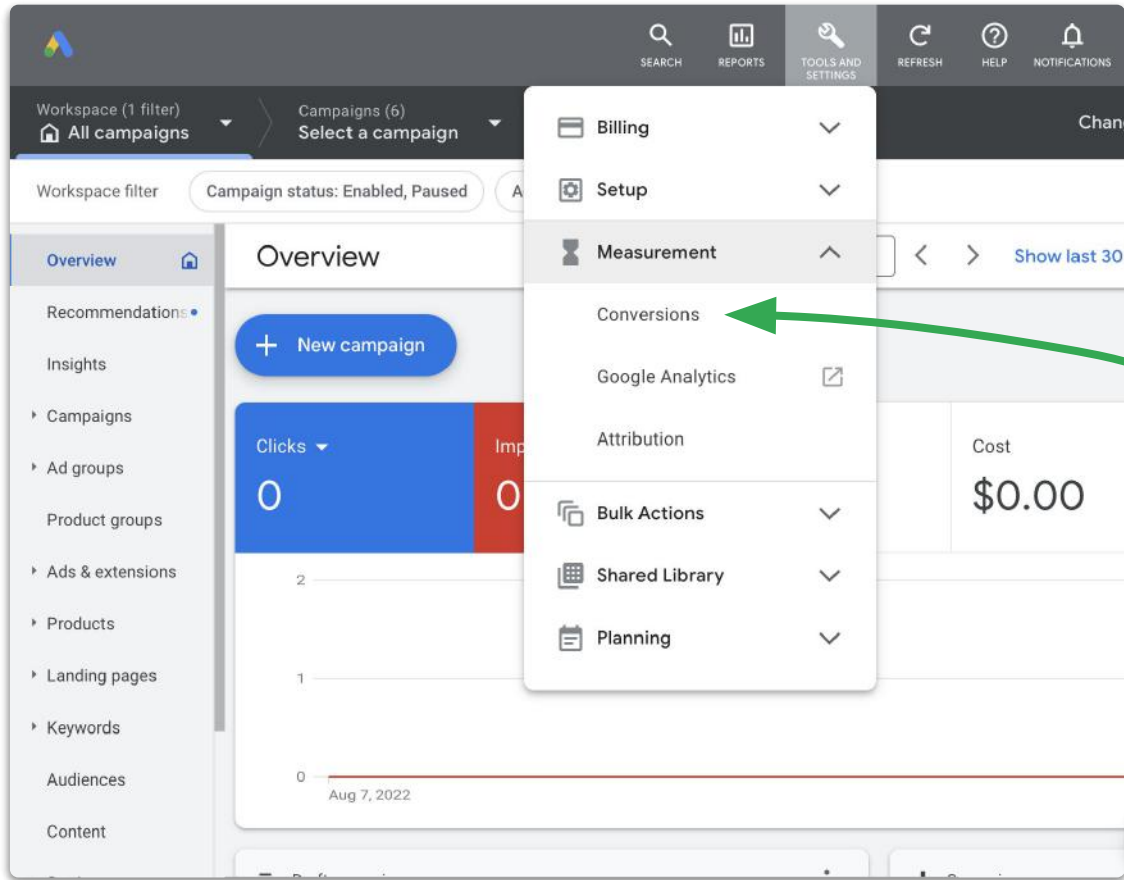
First, in your Google Ads account, navigate to the **Conversions** page in the Tools & Settings menu

← Conversions

SEARCH  REPORTS  TOOLS AND SETTINGS  REFRESH  HELP  NOTIFICATIONS

Summary
Settings
Uploads
Value rules
Custom variables
Salesforce

Summary   Last 30 days   Aug 7 – Sep 5, 2022   ‹ ›   Show last 30 days

+ New conversion action            View all conversion actions

Purchases   Account-default goal   6 of 6 campaigns        Edit goal

| ☐ | Conversion action | Action optimization ↓ | Conversion source | All |
| ☐ | Purchase | Primary | Website | |

1 - 1 of 1

∨ Custom goals

+ Customer acquisition                 Edit

⚠ To use customer acquisition, you need to include an audience segment with at least 1,000 active members in at least one network to help identify existing customers.

© Google, 2022.

Click the big blue button to create a new conversion action

Review the options and choose where you will be tracking success. For online donations choose **Website** as the conversion type.

**Google Ads** | New conversion action

SEARCH | REPORTS | TOOLS AND SETTINGS | HELP | NOTIFICATIONS

490-530-5494
wedemeyer@google.com

1 Add conversion actions    2 Get instructions and finish

Enter the URL for the website where you want to measure your conversions

Scanning your website will determine if it's already set up to measure conversions. You may also see suggestions for conversion actions you can create to measure conversions on your website.

Website domain
jflkdsjagilesjaglkesjaklges.com

Scan

Identify events for your business to m

Create conversion actions au

Scanning your website will determine if it's already set up to measure conversions. You may also see suggestions for conversion actions you can create to measure conversions on your website.

Website domain
jflkdsjagilesjaglkesjaklges.com

Scan

+ Add event

Create conversion actions manually using code

Set up conversion actions manually:
- If you use transaction specific values, transaction IDs, and/or other custom parameters.
- If you want to measure clicks on buttons or links.

If you choose this option, you will need to add an event snippet to your website code

+ Add a conversion action manually

Next, enter *your website domain* and hit **'Scan.'**

This will cause this **bottom box** to appear.

Click the button to **+Add a conversion action manually**

× Conversion action details

⚠ Conversion actions created manually need to be added to your website's code. When you're finished creating conversion actions, you'll get instructions for setting them up on your website

**Goal and action optimization**
Select the Goal category for this action

Select category ▾

You can use these goals / categories to group your conversion actions and segment your campaign reports.

**Conversion name**
Enter a conversion name

0 / 100

Example: "June newsletter sign-ups", "Manager job applications", or "Big cookie sales"

**Value**
Measure the impact of your advertising by giving conversions a value

◉ Use the same value for each conversion
○ Use different values for each conversion
○ Don't use a value for this conversion action (not recommended)

Use same value if you're tracking leads, sign-ups, or page views.

Use different values if you sell multiple products at different prices and you'd like a unique value recorded for each conversion.

Learn more

**Count**
Select how many conversions to count per click or interaction

◉ Every
Recommended for purchases because every purchase is valuable.
○ One
Recommended for leads, sign-ups, and other conversions because only the first interaction is valuable.

If someone clicks your ad and completes 2 separate purchases on different occasions, 2 conversions are recorded.

Learn more

Click-through conversion window — 30 days ⌄
Engaged-view conversion window — 3 days ⌄
View-through conversion window — 1 day ⌄

Done   Cancel                                    Don't save this conversion

Choose a **category** and **name** for your action. This doesn't affect tracking and is only useful in reports, so there's no 'right' answer.

Choose **same values for each conversion** unless you have different

You may leave the remaining options alone; there is no need to change the default conversion windows and attribution model.

Finally, click **Done**.

**Set up with a Google tag**  |  Email instructions to your webmaster  |  Use Google Tag Manager

**1. Activate measurement with a Google tag**

A Google tag allows you to measure activity on your website. You need to do this before individual event snippets can start measuring conversions.

| Google tag | Set up |
|---|---|

**2. Measure individual conversions with event snippets**

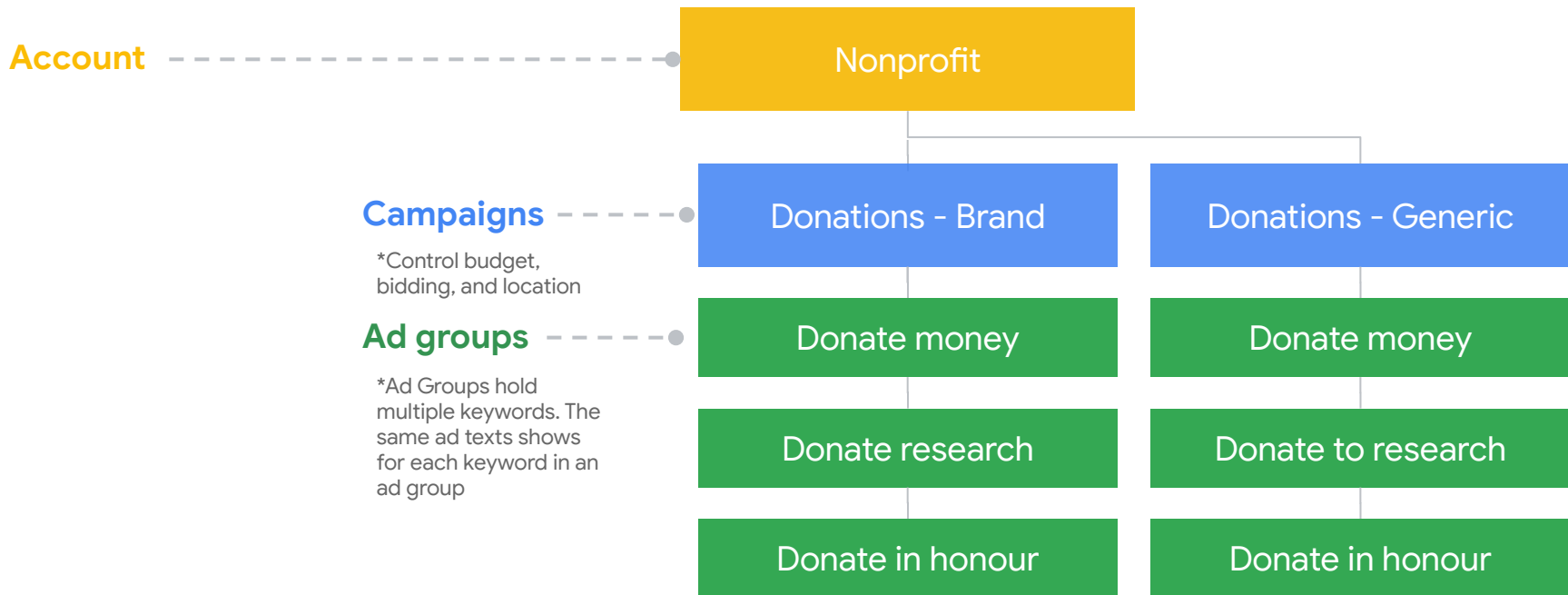| Conversion goal | Conversion name | |
|---|---|---|
| Purchase | Donations | See event snippet |

If your website uses the AMP framework, you can receive your setup instructions by email

Done

After clicking **Done** in the previous step, you'll get sent back and your conversion action will be listed at the bottom of the page.

Click 'Save and continue.' and add a snippet of code to your website in order for this conversion action to actually work.

# Before creating a campaign: Campaign structure is key in Google Ads

**Account** - - - - - - - - - - - - ● | Nonprofit |

**Campaigns** - - - - - - - ● | Donations - Brand | | Donations - Generic |

*Control budget, bidding, and location

**Ad groups** - - - - - - - ● | Donate money | | Donate money |

*Ad Groups hold multiple keywords. The same ad texts shows for each keyword in an ad group

| Donate research | | Donate to research |

| Donate in honour | | Donate in honour |

Google Ad Grants

# We're ready! 5 easy steps to create your first campaign

**First** you'll access your Google Ads account and start a new campaign

**Then, you'll build a campaign** in five key steps

- ☐ Define the campaign **goals**
- ☐ Choose campaign **settings**
- ☐ Add **keywords**
- ☐ Create a **responsive search ad**
- ☐ Create a sitelink **ad asset**

Google

# Step 1: Start a **new campaign** in your Google Ads
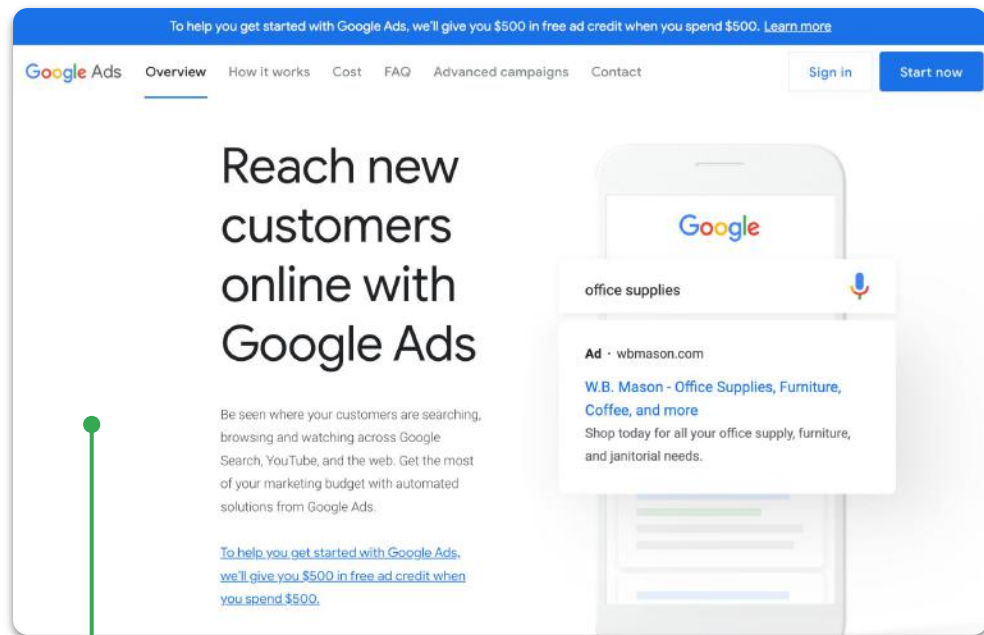


Log into your account at **ads.google.com**

You should have a Google Ads account

☐ **Log into your Google Ads account**

☐ **Click the button to create a new campaign**

You should see a blue button that looks like this...

＋ New campaign

Once you've clicked this button, please follow the instructions on the next slide.

# Step 2: Define the campaign goals



## What is this step?

When you create a new campaign, Google Ads will first ask you about your objectives for the campaign. This decision will determine what options are available later on, and also helps the campaign learn and optimize over time.

☐ **Select 'Sales' as the campaign objective**

For online donations, the goal is online sales.

☐ **Associate at least one sales-related goal**

This is the step we just completed. This is what our campaign will be trying to achieve.

# Step 2 (cont'd): Define the campaign goals



Select a campaign type

**Search** — Reach customers interested in your product or service with text ads

**Performance Max** — Reach audiences across all of Google with a single campaign. See how it works

**Display** — Run different kinds of ads across the web

**Shopping** — Promote your products with Shopping ads

**Video** — Reach and engage viewers on YouTube and across the web

**Discovery** — Run ads on YouTube, Gmail, Discover, and more

you should be seeing a screen similar to this

Select the ways you'd like to reach your goal ⓘ
- ☐ Website visits
- ☐ Phone calls
- ☐ Store visits
- ☐ App downloads

Campaign name

Sales-Search-3

☐ **Select 'Search' as the campaign type**

☐ **Select 'Website visits' as the way you'd like to reach your goal**

☐ **Choose a name for the campaign**

Think of the structure - this might be a good place to split it by branded and generic keywords

Keep in mind that the name of the campaign doesn't actually affect its performance. Many advertisers will invent their own naming conventions to organize their campaigns.

# Step 3: Choose campaign settings

## Bidding

### Bidding

What do you want to focus on? ⓘ

[ Conversions ▾ ]

### Networks     ∧

**Search Network**

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☑ Include Google search partners ⓘ

**Display Network**

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

☑ Include Google Display Network ⓘ

### Locations     ∧

Select locations to target ⓘ

◉ All countries and territories

○ United States and Canada

○ United States

○ Enter another location

∨ Location options

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## What is this step?

These settings will help decide which audiences the campaign will reach, and where ads will show. We're going to focus mostly on Bidding and Audiences.

☐ **Set 'conversion' as the bidding focus**

This means it will focus on finding people who are willing to convert no matter what amount.

**Need a refresher on bid strategies?**
Here's the **Smart Bidding video**. You can also read about bid strategies in this **Help Center article**.

Search partners extend the reach of Google Search ads and listings to hundreds of non-Google websites, as well as YouTube and other Google sites.

**If you want, read more about location and language targeting**

# Step 3 (cont'd): Choose campaign settings



Select audience segments to add to your campaign. You can create new segments in Audience Manager. ⓘ

| Search | Browse | | None selected | Clear all |

Try 'thrill seekers'

Select one or more segments to observe.

▼ Show: **Recent and ideas**

☐ Select all (10)  ⌄

☐ Water Sports Enthusiasts
   Based on advertisers like you

☐ Travel
   Based on advertisers like you

☐ Outdoor Enthusiasts
   Based on advertisers like you

☐ Travel
   Based on advertisers like you

☐ Trips by Destination
   Based on advertisers like you

Targeting setting for this campaign ⓘ

○ Targeting
   Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

◉ Observation (recommended)
   Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

Dynamic Search Ads setting
   Get automated search targeting and customized ad headlines based on your ⌄

⚙ More settings

## What is this step?

Search campaigns only show when users search keywords on Google. However, advertisers can add non-keyword audiences to their Search campaigns in order to *monitor* performance within that audience specifically, or even to *narrow* the campaign's keyword targeting to those people.

☐ **Keep targeting setting as the default: 'Observation'**

**If you need a refresher on audience types…**
Click **this article** and scroll down to 'Different audience targeting options.' Audiences are not the primary targeting mode of Search campaigns, so the purpose of this step is help you become more familiar with Google's audience types for upcoming days.

**You may skip 'Dynamic Search Ads' and 'More settings.'** If you're more advanced with Google Ads and want to explore, feel free to take a peek.

# Step 4: Add keywords



## What is this step?

Keywords are the primary way that Search campaigns match ads to audiences.

Note that you are adding these keywords to 'Ad group 1.' An ad group is a collection of keywords and ads that work together.

☐ **Add the keywords below to your campaign**

For this step, simply paste the keywords provided below into the 'Enter keywords' box. If there are already recommended keywords in this box, please delete them.

**Note:** This is a tool to generate keyword suggestions by entering the website URL or products/services. You can play around with this tool if you'd like, but please don't add any new keywords for now. We'll play with this tool later.

# Step 5: Create ads - let's watch this [short video](#)



**What is this step?**

Technically, advertisers no longer create ads; they create the *pieces* of ads (headlines, descriptions, etc.) that Google Ads uses to create a unique combination each time the ad serves. This is called responsive ads.

☐ **Fill in the Final URL and Display path**

Get specific and avoid sending users to the homepage

# Step 6: Create an ad extension (aka Assets)

## What is this step?

Ad extensions make Search Ads bigger and provide users with additional information about the business. We'll set up a sitelinks extension in this step.

When users click the ad, they'll go to the Final URL that youused in the previous step. Sitelink extensions are hyperlinked text that can show below the ad and take users to other specific pages within your site.

> If you search the Google Ads Help Center for more information about extensions, **you may see them referred to simply as 'assets.'** An asset is any component of a responsive ad, including headlines, descriptions, extensions, etc.
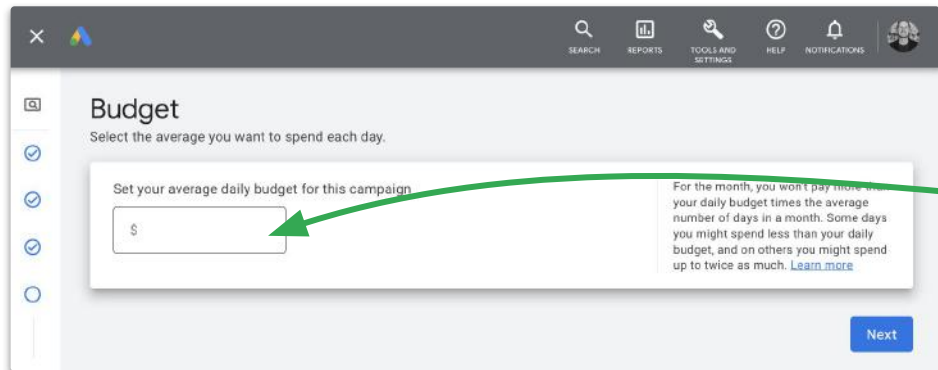
☐ **Add two sitelink extensions**

Set up two sitelinks. Copy and paste the sitelink text and Final URLs below into your campaign.

Consider what language might be useful to help users decide whether to click on the sitelink.

| Sitelink text | Sitelink Final URL |
|---|---|
| Ways to give | https://www.xxx.comt/waystogive |
| FAQs | https://www.xxx.com/faqs |

# Final step: Set the budget



## What is this step?

The campaign budget is the average amount that an advertiser wants to spend each day. Obviously, a higher budget will generally allow the advertiser to reach more customers, and will result in higher costs.
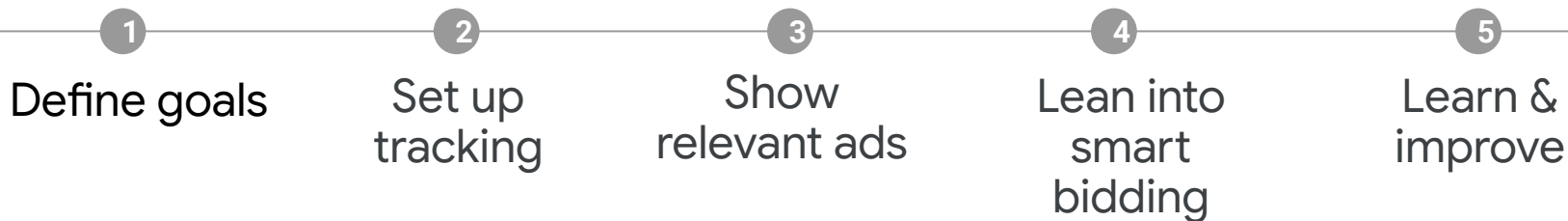
☐ **Set your budget**



## Final step:

Congratulations, you've created a campaign. As a final step, you'll see the option to review your campaign. If everything looks right, please click the Publish campaign button.

# 5 main steps to successfully using Ad Grants

① Define goals

② Set up tracking

③ Show relevant ads

④ Lean into smart bidding

⑤ Learn & improve

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# Additional Resources

# Ask us questions as a community

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# Learn more with our educational videos

# Resources

❏ Website:
google.com/grants

❏ Ad Grants Online Community Forum:
support.google.com/grants/community

❏ YouTube Channel:
youtube.com/GoogleGrants

❏ Ad Grants Certified Professionals Directory:
bit.ly/adgrantsagencies

❏ Student volunteers:
get.google.com/onlinechallenge

❏ Google Ads customer service:
**1-866-2-Google**

❏ Help Center:
support.google.com/grants

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# Questions

Google Ad Grants

# Ad Grants program eligibility

**To be eligible for the Ad Grants program, organizations must:**

1. Qualify based on the nonprofit country requirements.

2. Acknowledge and agree to the application's **required certifications** regarding **nondiscrimination**, **donation receipt, eligible organization type,** and **usage**.

3. Have a high quality website with substantial content that shows the organization's mission.

4. Be engaged to maintain a high quality account.

**The following organizations are not eligible:**

1. Governmental entities and organizations.

2. Hospitals and healthcare organizations.

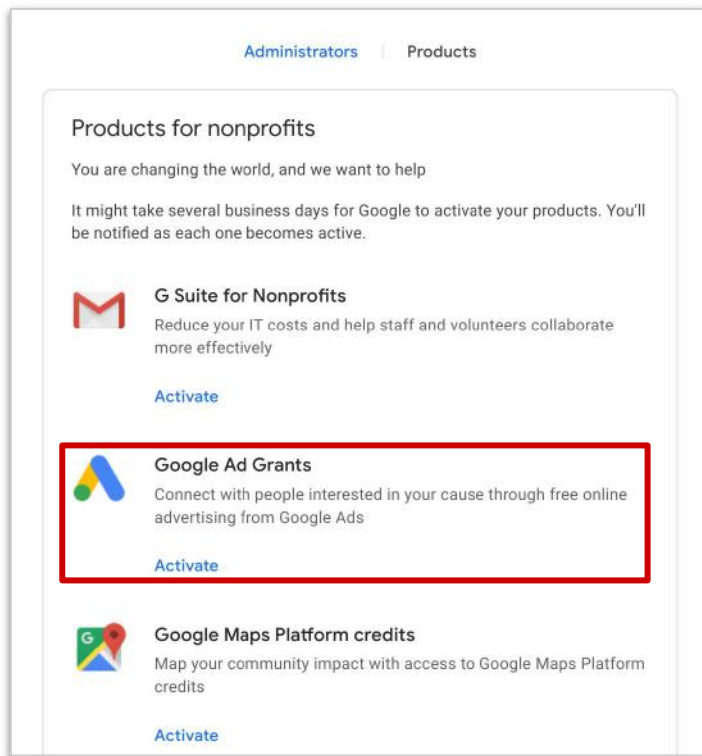3. Schools, academic institutions, and universities, and junior companies.

Google Ad Grants

# Getting Started with Ad Grants

Google Ad Grants

# Ad Grants activation process

| 1. Sign in to Google for Nonprofits | 2. Complete eligibility form | 3. Submit activation request |

**1. Sign in to Google for Nonprofits**

Visit google.com/nonprofits and click 'Get Started' or sign in

Receive a token showing validation by our 3rd party partner, TechSoup

**2. Complete eligibility form**

Google for Nonprofits links you to the Ad Grants eligibility form.

Complete form to tell us about your organization, watch a video, and take a short quiz.

**3. Submit activation request**

Return to Google for Nonprofits and confirm form submission

Submit activation request

Here is a 5 minute that reviews how to apply for a Google for Nonprofits account and activate

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# Look for Ad Grants in the Google for Nonprofits portal



Google Ad Grants

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# Complete eligibility form linked on Ad Grants activation page

# Our team will review your application, website, and invite you to access a new Google Ad Grants account
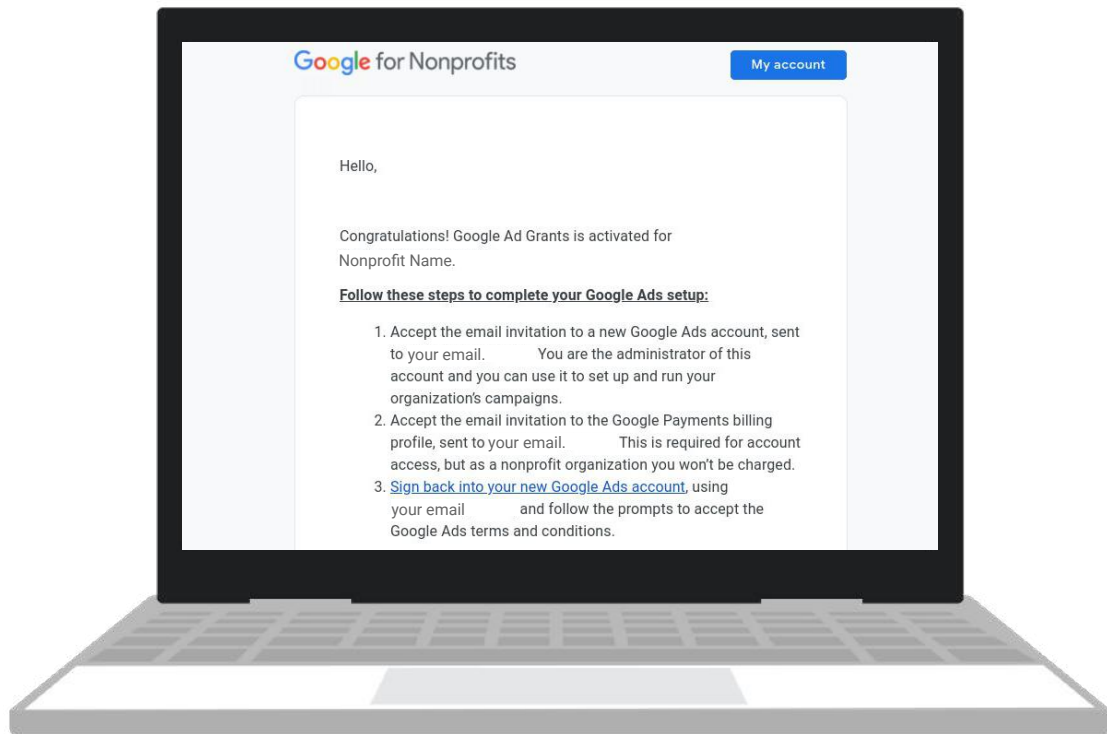
# Once you receive approval, log in to your account and start setting up campaigns



When creating campaigns, select 'Search Network' only and **Unselect** 'Include Google Display Network'

Be sure to set up conversion goals to track meaningful actions on your website.

Google Ad Grants

# Thank You

Google