

# CanadaHelps x Google

Ad Grants



Nathalie Copas & Ben Wise

April 5, 2023

# Land Acknowledgment

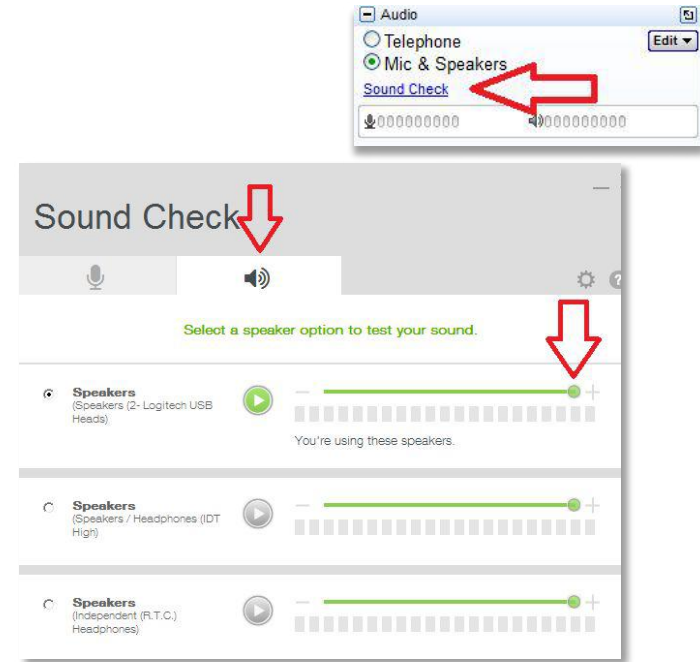
Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

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?

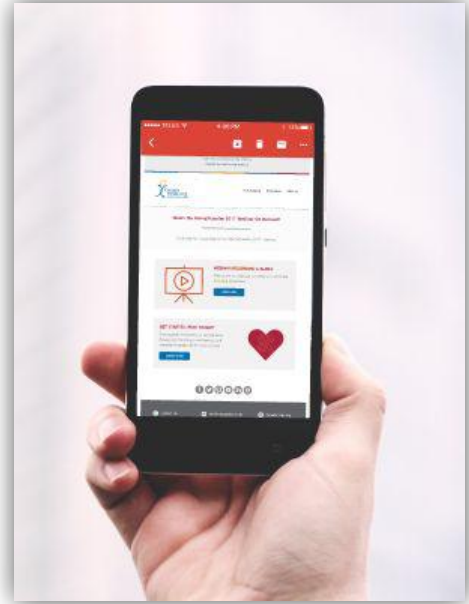
- Turn up your computer's volume.
- Click Sound Check under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.



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.

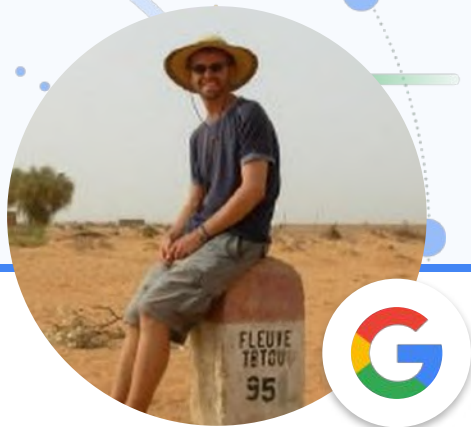
Have questions?

Type them into the  
Questions Log at anytime.



**Nathalie  
Copas**

*Senior Account Manager  
Ex-SickKids Foundation*



**Ben  
Wise**

*Head of  
Programmatic Media*



# Agenda

00:00

**Introductions**

00:05

Google for Nonprofits

00:10

Transform Your Annual Plan to A Google Ads Campaign

1. Setting up a Conversion Action
2. Account Structure
3. Creating a Campaign

00:50

**Closing Comments, Q&A**



A photograph of three young girls in a rural setting, likely in Africa, washing their hands at a public water pump. The girl on the right, wearing a green headwrap and a colorful patterned dress, is in the foreground, her hands under a stream of water. Two other girls, one in a blue and yellow patterned dress and another in an orange shirt, are behind her, also smiling and looking towards the camera. The background shows a simple stone wall and a clear sky. The text 'Nonprofits are changing the world' is overlaid on the left side of the image.

Nonprofits are  
changing the  
world



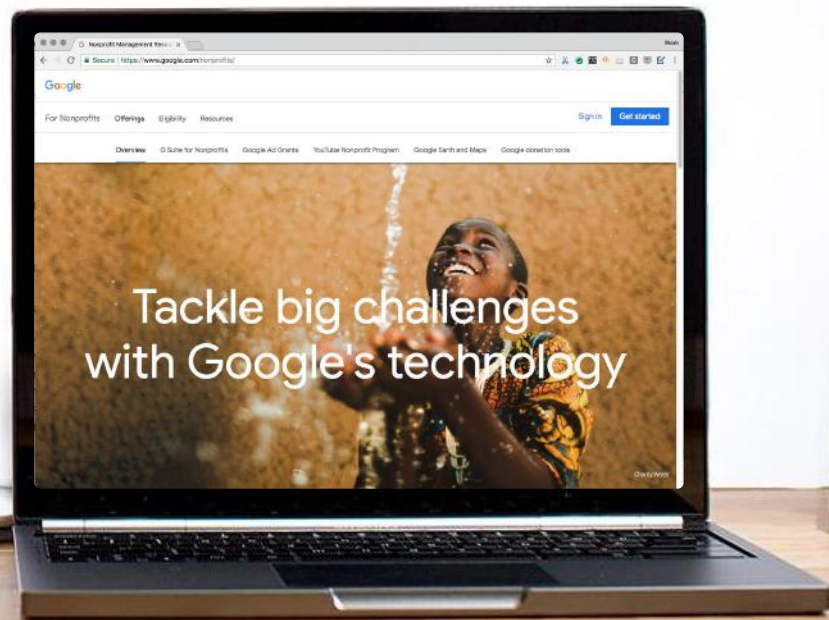
# But this comes with a unique set of challenges

Organizing and collaborating  
Managing volunteers  
Raising awareness and storytelling  
Driving donations

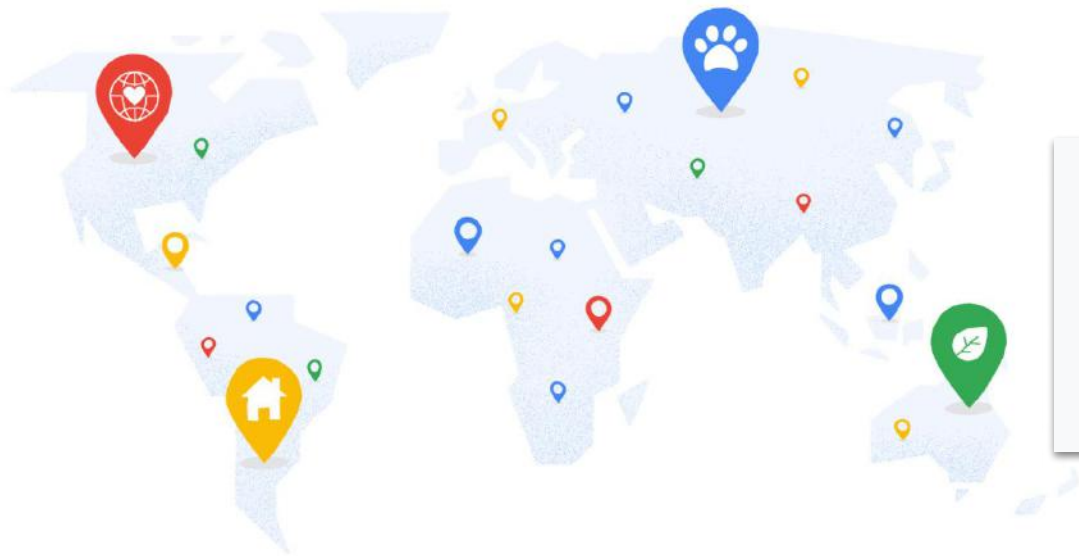


# In 2011, we launched Google for Nonprofits

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



# Our program is global, like the nonprofits we serve



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

# 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

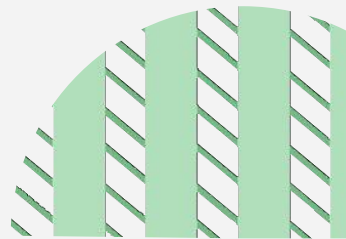
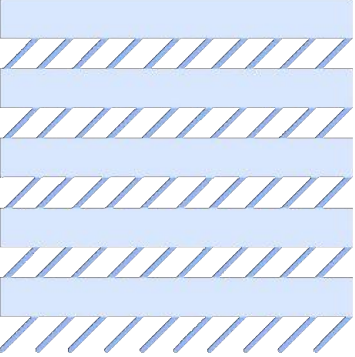
**Engage audiences with video** and direct traffic to your website using **Link Anywhere cards**

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

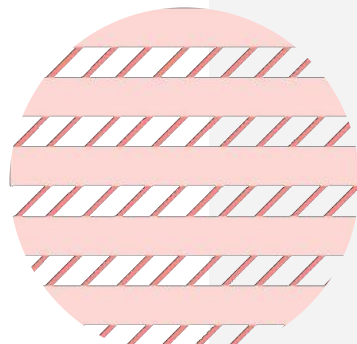
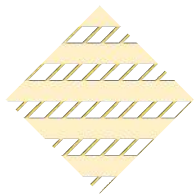


## Google Earth and Maps

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

The image shows a Google search interface for the query "donate old coats". The search bar at the top contains the text "donate old coats". Below the search bar, the "All" tab is selected. The search results are divided into two sections: "Search ads" and "Organic results".

**Search ads:** This section contains two advertisements. The first is titled "Donate Gently Used Coats - Extra coat in your closet?" and includes the URL [www.onewarmcoat.org/](http://www.onewarmcoat.org/). The second is titled "Donate to Goodwill - goodwillches.org" and includes the URL [www.goodwillches.org/](http://www.goodwillches.org/). Both ads include additional text about helping someone stay warm and selecting a nonprofit partner.

**Organic results:** This section contains two organic search results. The first is titled "One Warm Coat | No one should go cold this winter!" and includes the URL <https://www.onewarmcoat.org/>. The second is titled "Warm Coats & Warm Hearts Drive | Burlington" and includes the URL <https://www.burlington.com/warm-coats-warm-hearts-drive.aspx>. Both results include text about donating coats and helping local families in need.

**Search term:** A green callout box points to the search bar, containing the text "Search term".

**Search ads:** A green callout box points to the advertisement section, containing the text "Search ads".

**Organic results:** A blue callout box points to the organic search results section, containing the text "Organic results".



# 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

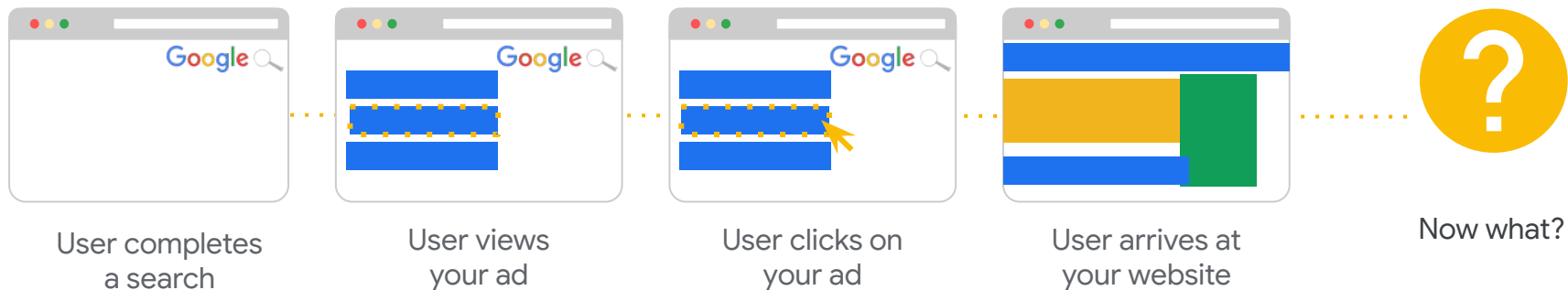




# Use your annual plan as a starting point

- 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?



## To note

Define your preferred actions and the highest potential paths for a user to complete those actions beyond visiting your site

# Track what matters with conversion actions

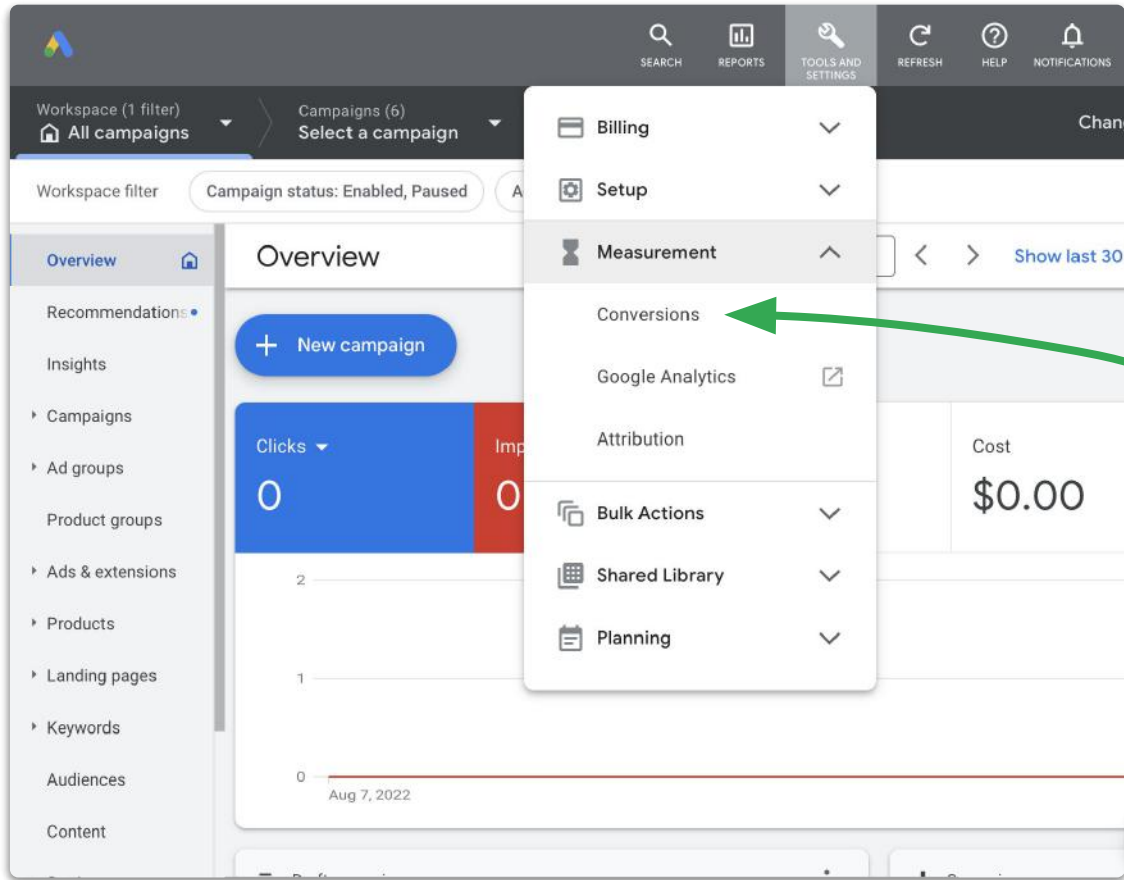
## What is a conversion action?

- 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	<ul style="list-style-type: none"> <li>• Donations</li> <li>• Purchases</li> <li>• Membership sales</li> <li>• Ticket sales</li> </ul>
Sign up	<ul style="list-style-type: none"> <li>• Volunteer sign-up</li> <li>• Email / newsletter sign-up</li> <li>• New membership form completion</li> <li>• Free account registration</li> <li>• Event sign-up</li> </ul>
Lead	<ul style="list-style-type: none"> <li>• Downloads of information</li> <li>• Clicks to call</li> <li>• Click to email</li> <li>• Clicks to social accounts</li> <li>• Contact us form submissions</li> <li>• Contact us clicks on a button</li> </ul>
View of a key page	<ul style="list-style-type: none"> <li>• Visit to the contact us page if you have no "Contact us" form or button</li> <li>• Duration time on site goals</li> <li>• Pages per session goals</li> <li>• Watching videos</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Anything else</li> </ul>



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


<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All c
<input type="checkbox"/> <a href="#">Purchase</a>	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.

 2

Click the big blue button to create a new conversion action



## Start tracking conversions

Conversion tracking is critical to successful online marketing. It lets you see what people do - the conversion actions they take - after seeing your ad. You set up one conversion action at a time, but you can track multiple conversion actions at once.

[Learn more](#)

Select the kind of conversions you want to track. ?

### Website



Track actions on your website

### App



Track actions on your app

### Phone calls



Track calls from your ads or website

### Import



Import data from Google Analytics or  
another source

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

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  
jfkdsjagilesjaglkesjaklges.com

Scan

Identify events for your business to measure

Create conversion actions automatically

Website domain  
jfkdsjagilesjaglkesjaklges.com

Scan

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 want to record a unique value 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

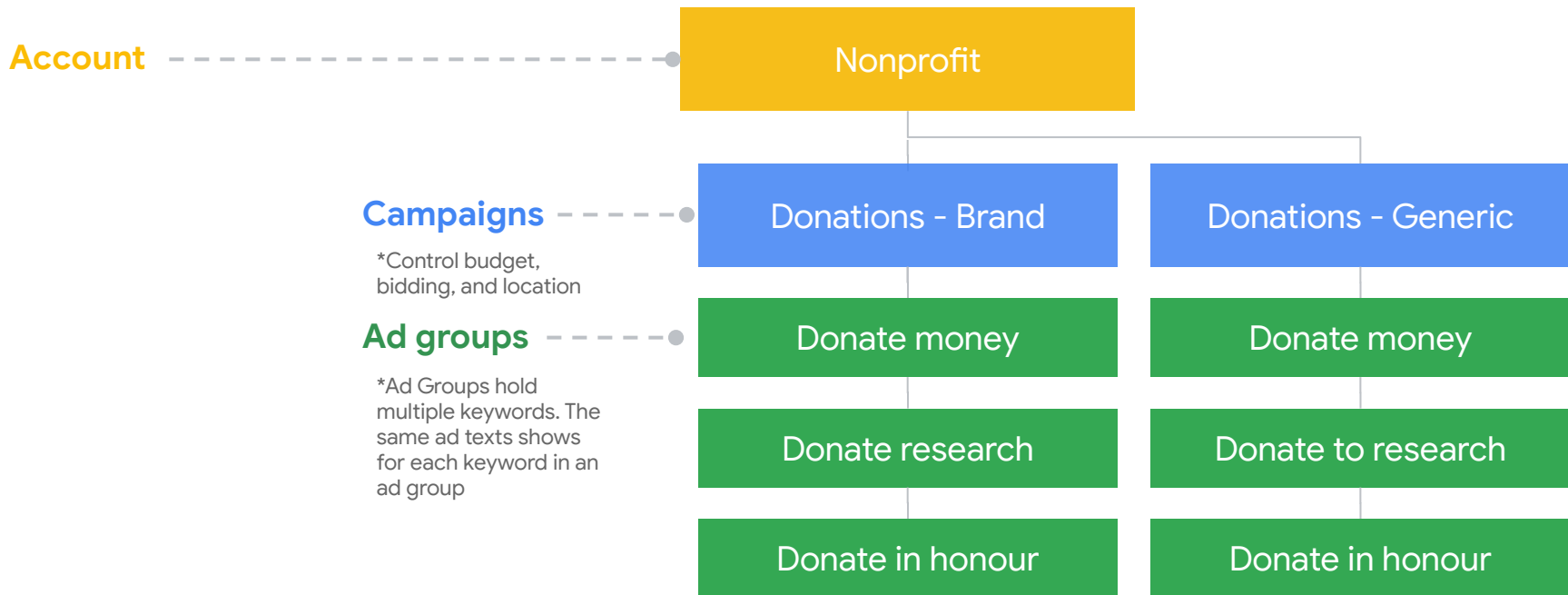
If your website uses the AMP framework, you can receive your setup instructions by email

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



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

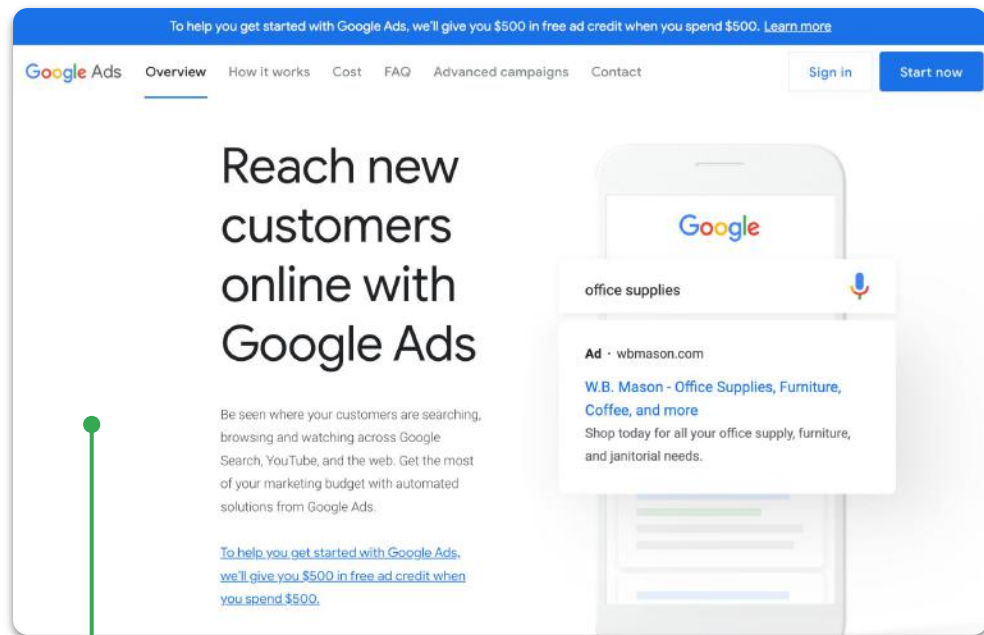
**First** you'll access your Google Ads account and start a new campaign

**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**

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



Log into your account at [ads.google.com](https://ads.google.com)

## What is this step?

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

New campaign

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

- Sales**  
Drive sales online, in app, by phone or in store
- Leads**  
Get leads and other conversions by encouraging customers to take action
- Website traffic**  
Get the right people to visit your website
- Product and brand consideration**  
Encourage people to explore your products or services
- Brand awareness and reach**  
Reach a broad audience and build awareness
- App promotion**  
Get more installs, interactions and pre-registration for your app
- Local store visits and promotions**  
Drive visits to local stores, including restaurants and dealerships.
- Create a campaign without a goal's guidance**  
Choose a campaign type first, without a recommendation based on your objective.

Use these conversion goals to improve Sales

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Sales.

Conversion Goals	Conversion Source	Conversion Actions
<b>Purchases (account default)</b>	Website	1 action

Cancel Continue

### 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

New campaign

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

### 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"

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

Select one or more segments to observe.

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 [website](#) [▼](#)

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

New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS

## Keywords and ads

Ad groups help you organize your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Ad group 1

Keywords

Get keyword suggestions

sharkcagediving.net

Enter products or services

Get keywords

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

Enter or paste keywords. You can separate each keyword by commas or enter one per line.

Match types help control which searches can trigger your ads.

you should be seeing a screen similar to this

## 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](#)

Start by adding at least 5 headlines

Ad strength

Incomplete

☐ Include popular keywords [View ideas](#)

☐ Make headlines unique [View ideas](#)

☐ Make descriptions unique [View ideas](#)

Headlines 5/15

✓ For optimal ad performance, include these keywords in your headlines

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30

New headline

0 / 30

+ Headline

Descriptions 3/4

[View ideas](#)

New description

Preview

Ad · www.sharkcagediving.net/

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

### 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)

The screenshot shows the Google Ads 'Extensions' page. The header includes a search bar, 'New campaign' button, and navigation links for SEARCH, REPORTS, TOOLS AND SETTINGS, and HELP. The main heading is 'Extensions' with a subtext: 'Get more clicks and drive valuable customer actions by adding key information about your business'. Below this, there's a section for 'Sitelink extensions' with instructions: 'Select and create campaign-level sitelink extensions' and 'Add at least 2 sitelink extensions'. The 'Add new sitelink extension' section contains a form for 'Sitelink 1' with fields for 'Sitelink text', 'Description line 1 (recommended)', 'Description line 2 (recommended)', and 'Final URL'. A green arrow points to the 'Sitelink text' field. Below this is the 'Sitelink 2' section with a 'Sitelink text' field.

## 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 you used 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.



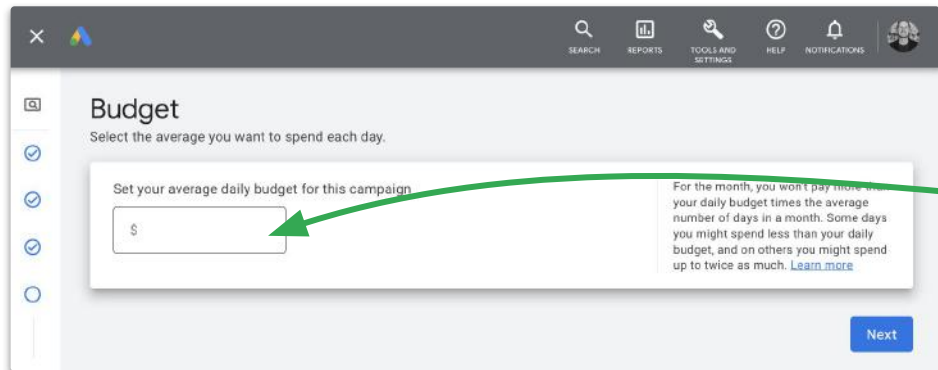
## Add two sitelink extensions

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.com/waystogive
FAQs	https://www.xxx.com/faqs

# Final step: Set the budget



**Budget**  
Select the average you want to spend each day.

Set your average daily budget for this campaign

\$

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next

## 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**



Ads 1 ad

Extensions

Call extensions 27 83 300 2138

Budget

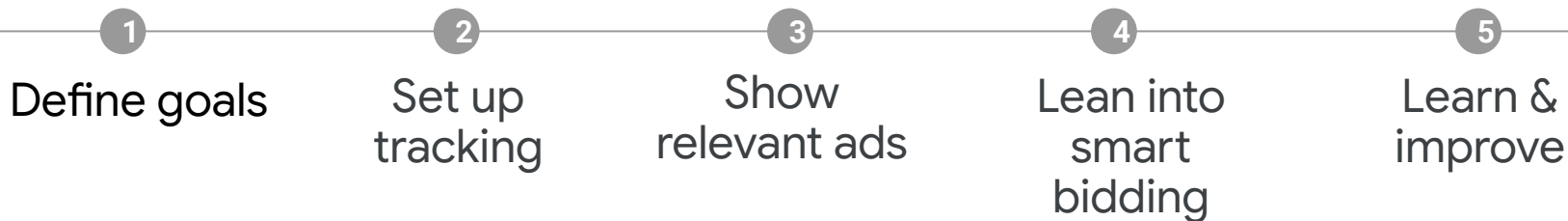
Budget \$1.00/day

Publish campaign

## 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





# Additional Resources

# Ask us questions as a community

≡ Ad Grants Help

Help Center

Community

Announcements

My Profile

## Welcome to the Ad Grants Help Community



### Featured posts

[View all featured posts →](#)



**Testimonials from our Grantees - Learn how Ad Grants helped them succeed.**

Hello Everyone! We wanted to share with you a series of inspiring testimonies by grantees such as yo...

0 Replies



**Happy Birthday Ad Grants!**

# Learn more with our educational videos

The screenshot displays the YouTube channel page for Google Ad Grants. The interface includes a search bar at the top, navigation tabs (HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, ABOUT), and a grid of video thumbnails. Each video thumbnail shows a presenter in front of a Google logo background, with the video title, view count, and upload date below it.

Video Title	Views	Upload Date	Duration
Google Ad Grants: Connecting people to cause...	1K views	6 months ago	37:00
Melhorando a sua Taxa de Cliques (CTR)	166 views	6 months ago	32:21
Choisir, Revoir et Optimiser vos mots-clés	109 views	6 months ago	52:30
What is Maximize Conversions Bidding?	1.8K views	6 months ago	3:58
Google Ad Grants and Grow with Google: Connecting...	325 views	6 months ago	35:41
How do I create an automated rule?	-	-	8:29
How do I comply with Ad Grants' policies? An...	1.3K views	8 months ago	30:30
Creating Effective Ads to Meet Your Goals	709 views	8 months ago	50:47
Comment Optimiser Votre Compte Ad Grants avec des...	212 views	8 months ago	45:56
Optimizzare il tuo account per una migliore qualità degli...	206 views	9 months ago	34:42
Optimizando sua conta para melhorar a qualidade do...	243 views	9 months ago	-
Choosing, Reviewing, and	-	-	37:30
Fixing Common Tracking	-	-	44:00
Nutze den Qualitätsfaktor als Grundlage für Konto Optimierungen	-	10. April 2018	53:51
Improving Your CTR	-	-	30:41
Welcome to Google Ad	-	-	4:59

# Resources

- ❑ Website:  
[google.com/grants](https://google.com/grants)
- ❑ Ad Grants Online Community Forum:  
[support.google.com/grants/community](https://support.google.com/grants/community)
- ❑ YouTube Channel:  
[youtube.com/GoogleGrants](https://youtube.com/GoogleGrants)
- ❑ Ad Grants Certified Professionals Directory:  
[bit.ly/adgrantsagencies](https://bit.ly/adgrantsagencies)
- ❑ Student volunteers:  
[get.google.com/onlinechallenge](https://get.google.com/onlinechallenge)
- ❑ Google Ads customer service:  
**1-866-2-Google**
- ❑ Help Center:  
[support.google.com/grants](https://support.google.com/grants)

# Questions

# 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.

# Getting Started with Ad Grants

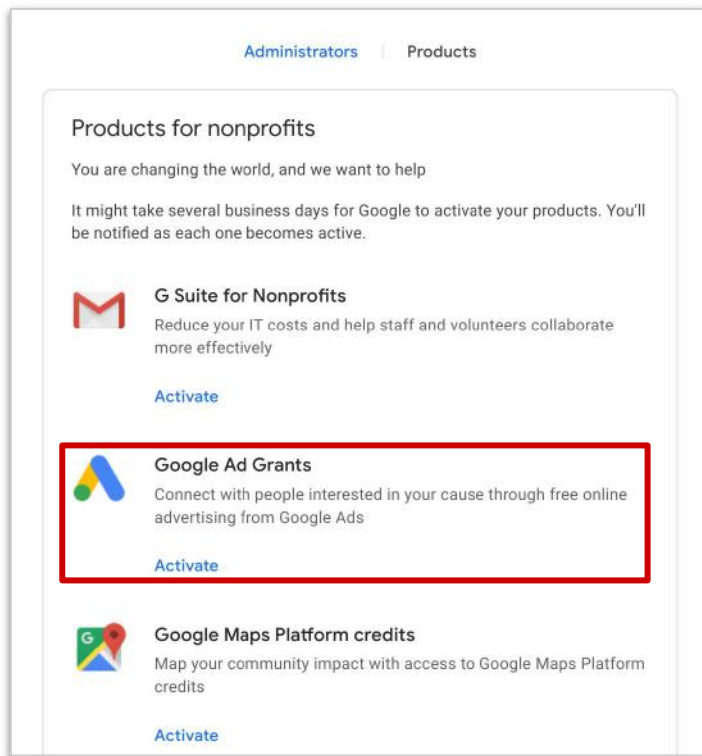
# Ad Grants activation process



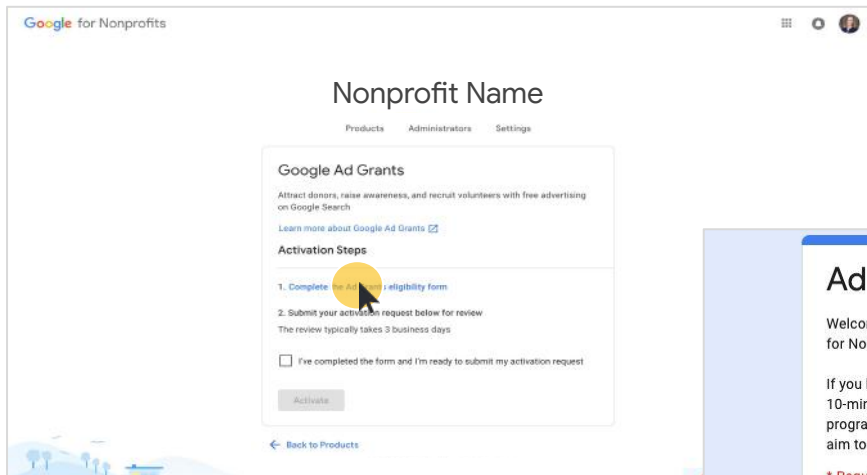
[Here](#) is a 5 minute that reviews how to apply for a Google for Nonprofits account and activate



# Look for Ad Grants in the Google for Nonprofits portal



# Complete eligibility form linked on Ad Grants activation page



## Ad Grants Eligibility Form

Welcome to the Ad Grants eligibility form. If you have not been approved through Google for Nonprofits, please visit <https://www.google.com/grants/how-to-apply>.

If you have been approved through Google for Nonprofits, please fill out the form below. This 10-minute assessment is intended to identify organizations eligible for the Ad Grants program and to help us learn more about those organizations. With your responses, we'll aim to improve your experience and effectiveness to support your organization.

\* Required

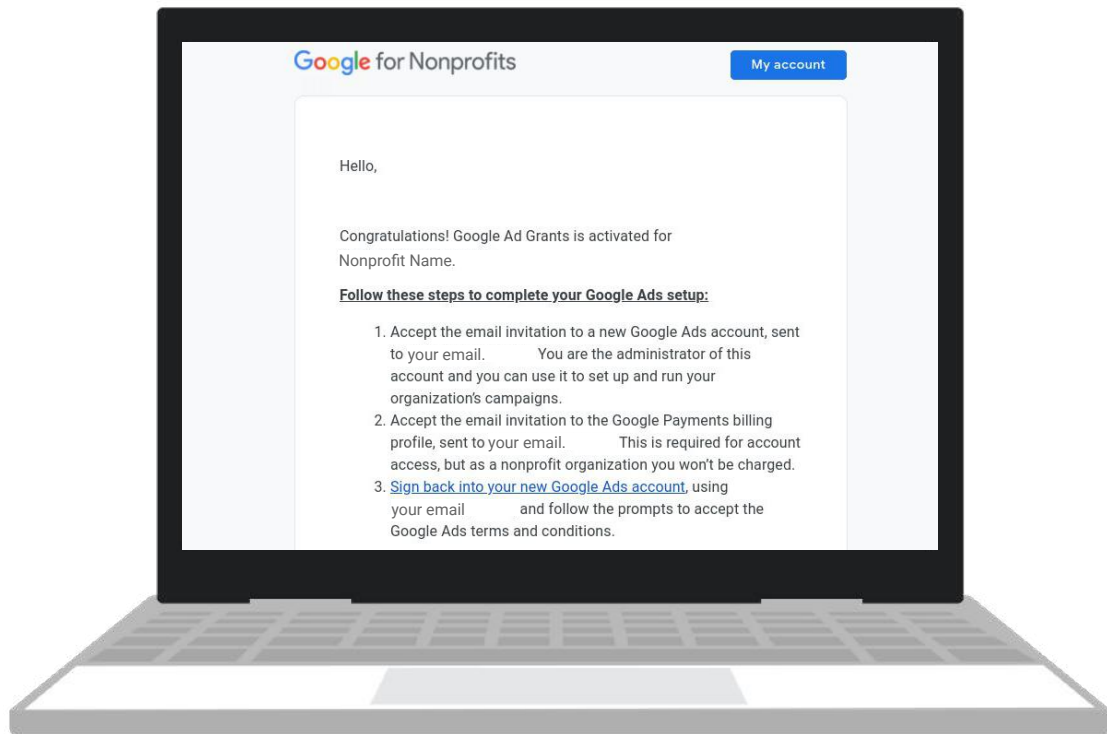
### Ad Grants Eligibility Form

The following section will help us determine your organization's eligibility for the Ad Grants program.

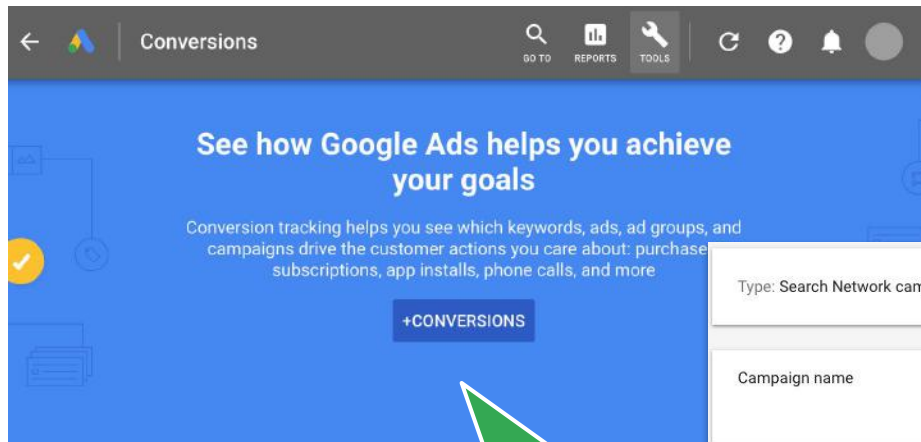
What is the name of your organization? \*

Your answer

# 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



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

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

A screenshot of the Google Ads campaign creation form. The 'Type' is set to 'Search Network campaign' and the 'Goal' is 'Sales'. The 'Campaign name' field contains 'sample campaign'. Under the 'Networks' section, the 'Search Network' is selected with a blue checkmark, and the 'Display Network' is unselected. The 'Search Network' description states: 'Ads can appear near Google search results and other Google sites when people search for terms that are relevant to your keywords.' The 'Display Network' description states: 'Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet.'

# Thank You

