

CanadaHelps x Google

Ad Grants



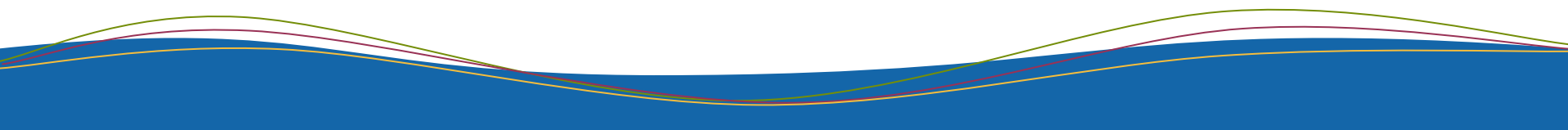
Nathalie Copas & Ben Wise

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.

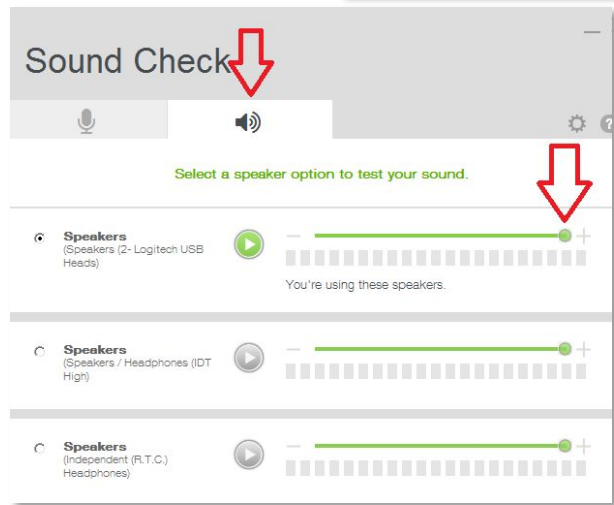
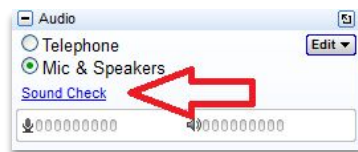
As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the [Coast Salish People](#), the Montreal offices are located on [Kanien'kehà:ka \(Mohawk\)](#) territory, and the land on which we operate in Toronto is the traditional territory 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?

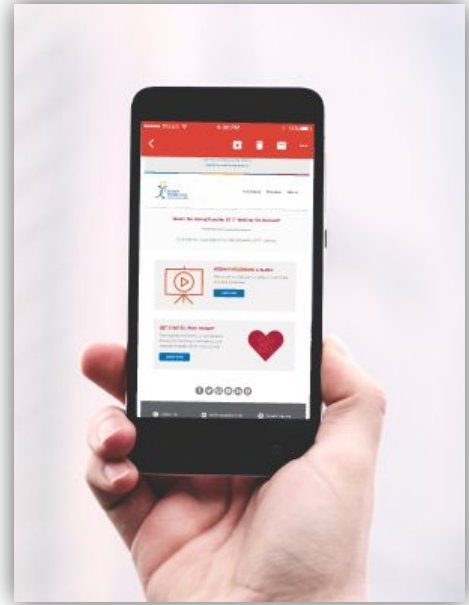
- Turn up your computer's volume.
- Click Sound Check under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.



For the best webinar experience, close all other applications.

Yes!

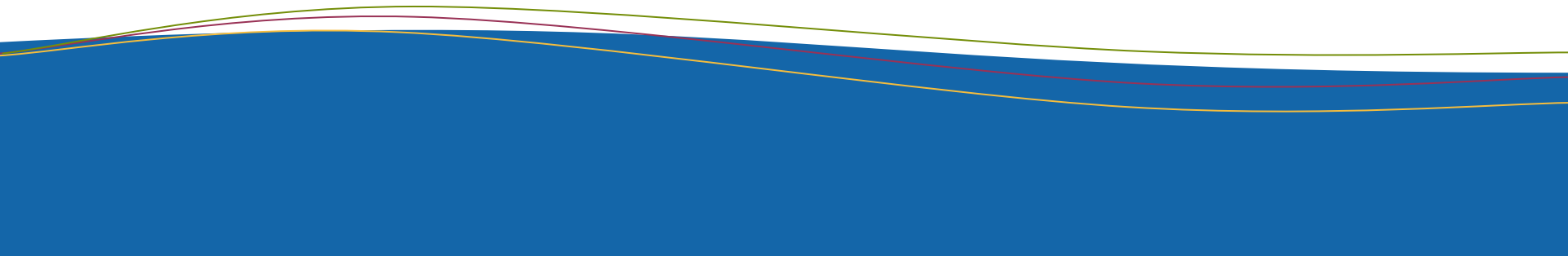
The links to the webinar slides and recording will be emailed to you within 24 hours. You'll be able to watch the recorded video on demand.



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

How to Drive Success

1. Account health check
2. Reviewing current performance
3. Checklist of best practices

00:50

Closing Comments, Q&A

A photograph of three young girls of African descent 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 washing their hands. The water pump is a simple metal structure with a handle. The background shows a dry, dusty landscape with some trees in the distance.

Nonprofits are
changing the
world

But this comes with a unique set of challenges

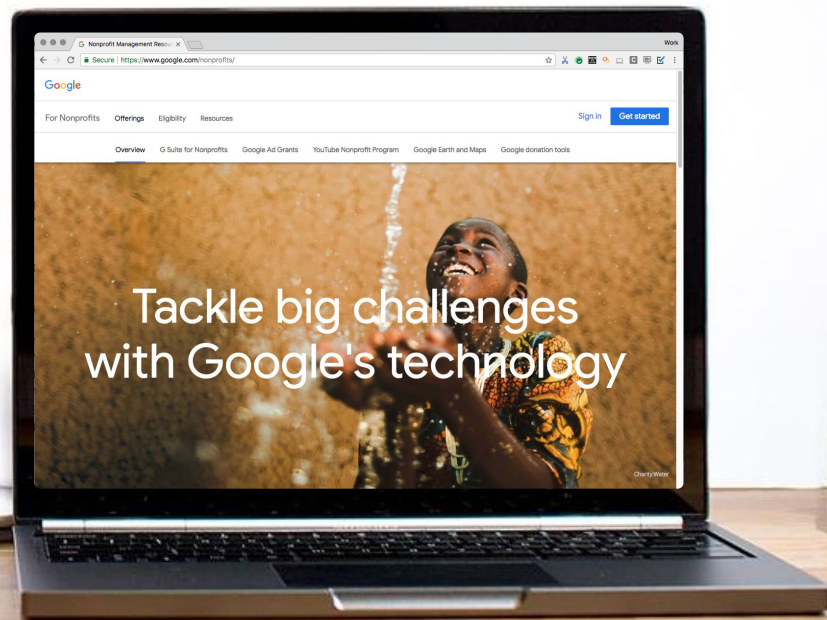
Organizing and collaborating
Managing volunteers
Raising awareness and storytelling
Driving donations

A man is seen from the back, wearing a dark grey t-shirt. The t-shirt has the Direct Relief logo (a red cross with a white outline) and the text "Direct Relief" in red. Below that, "EMERGENCY" and "RESPONSE TEAM" are printed in large, bold, red capital letters. The background shows a cargo plane with red and white stripes on its tail, and a yellow and red cargo loader is visible. The scene is outdoors at an airport.

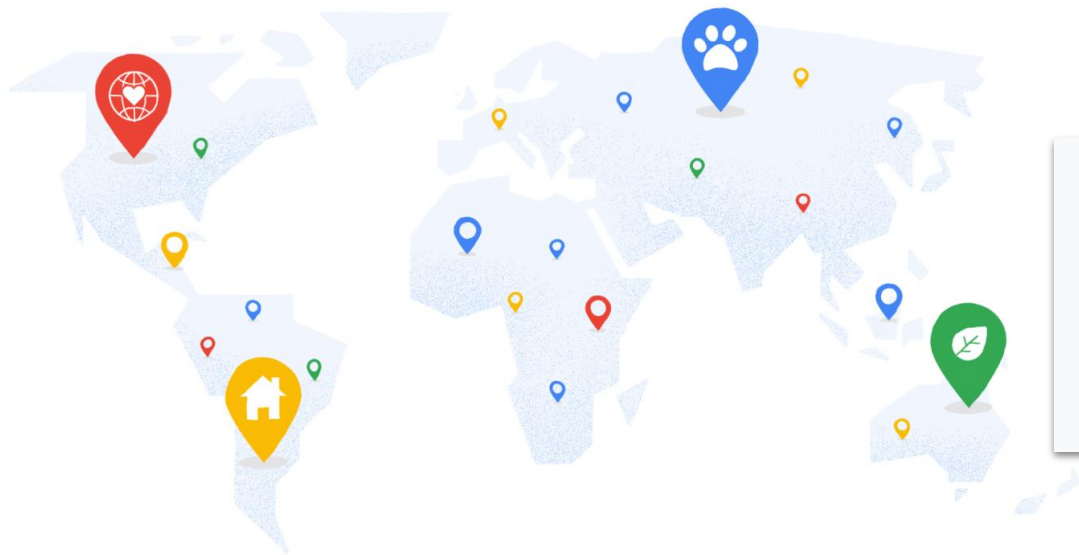
Direct Relief
**EMERGENCY
RESPONSE TEAM**

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

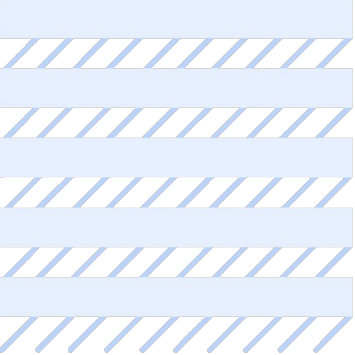
Engage audiences with video and direct traffic to your website using **Link Anywhere cards**

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

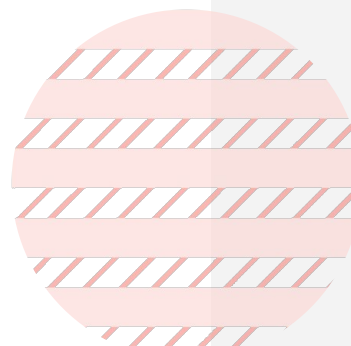


Google Earth and Maps

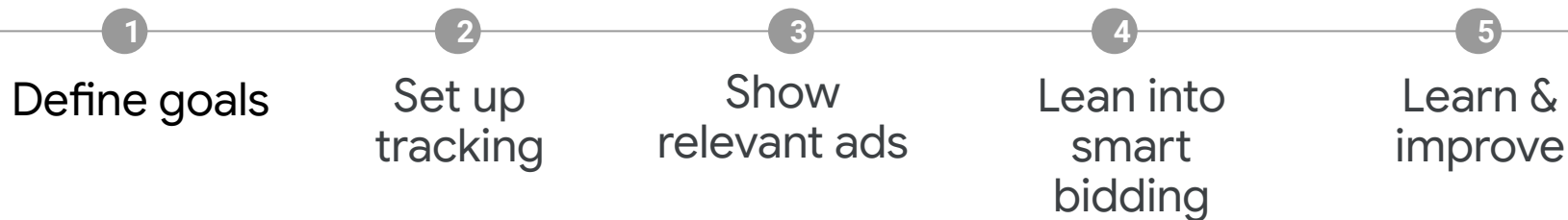
Nonprofits get access to **\$250/month additional Google Maps Platform credit** to use on maps developer products



How to drive success



[Recap] 5 main steps to successfully using Ad Grants



[Today's focus] 5 main steps to improve results

1

Campaign
health

2

Keyword
deep dive

3

Ad relevance
using assets

4

In platform
metrics

5

Audience
insights

5 main steps to improve results

1

Campaign
health

2

Keyword
deep dive

3

Ad relevance
using assets

4

In platform
metrics

5

Audience
insights



Managing time across several activities is a tough balancing act for any marketer



Strategies to understand your **campaign health** at a glance

1

**Optimization
Score**

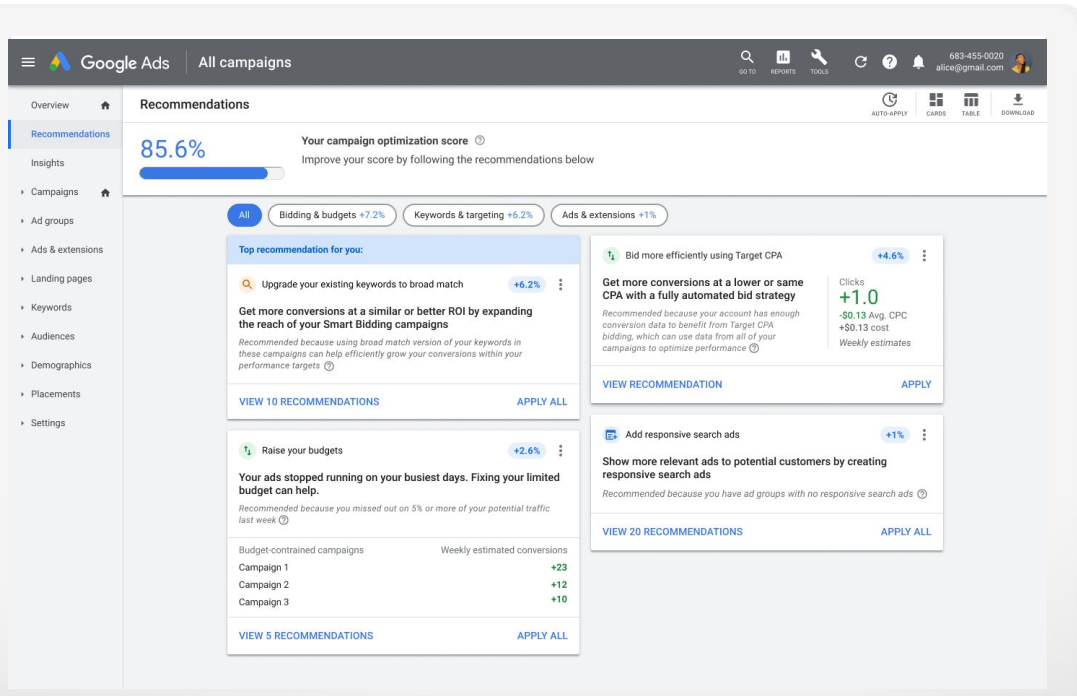
2

**Diagnostic
Insights**

3

**Campaign
Statuses**

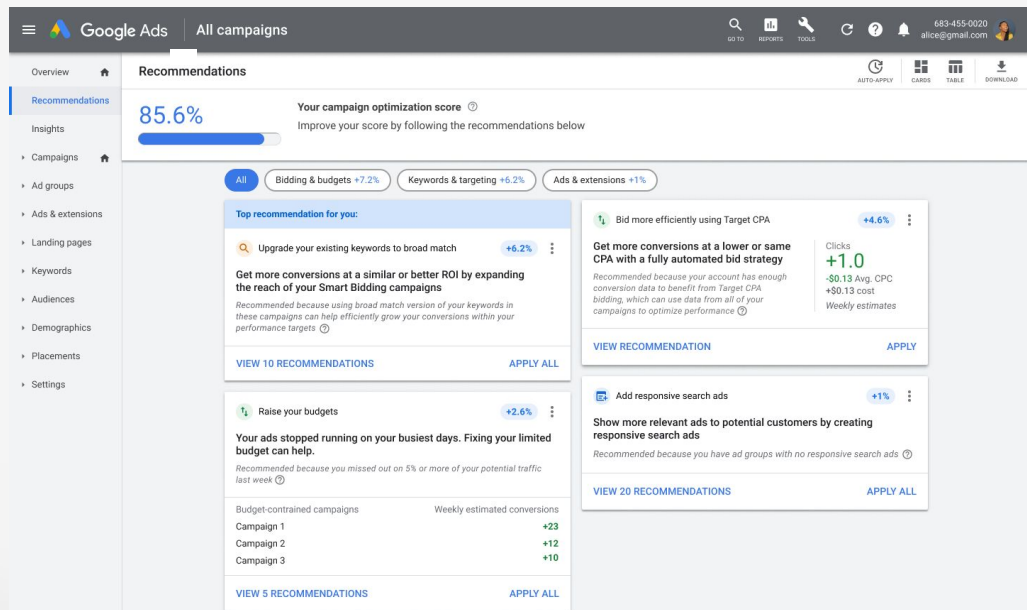
1 What is optimization score?



Optimization score is an estimate of how well your Google Ads accounts are set to perform.

It runs from 0% to 100%, with **100% meaning that your account is optimized to perform at its full potential**. Along with the score, you'll see a list of recommendations that can help you optimize each campaign

1 Optimization score can help maximize performance in three key ways



Be Insightful

by leveraging real time signals generated through statistical models, industry trends and unique market data



Be Effective

by prioritizing channels and activities that will drive most value to your business



Be Efficient

in how you execute across multiple activities at scale by automating manual tasks

1 Optimization score should be used at all levels:



Strategic level

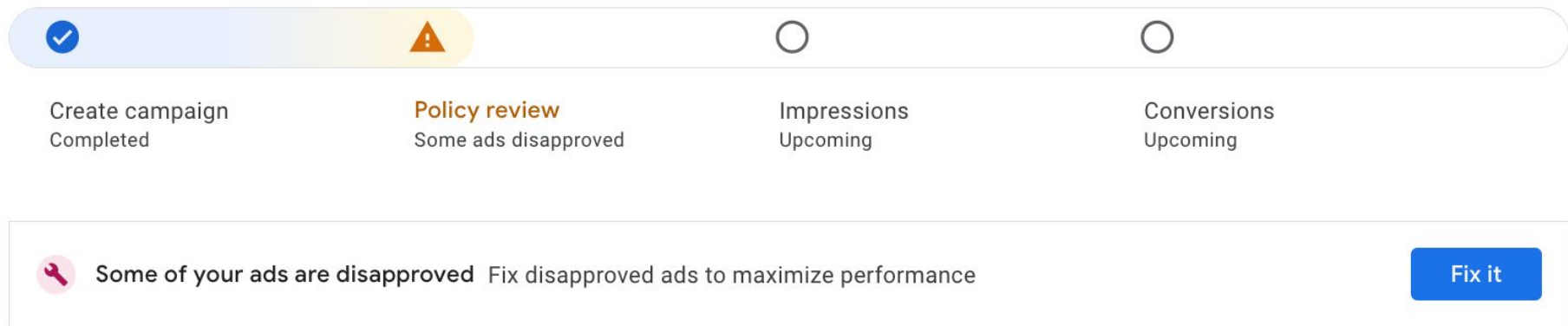
- Actionable overview of how optimized your Google Ads marketing efforts are
- Quick overview on growth headroom opportunities to grow business
- Easily compare optimizations between your brands or markets
- Easily scalable to cover a broad range of accounts and channels, yet detailed enough to provide specific recommendations



Tactical level

- A real-time insight into the headroom available to optimize your Google Ads accounts
- Save valuable time in processes like identification and implementation of opportunities to maximize campaign performance

2 Visit the insights tab to get a campaign diagnostic overview



All campaign diagnostics

- Account status: Active
- Billing status: Active
- Campaign policy review: Pending
- Conversion tracking: Active
- Campaign budget: Active
- Bid strategy target: Active
- Campaign status: Pending
- Ad strength: Excellent

3 What can I learn from my campaign status?

Proprietary + Confidential

Campaign status	What it means	What to do
Eligible	Active and can show ads.	If your campaign is marked "Eligible" but you're still not seeing your ad, find out why and fix it .
Eligible (limited)	Active, but showing ads only occasionally due to budget constraints or a limited bid strategy.	Learn more about budget recommendations , then adjust your campaign's budget .
Not eligible	Inactive because there are no ad groups, all ad groups are paused or deleted, all ads are paused or deleted, or all keywords paused or deleted.	Learn more about ad group status and ad status .
Paused	Inactive because you paused it. Pausing a campaign means that your ads don't show or accumulate new costs until resumed.	Find out how to resume your campaign .
Removed	Inactive because you removed it. Removing a campaign permanently deletes it. You cannot resume a campaign after you remove it.	Learn more about creating and managing multiple campaigns .
Pending	Inactive but scheduled to begin at a future date.	Find out how to change your campaign's start date .
Ended	Inactive because it's past its scheduled end date.	Find out how to change your campaign's end date .

[Today's focus] 5 main steps to improve results

1

Campaign
health

2

Keyword
deep dive

3

Ad relevance
using assets

4

In platform
metrics

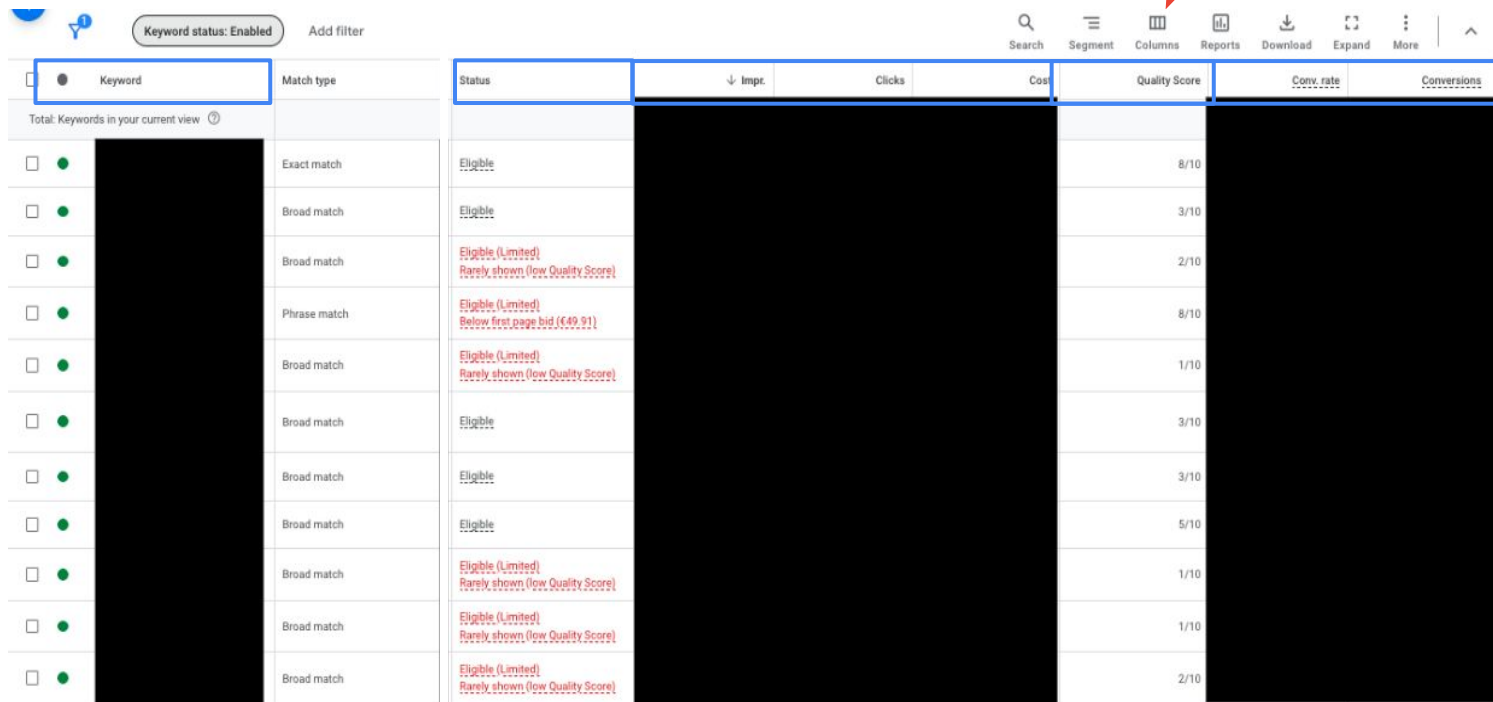
5

Audience
insights

Keywords determine your targeting making it important to understand how they are performing

1. View your keywords report
2. Examine your keyword data
3. Add a quality score column
4. Use quality score to improve ads or landing pages (if relevant)

In Google Ads you can see your keyword performance based on any desired timeframe

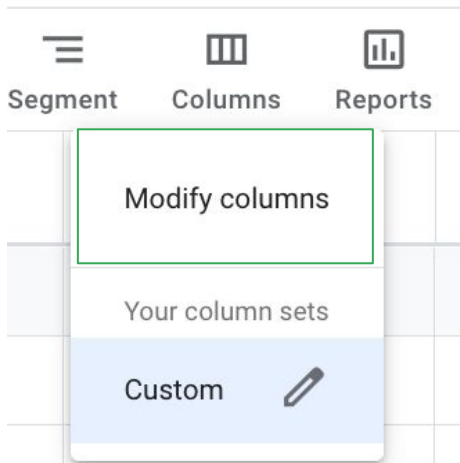


Keyword status: Enabled Add filter

Search Segment Columns Reports Download Expand More

Keyword	Match type	Status	↓ Impr.	Clicks	Cost	Quality Score	Conv. rate	Conversions
☐ ●	Exact match	Eligible				8/10		
☐ ●	Broad match	Eligible				3/10		
☐ ●	Broad match	Eligible (Limited) Rarely shown (low Quality Score)				2/10		
☐ ●	Phrase match	Eligible (Limited) Below first page bid (€40.91)				8/10		
☐ ●	Broad match	Eligible (Limited) Rarely shown (low Quality Score)				1/10		
☐ ●	Broad match	Eligible				3/10		
☐ ●	Broad match	Eligible				3/10		
☐ ●	Broad match	Eligible				5/10		
☐ ●	Broad match	Eligible (Limited) Rarely shown (low Quality Score)				1/10		
☐ ●	Broad match	Eligible (Limited) Rarely shown (low Quality Score)				1/10		
☐ ●	Broad match	Eligible (Limited) Rarely shown (low Quality Score)				2/10		

Use columns to learn more about the performance of your keywords



Modify columns for keywords 🔍 [+ Custom column](#)

Attribution ▼

Attributes ▼

Bid simulator ▼

Competitive metrics ▼

Google Analytics ▼

Call details ▼

Message details ▼

YouTube Earned actions ▼

Gmail Metric ▼

Quality score Select all Clear all ^

☒ Quality Score ☐ Quality Score (hist.) ☐ Exp. CTR ☐ Exp. CTR (hist.)

☐ Save your column set

Apply Cancel

Show reco

But wait, what is the quality score?

A quality score is an estimate of the **quality of your ads, keywords, and landing pages**. You can use this tool to manage your ads and strengthen your campaigns.

Plus, when using Google Ad Grants, you must comply to the mission based policy which requires keywords with a quality score higher than 2.

[Today's focus] 5 main steps to improve results

1

Campaign
health

2

Keyword
deep dive

3

Ad relevance
using assets

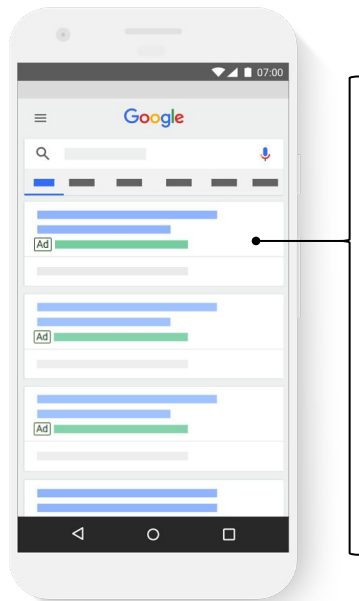
4

In platform
metrics

5

Audience
insights

Ad Rank prioritizes ads ensuring a **good user experience**



**AD
RANK**

=

**MAX
BID**

x

**QUALITY
SCORE**

The value used to
determine the
ad position on the page

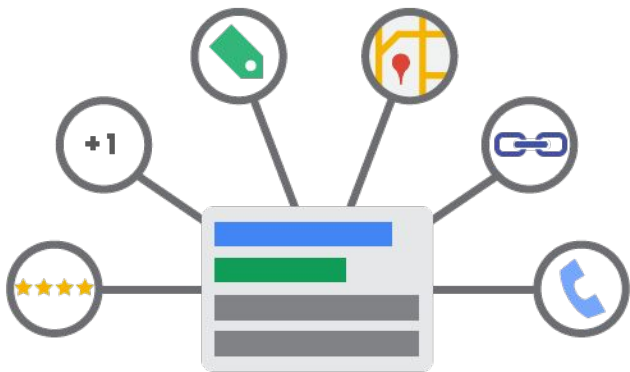
The maximum
cost per click you are
willing to pay for each click
on an ad

The metric assigned to
each keyword reflecting
relevance & expected
user experience

Assets Everywhere

Consumers have high expectations for ads they are served online.

They expect ads that are not only visually appealing, but convenient as well. Ad assets (like image assets and sitelinks) are essential in meeting these expectations.



Promotion

Location

App

Image assets

Sitelink

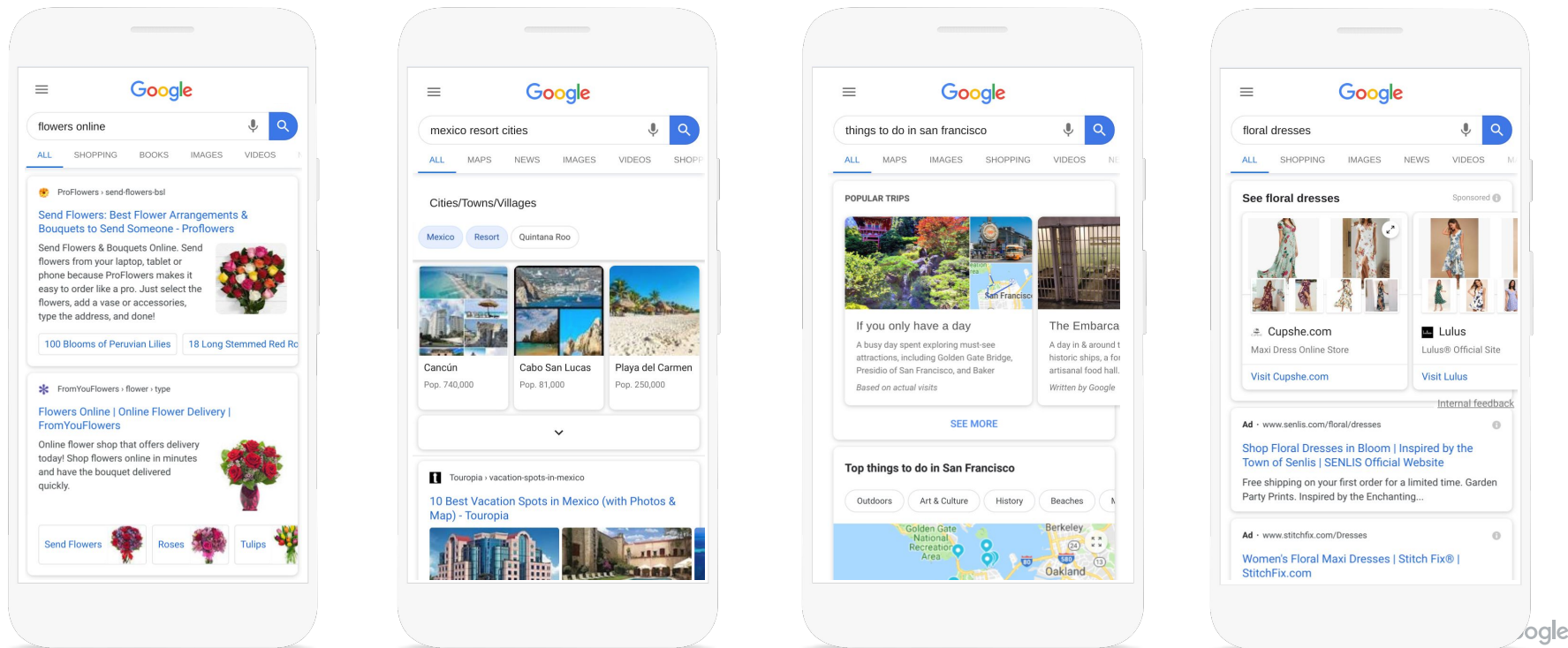
Callout

Structured snippet

 Google Ads

Organic Search Experience is becoming more visual

Organic results for most searches on mobile now serve a visual experience, engaging users more.



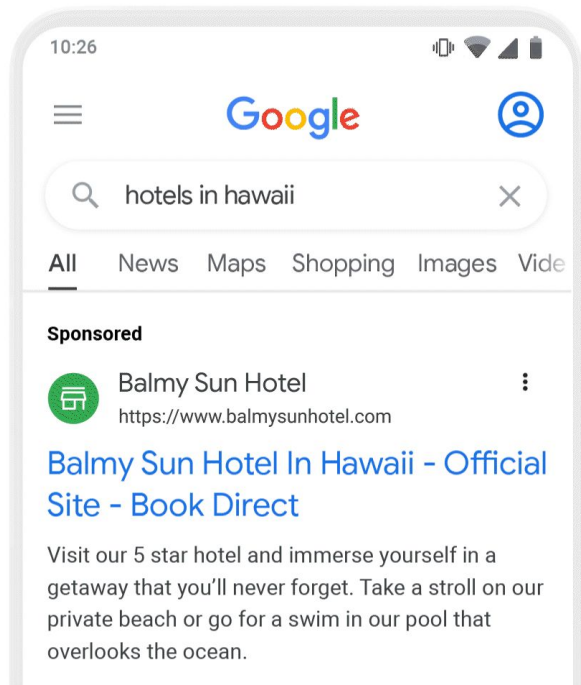
Business Name and Logo

With Business Information, Search ads will now render with a **business name and logo**.

Business Information helps users better understand the source of ads they see, and makes ads more engaging within the Search page.

Google will automatically crawl domains and render a business name and logo next to an ad when applicable.

Advertisers that show a business logo and name with their Search ads see an average of 8% more conversions at a similar cost per conversion.

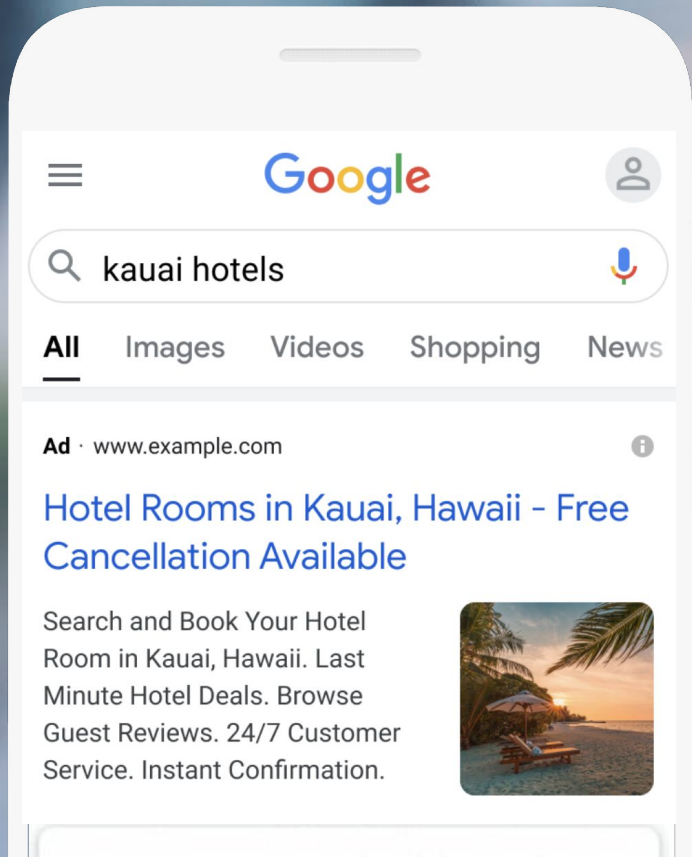


Images

Image Asset is an ad asset that allows you to upload rich, relevant images to complement your existing text ads.

With compelling visuals of products or services that enhance the message of your text ad, image assets can help drive performance for your ads.

Early results show advertisers are seeing up to a **10% increase in CTR** when image assets or dynamic image assets show with their mobile Search ads in absolute top positioning.



Sitelinks

Exposure: Sitelinks give you more space on the search results page, making your ad more visible

More conversions: By sending users directly to the right page, you reduce the number of steps needed for users to perform an action that you value for your business.

Easy to manage: Add and update at the campaign or ad group level and no need to bid separately or add separate keywords. The system automatically displays the best-performing or the most-relevant sitelinks for each query.

Best practice: leverage 4 sitelinks driving people to different content. Ex. Specific fundraising page, events, contact us, about us.

Sponsored



CanadaHelps

<https://www.canadahelps.org>

CRA Registered Charities - Donate Online At CanadaHelps

All Of Your Tax Receipts Stored In One Place. Donate To Any CRA Registered **Charity** Today!

Donate To Any Canadian **Charity** Online Through **CanadaHelps**. We Make Giving ...

Find A Charity

Make An Impact For A Charity Or Cause You Care About. Donate!

Tax Receipts

Already Donated? You Can Download Your Charitable Tax Receipts Here.

Contact Us

Have Questions? We're Happy To Help Call or Email Us Today.

Why CanadaHelps?

Find Out Why We Are Canada's Destination For Donating Online.

Callout Assets

Callout assets are an extra line of ad text, broken up into tight, short (25 character) snippets of text. They can be used to highlight information about value-adding attributes of the business, products or services.

A maximum of 4 can show, space dependent.

Convince users: Callout extensions are a powerful way to highlight value-added attributes about a particular product or service.

Simple implementation: 25 characters and that's it! No URLs or tracking needed, etc.

Sponsored



heartandstroke.ca

www.heartandstroke.ca/beat-as-one/donate-today

Heart & Stroke Foundation - Beat Heart Disease & Stroke

With Your Support, Our Research Leads the Fight on the Critical Heart & Brain Diseases Donate and Join Our Unwavering Mission. Beat Heart Disease. Beat Stroke.

Beat as One. Types: One-Time Donation, Monthly Donations, In Memory, In Honour.

Call out ideas for nonprofits:

- Matching gift
- Tax receipt
- Highest priority needs
- Funding research

Structured Snippets

Structured Snippets is an additional line of text which allows you to describe **features of a specific product** or the range of products or services your business offers.

Get more qualified leads: By giving users specific information about what you have to offer before they go to your website, they are more likely to convert after having clicked.

Sponsored



heartandstroke.ca

www.heartandstroke.ca/beat-as-one/donate-today

Heart & Stroke Foundation - Beat Heart Disease & Stroke

With Your Support, Our Research Leads the Fight on the Critical Heart & Brain Diseases Donate and Join Our Unwavering Mission. Beat Heart Disease. Beat Stroke. Beat as One.

Types: One-Time Donation, Monthly Donations, In Memory, In Honour.

[Today's focus] 5 main steps to improve results

1

Campaign
health

2

Keyword
deep dive

3

Ad relevance
using assets

4

In platform
metrics

5

Audience
insights

Let's look at your columns again in Google Ads

Optimization score	Campaign type	Impr.	CTR	Cost	Search lost IS (budget)	Search lost IS (rank)	Cost / conv.	Bid strategy type	↑	Clicks	Conv. rate	Conversions
		How many times your ads are shown	Click rate from impressions (Click/Imp)	How much you have spent	The % of time that your ads weren't shown due to insufficient budget.	The % of time that your ads weren't shown due to poor ad rank (quality score x bids)	Cost per conversion			How many times ads got clicked		

How to interpret Impression Share Lost to Budget?

Search impression share: The impressions you've received on the Search Network divided by the estimated number of impressions you were eligible to receive.

Search lost IS (budget): This is important because it tells you that there are more impressions you can be capturing with sufficient budget.



Limited by budget

Scenario:

You have a brand campaign and your search impression share (IS) lost to budget is 30%. This is your best performing campaign. What do you do?

If you have extra budget, add to this campaign to serve more impressions at your desired bid efficiency.

If you don't have extra budget, look at your other campaigns to see how they are performing. If they are performing significantly worse, I would shift budgets from your other campaigns to fund the high performing campaigns. If results are similar across campaigns, I would adjust your bid to reach people more efficiently (ex. lower tCPA or max clicks).

How to interpret Impression Share Lost to Rank?

Search impression share: The impressions you've received on the Search Network divided by the estimated number of impressions you were eligible to receive.

Search lost IS (rank): This is important because it tells you that there are more impressions you can be capturing if your ads were more relevant and/or bid more competitively.

Scenario:

You have a generic campaign and your search impression share (IS) lost to rank is 40%. What do you do?

Check that you have assets applied to these campaigns by visiting the assets page and then filtering for this campaign. If not, add them to increase relevance and monitor for the next 1-2 weeks.

If you already have assets applied, look at your auction insights. This will tell you how many others are in the same auction. If you have noticed a change in the number of advertisers, this may be an indicator that you need to increase your bid.

[Today's focus] 5 main steps to improve results

1

Campaign
health

2

Keyword
deep dive

3

Ad relevance
using assets

4

In platform
metrics

5

Audience
insights

But **who** are these users?



canadahelps


[All](#) [News](#) [Images](#) [Videos](#) [Maps](#) [More](#)

Tools

About 1,610,000 results (0.40 seconds)

Sponsored**Charitable Impact**<https://giving.charitableimpact.com/givenow>**Log In or Sign Up - Donate With Charitable Impact**

Manage Your Charitable Giving And Create The Change You Want To See In The World. Join the Thousands Of Canadians Already On Charitable Impact. Sign Up Online. View Fees.

[Log In or Sign Up](#) · [Give Now](#) · [Fees](#) · [How It Works](#) · [Blog](#)
Sponsored**CanadaHelps**<https://www.canadahelps.org>**CanadaHelps - Donate At CanadaHelps**

Every Canadian Charity In One Place. Donate To Your Favourite Cause Today. Charitable Giving Made Simple. Includes Instant Tax Receipts. Learn More. Over \$2B In Donations. Giving Made Simple. Stress-Free Tax Time. Trusted Since 2000.

[Find A Charity](#) · [Tax Receipts](#) · [Contact Us](#) · [Wildfire Relief Efforts](#) · [Why CanadaHelps?](#)
Sponsored**Feeding Canadian Kids**<https://www.feedingcanadiankids.org>**Donate to Make a Change - Registered Canadian Charity**

100% of your donations will go towards purchasing food. We are the only Canadian charity focused on filling the dinner-gap for food-insecure kids. Provided Over 100k Meals.

[Donate Now](#) · [About Us](#) · [FAQ](#) · [Become Our Partner](#) · [Who We Feed](#)


Search 01



Search 02



Search 03



Search 04



Search 05



Search 06



Search 07



Search 08



Search 09



Search 10



Search 11



Search 12



Search 13



Search 14



Search 15



Search 16



Search 17



Search 18

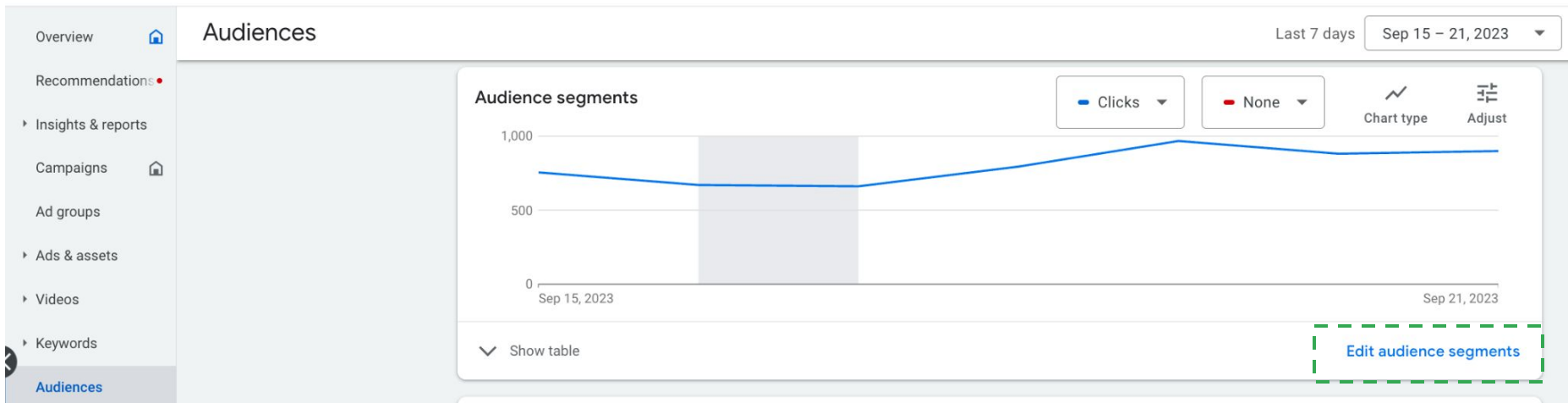


Search 19



Search 20

Use the audiences tab in Google Ads to observe who is engaging with your ads



Your search ads checklist

1

Campaign health

Review your optiscore, diagnostic insights and campaign statuses weekly

Apply recommendations

2

Keyword deep dive

Monitor keyword performance

Add Quality Score as a column to your Google Ads view

3

Ad relevance using assets

Apply as many assets as possible

Business name & logo

4+ images
4+ sitelinks
3-4 callouts
1 structured snippet

4

In platform metrics

Add new columns under campaigns

Look at for the campaign status

Avoid being limited by budget

Understand how many impressions you're losing due to ad rank

5

Audience insights

Assign Google audiences to your campaigns unders observation

Upload your 1P data

Modify ad copy based on primary audiences

Additional Resources

Ask us questions as a community

≡ Ad Grants Help

Help Center

Community

Announcements

My Profile

Welcome to the Ad Grants Help Community



Describe your issue

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 from others who have a similar objective

Success stories

See how nonprofits around the world use Google Ad Grants to drive awareness, attract donations, recruit volunteers, and much more.



DonorsChoose.org

Drove over 5,000 donations to public schools.



Days for Girls

Saw a \$212 average donation to empower women around the world.



We Care Animal Rescue

Raised monthly 125% adoption applications.



SOS Children's Villages of India

Grew website traffic by over 30%.



Samaritans

Raised over \$48,000 in online donations for their helpline.



The Federation of Canadian Artists

Introduced 70,000 new website visitors to their exhibitions.



Resources

- ❑ Google trends
<https://trends.google.com/trends/>
- ❑ Google ad transparency library
<https://adstransparency.google.com>
- ❑ 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

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.

Thank You

