



Getting Started with Google Ad Grants for Your Charity

SPEAKERS:

BEN WISE,
HEAD OF PROGRAMMATIC MEDIA, GOOGLE

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ACCOUNT MANAGER, GOOGLE ADS

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ACCOUNT MANAGER, GOOGLE ADS



Land Acknowledgement

Our team at CanadaHelps is grateful to live, work, and collaborate across the diverse Indigenous homelands of this land we share, Canada.

We acknowledge that our headquarters are located on the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation (known today as Toronto).

We express deep respect for these territories and honour the Indigenous Peoples who have stewarded them since time immemorial. For CanadaHelps, reconciliation is an active, evolving responsibility. We are dedicated to listening, amplifying Indigenous voices, and taking measurable steps to support Indigenous self-determination and community-led solutions. We [are working towards implementing calls to action](#) that were outlined in the Final Report of the Truth and Reconciliation Commission of Canada.



Source: #BeadYourProvince, Kooteen
Creations

About CanadaHelps

- CanadaHelps is a charitable organization with a mission to spark generosity and power positive change.
- **For Canadians**, we provide a simple and convenient way to support any Canadian charity or cause. We offer the most comprehensive and flexible range of giving solutions in a single place.
- **For Canada's 85,000 charities**, we offer affordable and right-sized tools that help charities run their organizations well and secure the resources they need to be successful.
- Since 2000, **more than 5 million Canadians** have donated over **\$4 billion to charities using CanadaHelps**.





Housekeeping

- The recording, slide deck and any follow-up will be emailed to you following the webinar. You'll be able to watch the **recorded video on demand**.
- Check [out our webinar archive](#)
- Have questions or technical difficulties?
- Type them into the Questions Log at anytime.

About The Speakers



Ben Wise,
Head of Programmatic Media, Google

Ben Wise is a sales and marketing leader currently leading the programmatic business at Google Canada. Ben partners with the biggest agencies and brands across Canada to help build the future of media.



Samantha Collins,
Account Manager, Google Ads

Samantha helps organizations optimize their advertising strategies and drive growth through data-informed solutions. She previously worked as an Account Executive at Shopify and PartnerStack, where she developed expertise in client engagement, sales strategy, and building strong partnerships.



Keira Nguyen,
Account Manager, Google Ads

Keira helps organizations across Canada and the U.S. optimize Google Ads campaigns and accelerate growth. With previous experience at TikTok and L'Oréal, she specializes in advertising strategy, digital marketing, product launches, and data-driven customer engagement.

A photograph of three young girls in a rural setting, smiling and washing their hands at a public water pump. The girl on the right is in the foreground, wearing a green headwrap and a colorful patterned shirt. The other two girls are behind her, also smiling. Water is flowing from a metal spout into a green plastic basin. The background shows a simple stone wall and some trees under a clear sky.

Nonprofits are
changing the
world

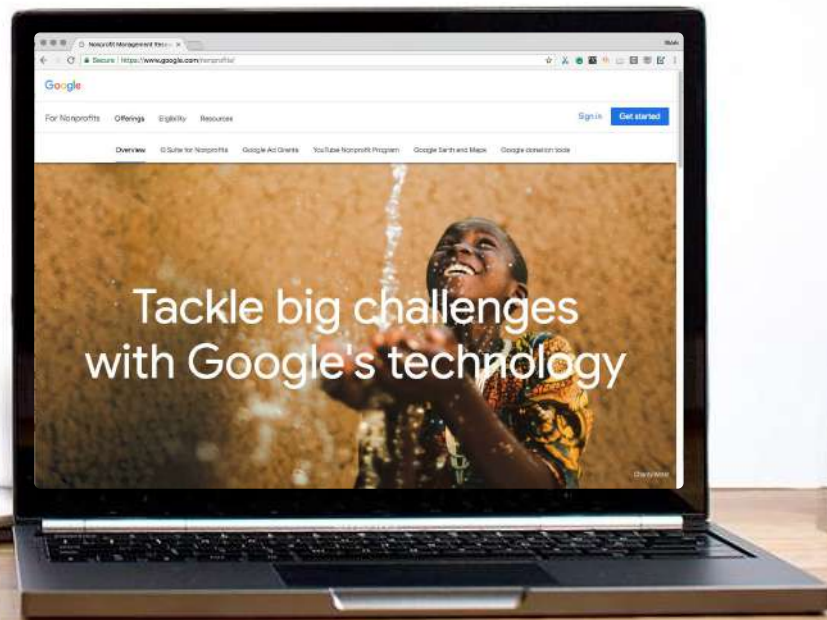
But this comes with a unique set of challenges

Organizing and collaborating
Managing volunteers
Raising awareness and storytelling
Driving donations



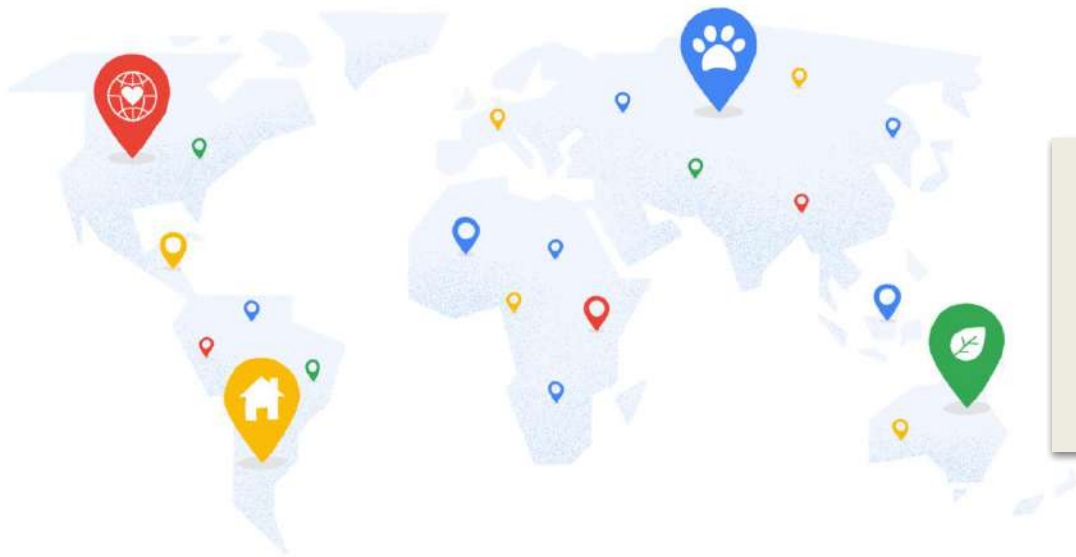
In 2011, we launched Google for Nonprofits

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

Proprietary + Confidential



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

Google Ad Grants



Date: Oct 15th, 2026

Agenda

01

Google Ads Basics & Campaign Set Up

02

Google Ad Grants Guidelines

03

Utilizing your Google Ad Grants with Paid Google Ads

04

Appendix

01



Google Ads Basics & Campaign Set Up

Recommended Campaign Structure



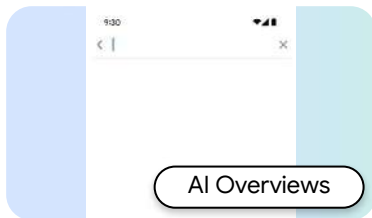
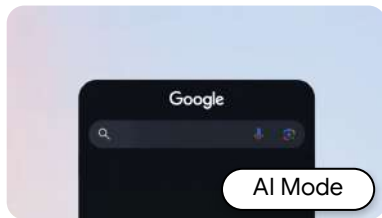
Search



AI is driving **an expansionary moment** for Search

We see over **5 trillion** searches on Google annually

Combining the trust and **real-world information of Google Search** with the **conversational power of an AI chatbot**



AI Mode users ask much longer questions, **2-3 times the length of traditional searches**

AI Overviews now has over **2 billion monthly users** across more than 200 countries.



Ad Grants connects people to causes through free Google Ads campaigns



85,000
Charities in Canada

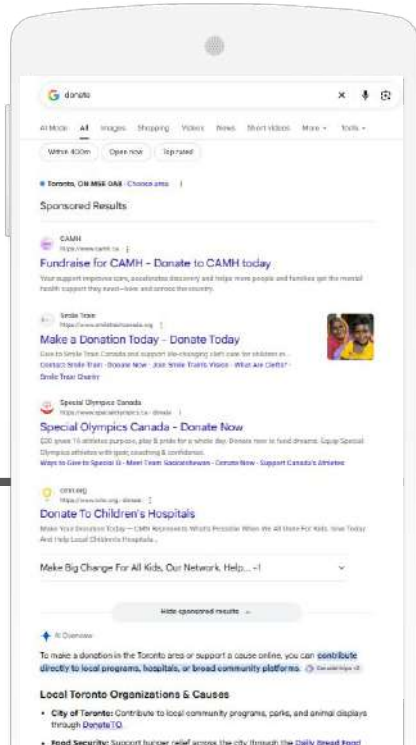


with 33 million
users in Canada

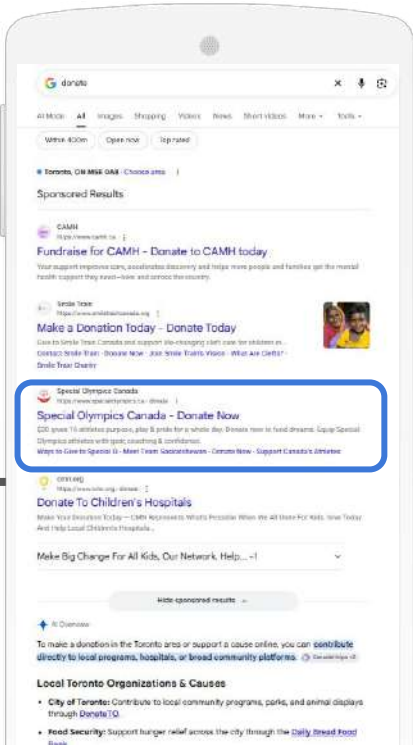
Mission: Grow charitable giving and help nonprofits succeed by connecting people to causes with \$10,000 per month in free Google advertising, nonprofits can create meaningful ads to educate, attract donors and help people around the world.

What happens in a Google search?

SEARCH



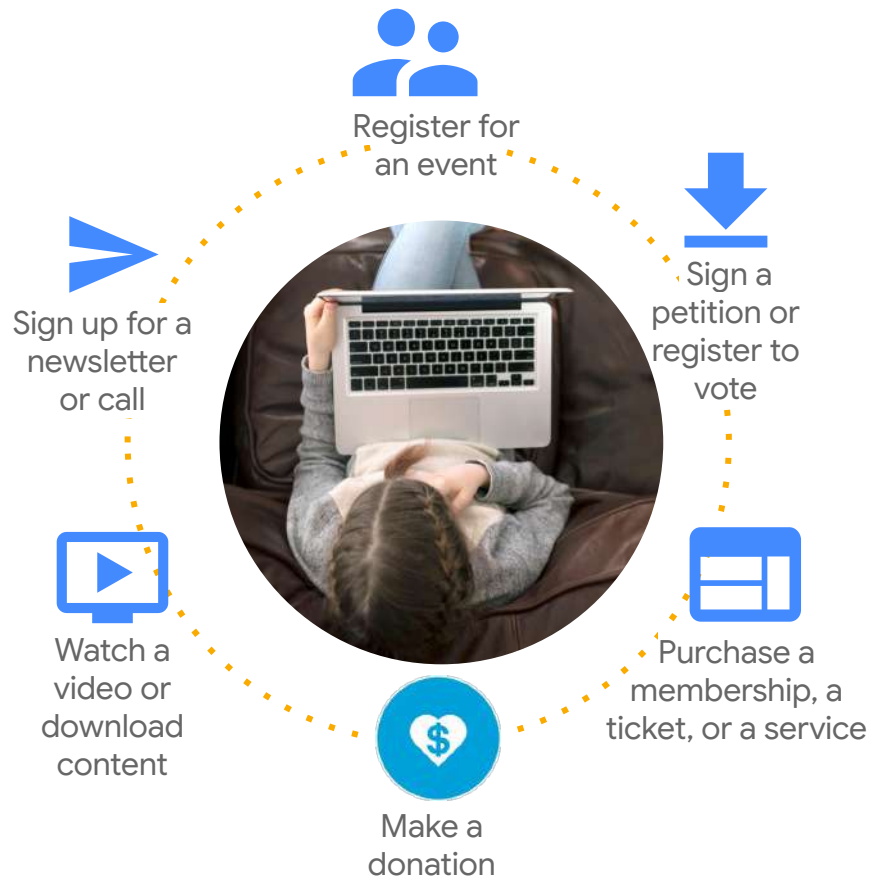
CLICK



WEBSITE



Ad Grants helps nonprofits get results





Measure your results

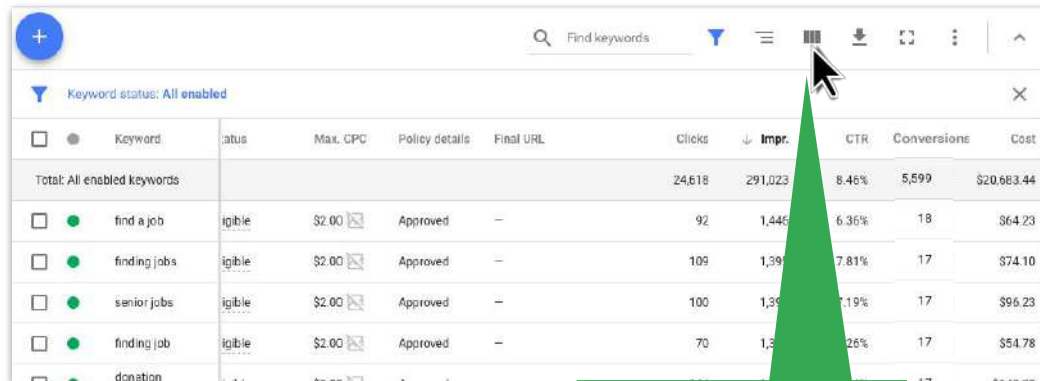
Utilize **relevant** conversion tracking for your goals.

https://support.google.com/nonprofits/answer/9841491?visit_id=638893219447474417-271344282&rd=1#zippy=



In digital ad terminology, goals are called **conversions**

- **Conversions:** number of times your goal is met
- **Conversion value:** the assigned value you give to that goal or the exact amount donated or paid
- **Cost Per Acquisition (CPA):** how much it costs in ads for someone to take the action
- **Conversion value / Cost:** the return in monetary terms on advertising spend (i.e., how much do you receive in donation value per dollar of ad spend?)



☐	Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Imp.	CTR	Conversions	Cost
Total: All enabled keywords						24,618	291,023	8.46%	5,599	\$20,683.44
☐	find a job	eligible	\$2.00	Approved	—	92	1,446	6.36%	18	\$64.23
☐	finding jobs	eligible	\$2.00	Approved	—	109	1,391	7.81%	17	\$74.10
☐	senior jobs	eligible	\$2.00	Approved	—	100	1,391	7.19%	17	\$96.23
☐	finding job	eligible	\$2.00	Approved	—	70	1,391	5.03%	17	\$54.78
☐	donation	eligible	\$2.00	Approved	—	—	—	—	—	—

'Modify columns' to add 'Conversions' or other related fields into the table

Recommended Search Campaign Themes

Utilize these campaigns as a base foundation for your campaign structure. Consider expanding your campaign strategy using this general search structure.

01

Branded Search

Bidding on keywords around your brand name to show ads to people directly searching for you.

02

Non-Brand Search

Bid on keywords that are about your company. Consider category keywords, like “blindness charity,” or “children’s nonprofit.” Utilize broad match keywords and AI Max to ensure maximum reach.

Recommended Search Campaign Breakdown

Google Ads account

Account level:

- Billing preferences
- Contact information (timezone, etc.)
- User access

Campaign 1 (Branded)

Campaign 2 (Non-branded)

Campaign level:

- Daily budget
- Default bid
- Location/language targeting
- Campaign Type (search network, display network, etc.)
- Start and end date
- Advanced options

Ad group

Ad group

Ad group

Ad group

Ad

Ad

Ad

Ad

Ad

Ad

Ad

Ad

Keywords /
Targeting

Keywords /
Targeting

Keywords /
Targeting

Keywords /
Targeting

Ad group level:

- Default Bid
- Ad text/dest. URL

Keyword level:

- Keyword bids
- Targeting (Keywords & Audiences)

Ad level:

- Have at least three ad creatives in each ad group

Keyword & Ad Group Organization

Follow this guide to help improve your CTR and stay compliant with the 5% minimum monthly CTR rule.

Let's say your organization gives free books to kids. You probably don't want to run only one campaign about "Books." Instead, your campaigns might look like this:

- Campaign: Books for Babies
- Campaign: Books for Preschoolers
- Campaign: Books for Teens
- Campaign: Volunteer
- Campaign: Donate

Then, your ad groups would reflect how a person might search on Google.com so you can offer ads that are very relevant to their search. For example, ad groups within a campaign called "Volunteer" might include:

- Volunteer with babies
- Volunteer with kids
- Volunteer in education
- Volunteer for literacy
- Volunteer to teach kids to read



Google Ads

Q "What are my top performing campaigns?"



Appearance



Refresh



Help



Notifications



Ask Advisor

906-267-4341 [DaD]keiranguyen
keiranguyen@google.com



None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Hide

Learn more



Create



Campaigns



Goals



Tools



Billing



Admin

Asset studio

Planning

Keyword Planner

Performance Planner

Reach Planner

App advertising hub

Shared library

YouTube creator
partnerships

BETA

Content suitability

Data manager

Troubleshooting

Bulk actions

Budgets and bidding

Overview

View (2 filters)

All campaigns

Custom

Apr 25 - May 13, 2025



Show last 30 days

Home

+ Add custom view ?

+ New campaign



Download



Feedback

Clicks

0

Impressions

0

Avg. CPC

\$0.00

Cost

\$0.00



Metrics



Adjust



1

0.5

0

Apr 25, 2025

1

0.5

0

May 13, 2025

Account diagnostics

Your campaign can't run because it is paused



All



Ads



Goals



Account



Budget & bidding



Audiences



Google Ads

🔍 'What are my top performing campaigns?'



Appearance



Refresh



Help



Notifications



Ask Advisor

BETA

906-267-4341 [DaD]keiranguyen
keiranguyen@google.com



None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

[Hide](#) [Learn more](#)

Keyword Planner



Create



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Goals



Tools



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Admin

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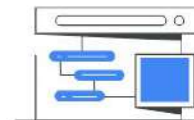
Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



Get search volume and forecasts

Get search volume and other historical metrics, plus forecasts for how they could perform



NEW

Organize keywords into ad groups

Save time by automatically organizing keywords into ad groups in your account

Plans created by you



Add filter



Columns



Plan

Status

Last modified ↓

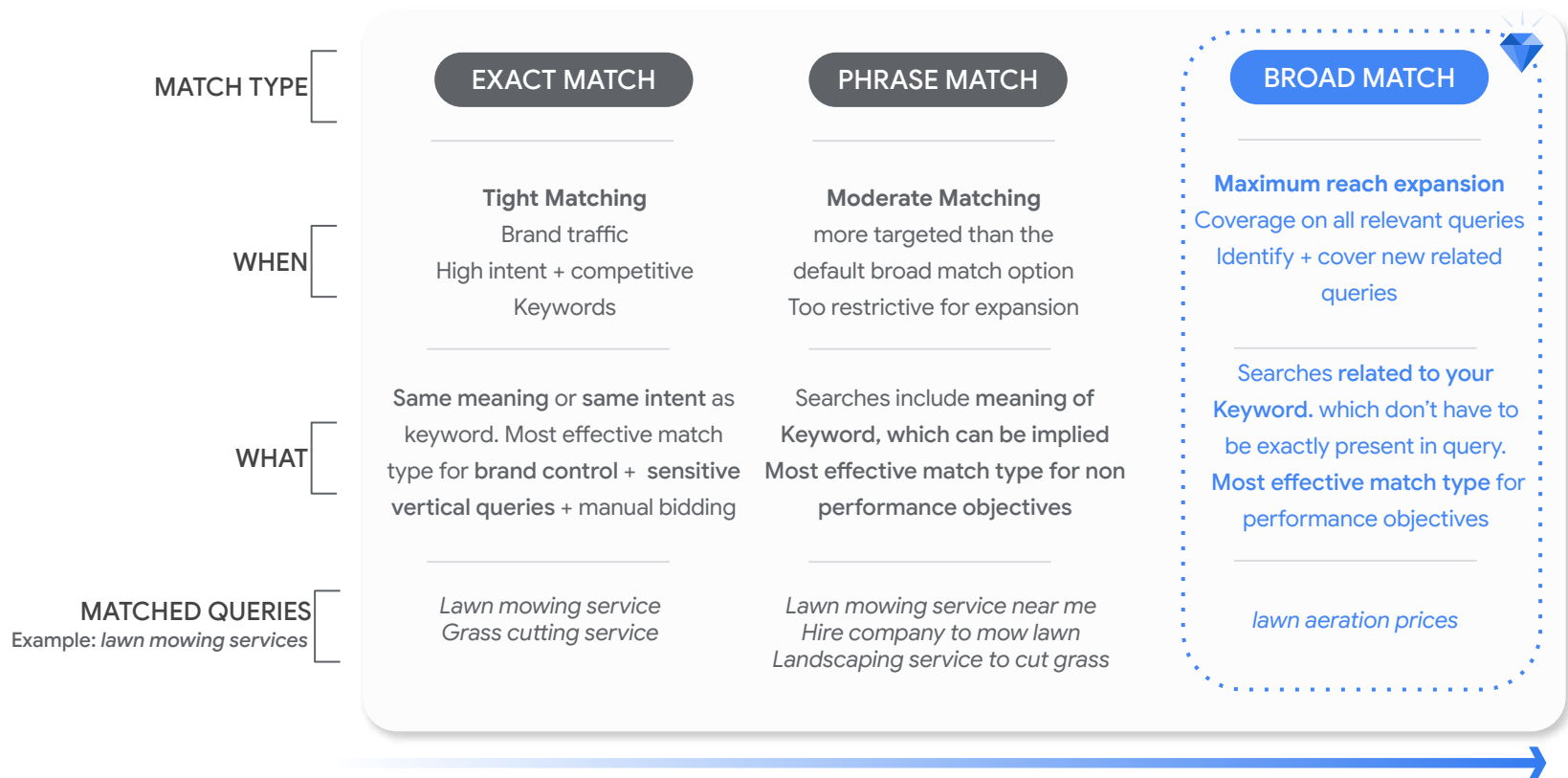
Forecast period

Find new keyword ideas, get search volumes, and create a plan

Broad Match Keywords play a significant role in your Setup

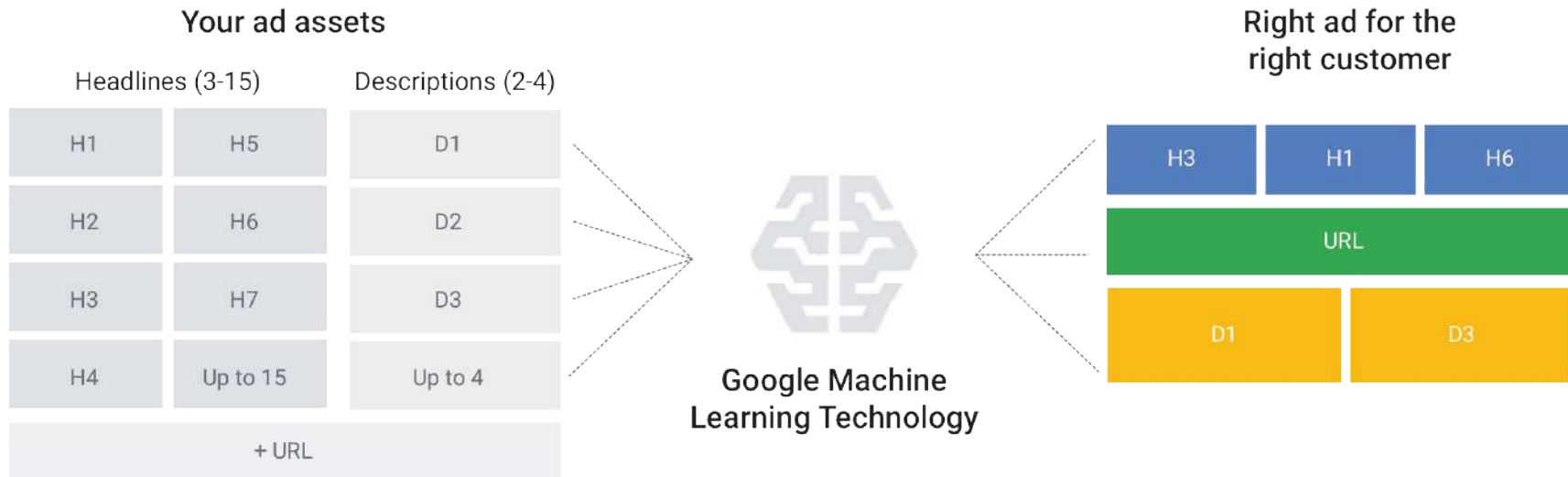
Proprietary + Confidential

Cover relevant high intent queries by *not restricting* Keyword Match Types



Leverage responsive search ads and dynamic features for creatives for continuous optimizations

Maintaining relevance between queries, ads and landing pages is key!



Supply up to 15 headlines, up to 4 descriptions as your assets for RSA. The system will use these assets to automatically create new ads, in the RSA format, depending on the search query.

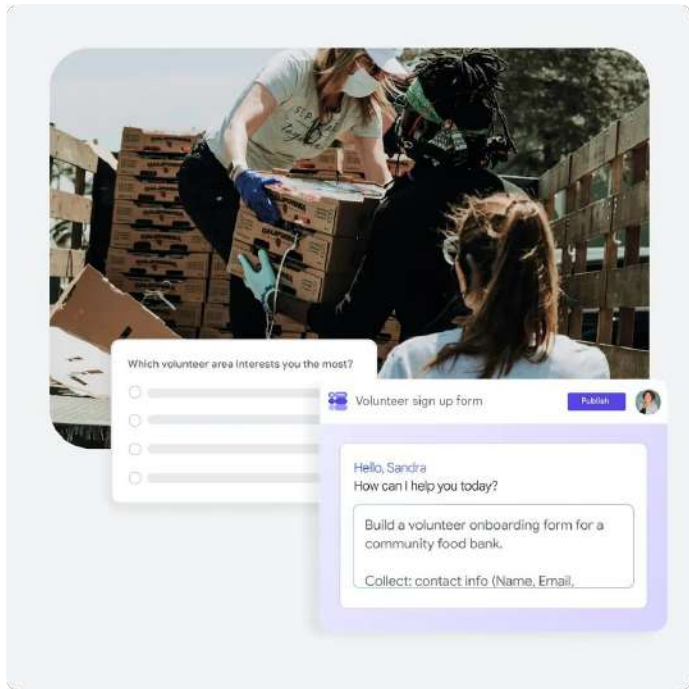
Create Compelling Ad Copy

Creating compelling, yet relevant ad copy to your keywords will help drive a higher CTR.

1. Write +2 compelling ads per ad group that are relevant to the keywords in that ad group. The ads will rotate and prioritize the ads that are performing better than others in the ad group.
2. Short, non-repetitive sentences work best. Avoid uncommon acronyms and abbreviations.

Pro Tip: Leverage AI to help you write your ad copy by uploading this entire file to Gemini & paste in the following prompt:

“Follow the best practices on the attached document and generate a recommended ad structure for an Google ad grant account with Search & Pmax campaigns along with suggested ad copy for this non-profit [insert website URL]”



Recommended Campaign Structure

Example: Create Compelling Ad Copy with AI support

Creating compelling, yet relevant ad copy to your keywords will help drive a higher CTR.

PDF

CanadaHelps
- Ad Grants
Webinar - O...

Follow the best practices on the attached document and generate a recommended ad structure for an Google ad grant account with Search & Pmax campaigns along with suggested ad copy for this non-profit <https://www.oxfam.ca/>

An ad structure and compliant ad copy for **Oxfam Canada** ([oxfam.ca](https://www.oxfam.ca/)) based on the Google Ad Grants webinar guidelines are outlined below. PDF + 2

Account Structure Overview

To remain fully compliant with Google Ad Grants policies (minimum 2 ad groups per campaign, 5.0% account CTR floor, no single-word or generic keywords, Quality Score > 2, and at least 2 RSAs per ad group), the account is split between **Search Campaigns** (leveraging AI Max features) and a **Performance Max (PMax)** campaign for broad non-branded coverage. PDF + 4

- **Bidding Strategy:** 100% Smart Bidding (*Maximize Conversions*) to bypass the standard \$2.00 max CPC cap without target CPA caps that can restrict Grant delivery. PDF + 1
- **Geo-Targeting:** Canada (National).

Recommended Campaign Structure

```

Account: Oxfam Canada ($10,000 USD/month Grant)
├── Campaign 1 (Search): Brand & Direct Engagement
│   ├── Ad Group 1: Brand Core (Exact & Phrase)
│   └── Ad Group 2: Brand Programs & Leadership
├── Campaign 2 (Search): Thematic Causes & Emergency Relief (AI Max Enabled)
│   ├── Ad Group 1: Women's Rights & Gender Equality
│   ├── Ad Group 2: Emergency & Humanitarian Aid
│   └── Ad Group 3: Global Hunger & Climate Justice
├── Campaign 3 (Search): High-Intent Ways to Give & Take Action
│   ├── Ad Group 1: Donate to International Charity
│   └── Ad Group 2: Ethical Giving & Charity Gifts (Oxfam Unwrapped)
└── Campaign 4 (Performance Max): Non-Brand Discovery & Community Growth
    ├── Asset Group 1: Women's Empowerment & Poverty Action
    └── Asset Group 2: Global Emergency Relief
  
```

Campaign Details & Keyword Strategy

Campaign 1: Brand & Direct Engagement

- **Bidding:** Maximize Conversions PDF
- **AI Max:** Enabled (Text Customization on, Final URL Expansion off to preserve brand landing page routing). PDF + 1
- **Keywords:**
 - **Ad Group 1 (Brand Core):** "oxfam canada", [oxfam canada], "oxfam donate", "oxfam website", "oxfam charity canada"
 - **Ad Group 2 (Brand Programs):** "oxfam unwrapped", "oxfam humanitarian relief" ↓ "fam poverty campaign", "oxfam international canada"

Future of Search & AI Max Positioning



The AI Max Engine

3 Core Features



How search behavior is evolving: Solving for endless curiosity

The search landscape has changed. Users search with more voice, image and AI powered features

The new search experience unlocks a multitude of ways to get exactly the answers they are looking for. Humans are looking for answers at a scale never seen before.

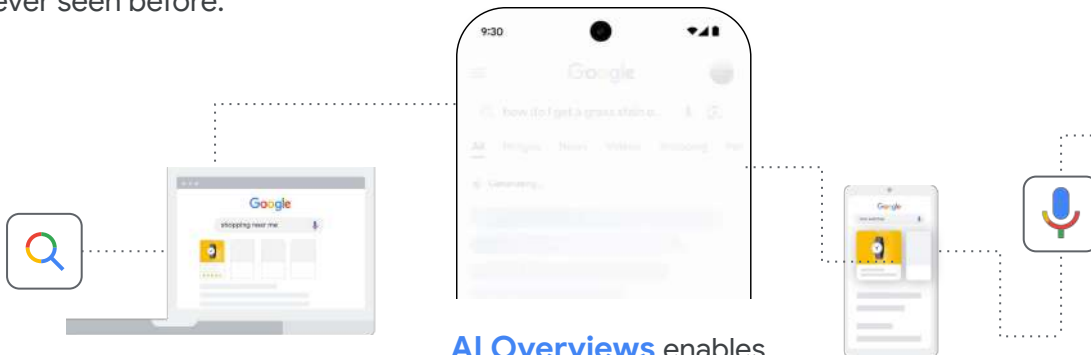
Search for **exactly what you want:**

1.5x faster

Growth for queries **five or more** words vs. shorter queries

15%

Searches are brand new to Google



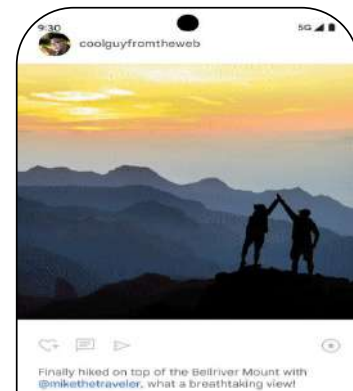
AI Overviews enables consumers to seek answers to their most pressing and complicated questions

1b monthly
users

Popularity of new **voice/image search** is changing the way customers look for information

20b monthly

Visual searches every month.

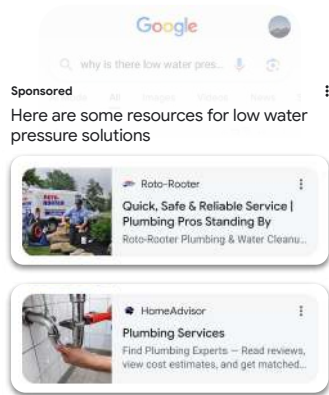


Google Search understands intent like never before, creating new opportunities to reach new donors

The **best ads** are just answers

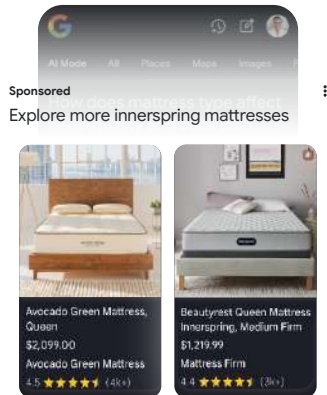
Ads in AI Overviews

Shopping Ads, Text Ads



Ads in AI Mode

Shopping Ads, Text Ads



New opportunities for your brand
to be the answer

Understand more complex search queries

Detect intent earlier

Match ads better



AI Max for Search
campaigns is unlocking
billions of net new
searches that advertisers
weren't reaching before

The AI Max Engine: 3 Core Features

The stated performance uplift is achieved only when the three core features are deployed together, creating a unified solution for finding the customer, connecting with the right message, and directing them to the best landing page.

Feature	Goal	Mechanism / Functionality	Control Level
Search Term Matching (STM)	"Find" your most relevant customer.	Finds relevant customers based on all inputs (keywords, creatives, URLs) using keyword expansion to broad match and keywordless targeting technology .	Ad Group
Text Customization (TC)	"Engage" them with the most relevant message.	Uses landing page content, existing ad copy, and generative AI to create customized, highly relevant ad copy in real time.	Campaign
Final URL Expansion (FUE)	"Direct" them to the most relevant landing page.	Selects the best and most relevant landing page from your website based on the user's query and intent. (FUE requires TC to be enabled).	Campaign

AI-Powered

Activate all 3 features for the best performance, follow modern search account structure, leverage text guidelines and URL exclusions and inclusions.



Optimized ✓

Activate AI Max for Search campaigns



Toggle AI Max for Search campaigns on to enable Search Term Matching, as well as the Asset Optimization settings: Text customization and Final URL Expansion. Activating all 3 features is recommended.

The Text customization and Final URL Expansion settings will be automatically turned on when you toggle on AI Max.

AI Max for Search campaigns



Get the best AI-powered performance on Google Search

Advertisers that activate AI Max in Search Campaigns will typically see 14% more conversions or conversion value at a similar CPA / ROAS

- Engage more customers and boost performance. Easily expand your keywords with broad match technology and let Google AI match content from your landing pages and assets to help you show up on more relevant searches. New ad group settings help you guide which customers you reach.
- Tailor your ads and keep them fresh. Use Google AI to serve the most relevant ad copy and landing pages to each customer based on their unique interest and intent.
- Take charge and understand how the newest and best Google AI is working for you. You'll get new actionable insights in search term reports that show how AI Max improves performance.

[Learn more](#)

☐ Optimize your campaign with AI Max BETA

Asset optimization	Text customization and Final URL expansion turned off	▼
Brands	Limiting to: 0 brand lists Excluding: 0 brand lists	▼

Next



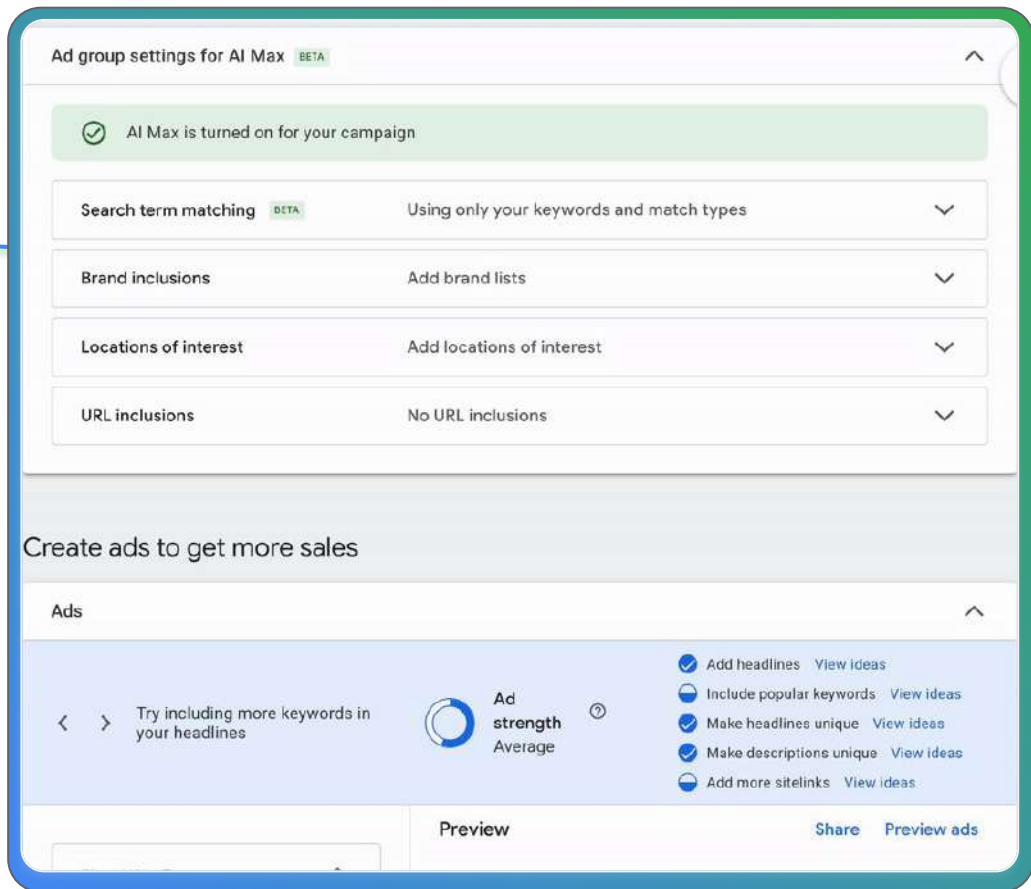
Capture Intent w/ STM

Search Term Matching

Search Term Matching uses Broad Match and advanced **keywordless AI** for **intent**-based matching. This technology analyzes existing keywords, landing pages, and creative assets to find high-value, incremental performant queries to match on, missed by standard keywords.

Automatically activated with AI Max, STM offers **immediate scale with precise, ad group-level control**.

 **Note:** For peak performance, the AI Max product team recommends enabling all three features.





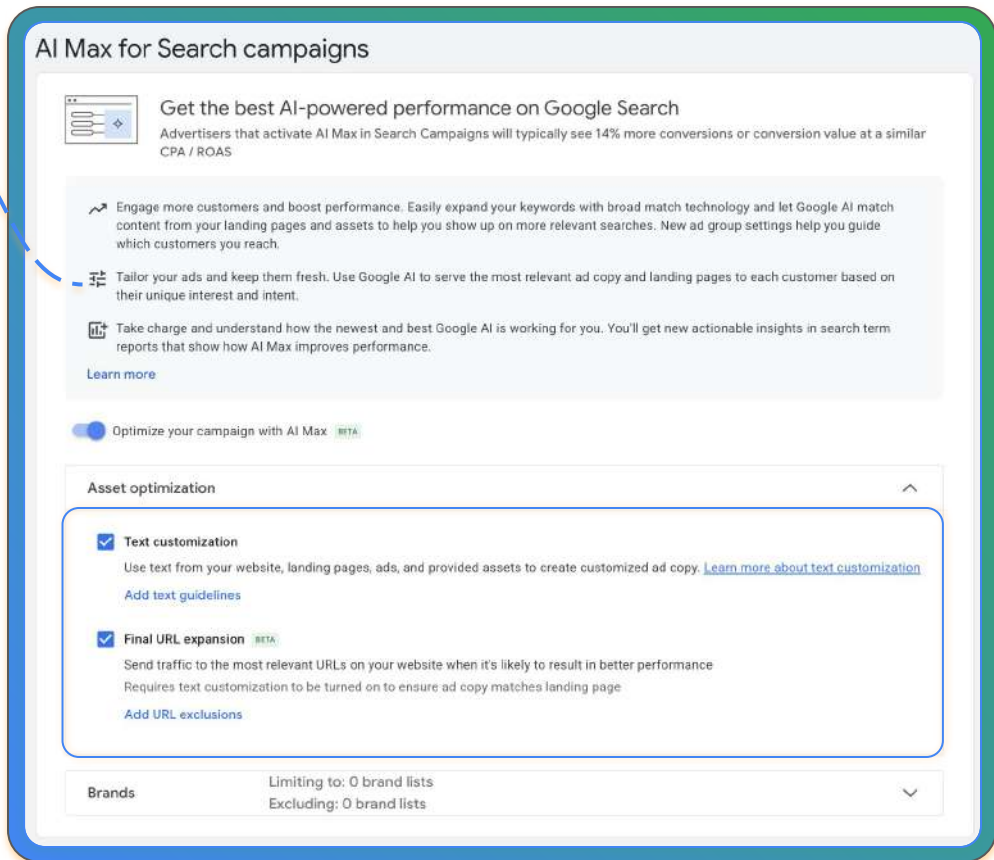
Hyper-Relevant Creative

Text customization & Final URL expansion

Maximize results by keeping both Text Customization & Final URL Expansion enabled.

This powerful pairing ensures your creative and landing page dynamically adapt to every search query for peak relevance. Note: Final URL Expansion requires Text Customization to be active.

Note: If Final URL is enabled, "pinning" will not be respected. Therefore, do not enable final URL expansion if pinning is required otherwise.



AI Max Activation

*Guide Google AI*

Use Text guidelines to guide AI Max creative generation

Steer the AI Max creative engine with precision using Text Guidelines.

By defining constraints, such as Term Exclusions and Messaging Restrictions, you provide the essential guardrails that allow Google AI to scale your relevance while adhering to your brand safety & compliance standards.

×

Add text guidelines

Text guidelines BETA

Guide Google AI to generate relevant, on-brand headlines and descriptions. [Learn more about text guidelines](#)

Term exclusions (0/25) ⓘ

Add word or phrase

For example: Cheap, free shipping, etc. Press Enter after each word or phrase.

Messaging restrictions (0/40) ⓘ

Example: Don't mention competitor names, such as Acme Corp or Plants 4 You0 / 300

Example: Don't use specific prices, such as \$550 per night or \$99 intro offer0 / 300

Example: Don't use "only" or "just for" language, such as "for high-performance athletes only"0 / 300

+ Add another restriction



Text guidelines & Messaging restrictions prompts

Messaging restrictions help steer non-profit brand tonality; use thoughtfully to maintain campaign impact



Effective Messaging restrictions

- ✓ **“Don’t imply our community programs require a fee.”**
This restriction ensures terms like fee, cost, cheap, or buy don’t appear in your asset when describing free community services.
- ✓ **“My non-profit name should be spelled as “OrgName or Orgname””**
This is a clear, direct guideline ensuring your non-profit brand name is spelled accurately & stylized as expected.
- ✓ **“Refer to supporters as donors or volunteers, never customers.”**
This is a clear restriction that ensures appropriate mission-driven terminology is maintained across generated ads.
- ✓ **“Our brand tone is compassionate, transparent, and direct”**
Descriptions of your non-profit’s tone help generate copy that resonates with supporters. Be authentic & descriptive.
- ✓ **“If promoting donations, always include “Tax receipts provided””**
This provides essential donor transparency. Unless fundraising ads mention tax receipt eligibility, the asset will not serve.



Text guidelines & Messaging restrictions prompts

Messaging restrictions are meant to help steer non-profit brand tonality, use sparingly to prevent potential performance impacts

↗ **Ineffective Messaging restrictions**

⊗ **“My ads should bring joy”**

Joy is a vague description that is subjective. Provide a more direct phrasing of how you want the text to be written.

⊗ **“When targeting audiences in the ages 30-45, say ...”**

Currently, messaging restrictions does not support this. Create a different ad group or a campaign to create specific messaging for target audiences.

⊗ **“My ads should deliver 1000% ROI”**

While our system is designed to drive impact for each non-profit, we cannot promise specific ROI from text guidelines.

⊗ **“Never include mentions of any brands, other than “OrgName”. My non-profit brand name should be spelled as “OrgName or Orgname. Never mention any city names in my ads.”**

Break up the requirements into separate guidelines.

Recommended Campaign Structure



PMAX



What's the difference between Search VS. PMAX?

Feature / Factor	Traditional Search Campaigns	Performance Max (PMax) for Ad Grants
Placements & Reach	Google Search only.	Google Search + Google Maps (ideal for local footprint like community hubs/shops).
Targeting Method	Strict, manual keyword matching.	Keywordless targeting guided by "Search Themes" and "Audience Signals" .
CTR Compliance (5%)	Strictly enforced. Falling below 5% CTR risks suspension.	Fully Exempt. PMax metrics do not count toward your 5% threshold.
Required Assets	Text headlines and descriptions only.	Text assets, logos, and image assets.
Budget Utilization	Often struggles to spend full \$10,000/mo due to strict keyword volume limits.	High spending efficiency. Automatically finds new relevant search variations.
Average CPC	Generally lower CPC.	On average, 21% higher CPC due to automated bidding dynamics.

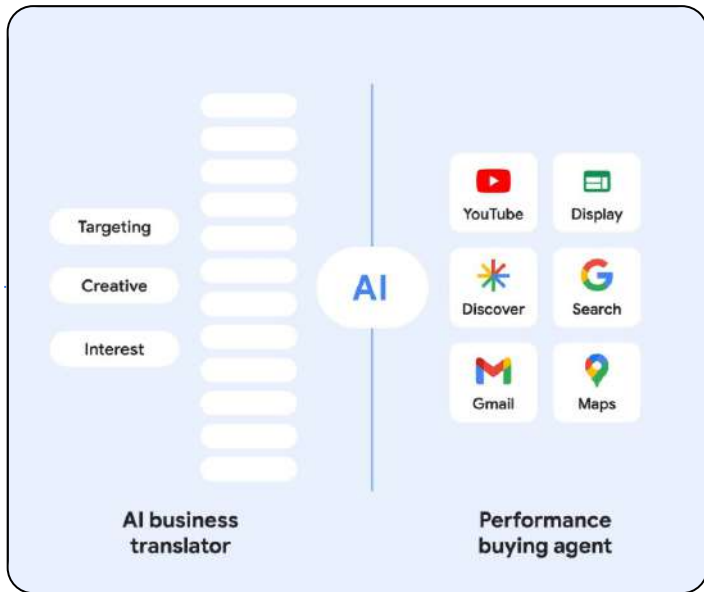


Your knowledge of your business and customers allows you to partner with Google AI and drive greater results across all of Google's channels, all while simplifying campaign management.

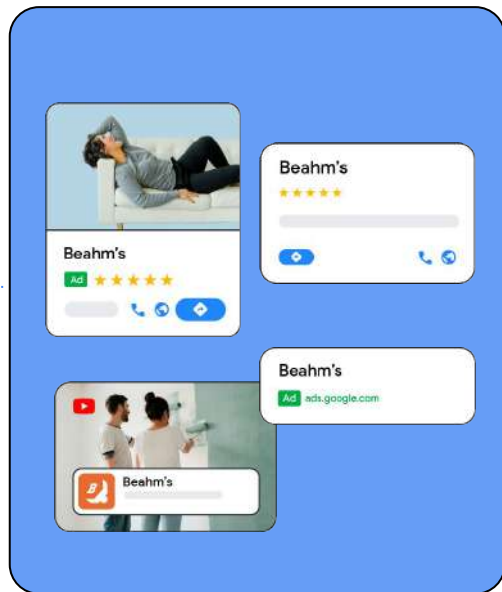
Customer inputs



Performance Max manages Ads complexity

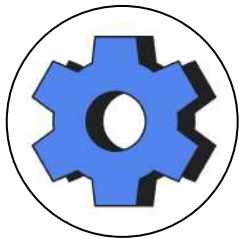


Full Ads potential



01

Build your campaign and optimize for the right conversion goal



Select the conversion goals that most closely represent your business objectives to get the most out of your campaign as this directly impacts how Performance Max bids, serves, and measures.

Use value-based bidding if you're tracking values with your conversions. Select “[Maximize conversion value](#)” as your bid strategy to drive as much conversion value as possible within your budget. If you have specific ROI goals, you can also add a [ROAS target](#).

If you can't use value-based bidding because you're not tracking values and care about all your conversions equally, use “[Maximize conversions](#)” to drive as many conversions as possible within your budget. You can also add a [CPA target](#).

02

Maximize asset coverage



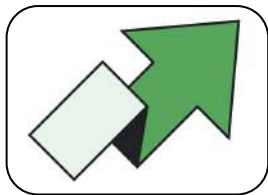
Upload the maximum number of headlines, descriptions, images, and videos to each asset group. With more assets, you'll be eligible for more formats, giving Performance Max as many opportunities as possible to deliver your message.

You can use [asset generation](#) to easily increase your asset diversity and variety in just a few clicks. Organize relevant assets into asset groups by a common theme to promote specific product categories, appeal to specific audiences, or test different creative messaging.

We also recommend that you stay opted into [automatically created](#) and automatically enhanced assets to further increase your asset variety and expand coverage.

03

Great results start with great inputs



Use your knowledge of your business and customers to steer AI through various inputs. You can provide Performance Max with:

- Audience signals by uploading your data (i.e. customer lists)
- More landing pages via URL expansion
- Search themes
- Measurement that is properly set up, such as Enhanced Conversions & Google Analytics 4
- Lifecycle goals,
- And more!

Optimize to the right conversion goals

Did you know? Your selected [conversion goals](#) determine how your campaigns optimize bidding, reach users and serve creatives. Carefully select the conversion goals that most closely represent your business objectives to get the most your of your campaign.

Conversion goals best practices

For measurement and optimization, select the lowest funnel conversions with reasonable volume and that are most closely aligned to the final business outcome to drive the best results. In order to best track and optimize off of those conversions:

Ensure you have tagging setup via [the global site tag](#) (gTag).

Use [Data-Driven Attribution](#) with those conversions, to accurately assign credit to interactions across channels

Enable [Enhanced Conversions](#) for more accurate conversion measurement

Track values for your conversions when possible to determine which conversions are worth the most to your business ([value bidding calculator, guide](#)). Use a value-based bid strategy to maximize performance for your budget.

Tip: You can use [Value Rules](#) to differentiate conversions by audience, location and device depending on which ones are worth the most to your business.



ProTip

If you are an advertiser in EEA/UK, implement [Consent Mode](#) to preserve measurement.

Provide sufficient, high quality assets

Text Best Practices:

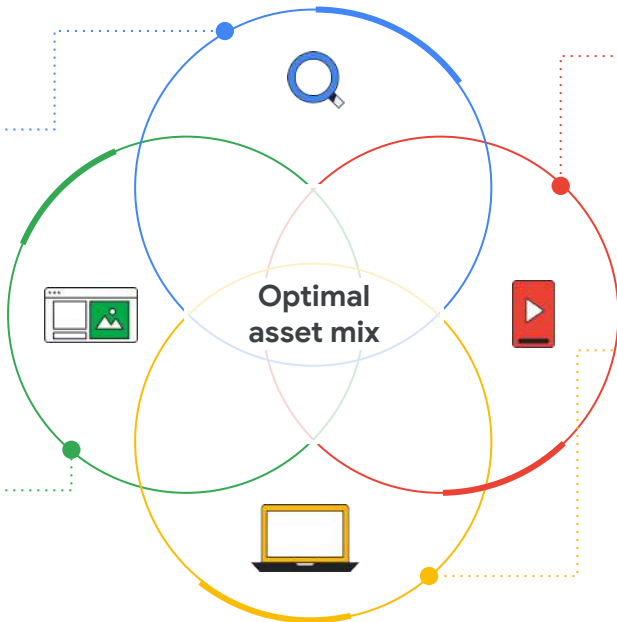
- 15 headlines with <30 characters
- 1 headline with <15 characters
- 1 long headline <90 characters
- 5 descriptions with a mix of long (<90 characters) and short (<60 characters)
- Business name as brand name in plain text
- 1 call-to-action
- All relevant extensions added

Image Best Practices

Add up to 20 images with at least:

- 5 landscape - 1200x628 recommended
- 5 square - 1200x1200 recommended
- 5 portrait - 960x1200 recommended
- 2 logos, 1:1 and 4:1 dimensions

Find more best practices for specific assets here:
[Images](#), [Image Assets](#)



Video Best Practices (Not Available for Grant Programs)

- 5 videos with at least one of each orientation (vertical, square, horizontal) and one >10 seconds in length

Find more best practices for specific assets here:
[Videos](#), [Video Assets](#), and use the [Video Creation Tool](#) to build Youtube-optimized video assets.

Account Level Assets (Not Available for Grant Programs)



ProTip: Use PMAX for non-branded searches

Text best practices

Quantity and specifications

Asset	Specifications	Min	Max
Final URL		1	1
Headline	30 characters max; include at least one with 15 characters or less	3	15
Long headline	90 characters max	1	5
Description	90 characters max; include at least one with 60 characters or less	2	5
Business name	25 characters max	1	1
Call-to-action	Automated by default, or select from a list	1	1
Display URL path	15 characters max each	0	2

Content



Introduce your product with a simple straightforward description.

Ex: “Company X Delivers Food to You.”



Pique the reader’s curiosity with a funny, compelling thought or attention grabber.

Ex: “What sounds good tonight?”



Focus on a unique specific feature or benefit. Consider what your product is making possible for the consumer.

Ex: “Local Restaurant Delivery.”



Compel the reader to do/receive something through a direct call to action statement.

Ex: “Order your favorite meals.”



Maximize your reach and relevance with key signals

Your knowledge of your customers and your business are key factors in guiding AI to success.

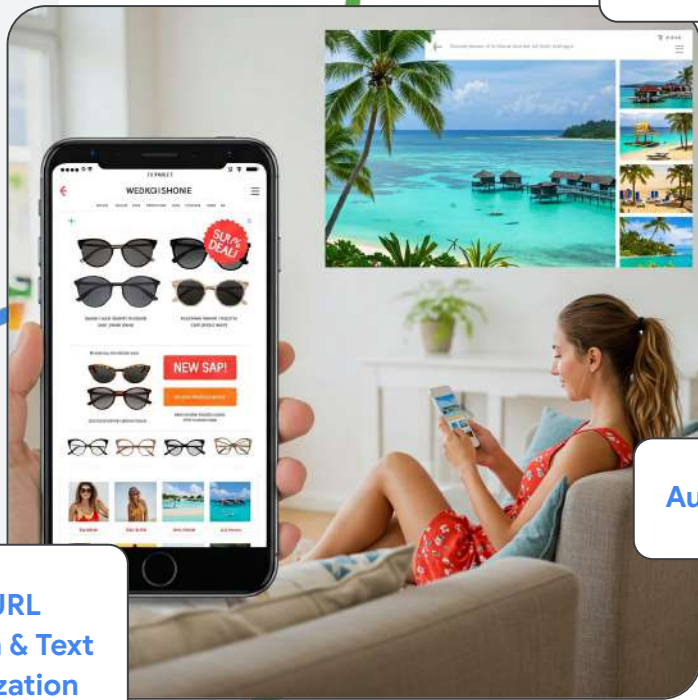
To help you reach more potential customers relevant for your business, leverage Final URL Expansion & Text Customization, Search Themes, and Audience Signals to steer AI.



**Final URL
Expansion & Text
Customization**

Search Themes

Audience Signals



Increase relevance by adding Search themes that matter to your business

Search themes are an additional way for you to **provide insights only you know** about your customers and business - helping your Performance Max campaigns serve on placements that may not be obvious to AI, but where you expect to drive good results. Search Themes can be especially useful when your landing page doesn't have complete details/updates about a product or promotion you want to drive traffic to.

How to get started:

01

Try adding search themes related to an upcoming seasonal/promotional event or a new product/service line.

02

Leverage the [new Search Term Insights and Usefulness Indicator](#) to understand how your Search Themes are performing in terms of incremental traffic and conversions.

03

Add new themes based on your insights on what's working (up to 50 themes per asset group).

Search Themes In Google Ads

The screenshot displays the Google Ads interface for a Performance Max campaign. The left sidebar contains navigation options: Performance Max, Budget and bidding, Campaign settings, Asset group, Signals (selected), Extensions, and Review. Under the 'Signals' section, 'Search themes' and 'Audience signal' are listed. The main content area is titled 'Signals' and explains that signals provide valuable information about the target audience. It features two primary sections: 'Search themes' and 'Audience signal'. The 'Search themes' section includes a text input field with the placeholder 'What are some words or phrases people use when searching for your products or services?' and a button to 'Add search themes (1 of 25)'. The 'Audience signal' section explains that it helps reach the right customers faster and includes a 'Your data' section with a text input field for 'Do you have any first-party data that can help us reach your customers?' and an 'Interests and detailed demographics' section with a text input field for 'Add any interests, detailed demographics, or life events related to your customers?'. On the right side of the interface, there is a 'Campaign optimization score' of 100% and 'Weekly estimates' based on daily budget and bid settings. The weekly estimates table shows a weekly conversion value of \$6,994.62, an average conversion value/cost of 500%, and a weekly cost of \$1,398.92.

Search Themes

What are some words or phrases people use when searching for your products or services?

Add search themes (1 of 25)

Audience signal

Reach the right customers faster across Google with an audience signal. Performance Max will use your audience signal as a starting point to reach customers on Search, YouTube, and more. [Learn more](#)

Your data

Do you have any first-party data that can help us reach your customers?

Add your data

Interests and detailed demographics

Add any interests, detailed demographics, or life events related to your customers?

Add in-market segments, life events, and more

100%

Campaign optimization score

Weekly estimates

Based on your daily budget and bid settings

Weekly conversion value	Avg. conversion value/cost
\$6,994.62	500%

Weekly cost

\$1,398.92

Leverage your customer insights and speed up the campaign ramp up period with Audience Signals

Your knowledge of your customers and why they're valuable is vital to helping guide AI in the right direction. [Audience signals](#) enable you to provide the audiences most likely to perform well against your goals to speed up the learning process.

You can add one audience signal per asset group, and each audience signal can be composed of multiple audience segments. See more details on different types of audiences: [Remarketing](#), [Custom Audiences](#) and [Customer Match](#) lists.

Pro-tip



Use audience lists to provide data about previous purchasers, and use custom segments to provide insight into the search keywords, web URLs, and apps your customers typically engage with.



If you have audience data specific to a country or localized webpage (remarketing lists, purchaser lists, etc.), be sure to include that data as an audience signal.

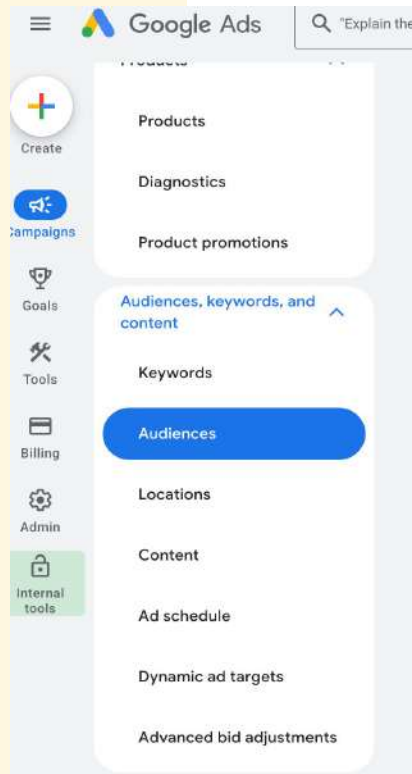


If you are only focused on reaching new customers, make sure to use [new customer acquisition \(NCA\) goals](#). You can add your first-party data in addition to audience signals.



Pro-tip

Combined, URL Expansion, Search Themes, and Audience Signals provide comprehensive insights for steering AI and maximizing reach. You can also use each feature separately



02



Google Ad Grants Guidelines

Compliance Guidelines



No single-word keywords.

Your own brand keywords, approved medical conditions and some other cases are deemed an exception to this policy.



No overly-generic keywords.

for example: "free videos", "e-books" or "today's news."



Keyword Quality Score must be +2.

Keywords must be relevant to the landing pages where ads are pointing traffic towards.



Must have a 5%+ CTR monthly.

This requirement exists to ensure your ads are relevant to the keywords you target.



Must have valid conversion tracking.

There needs to be at least 1 conversion each month that tracks a meaningful event (sign-ups, donations, etc.).



Must have at least 2 ad groups/campaign.

Consider grouping relevant keywords together in separate ad groups to funnel searches on keywords to relevant ads. This helps improve CTR.



Must have at least 2 sitelink assets.

It's recommended to have at least 4 sitelink extensions. These provide more opportunities for users to click on your ad.



Must respond to program survey.

This is an annual survey that will help us improve the Google Ad Grants program.

Understanding quality score

Quality Score: Definition estimate of the quality of your ads, keywords, and landing pages.

Expected CTR



Prediction on whether your keyword is likely to lead to a click on your ads. More info [here](#).

Ad Relevance



Ad relevance measures how closely related your keyword is to your ads. More info [here](#).

LP Experience

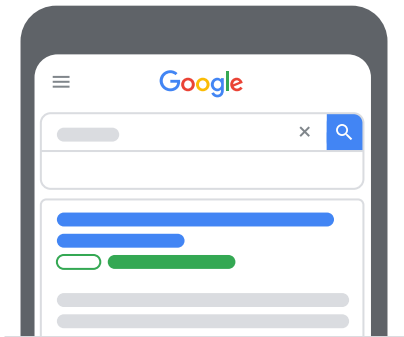


How well your website gives people what they're looking for. More info [here](#).

How can I improve my **quality score**?

The Google Ads system works best when advertisers are able to provide a relevant search experience for the user.

How to create easily compelling and relevant text ads?



- Headline is the most important part of an ad:
 - Introduce **value proposition**.
 - **Hook** or **call to action**.
 - Move the call to action to be the first thing in the ad.

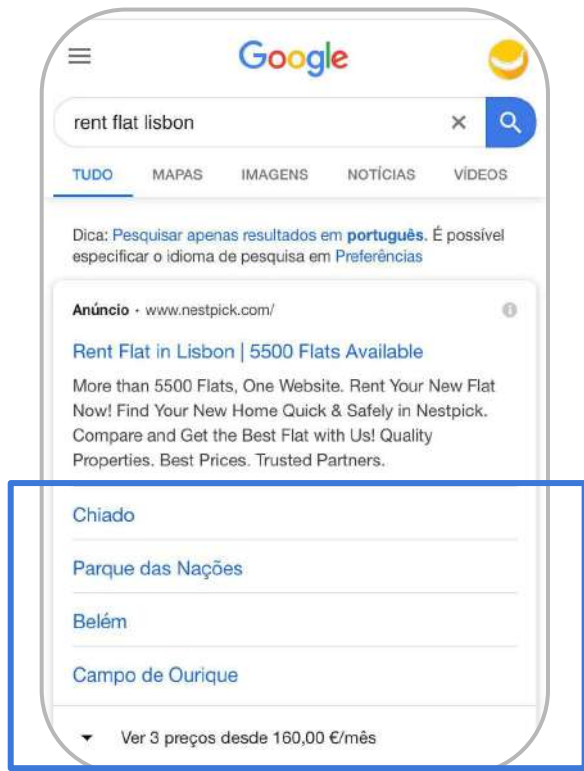
Focus on user benefits.

Tie your keywords to your ad copy.

Use words from your website.

Avoid generic language and use specific CTAs

Ad Extensions gives users more reasons and ways to interact with your business



Ad Extensions



This helps to make your **ads more relevant**.

These extensions can feature call buttons, location info or additional information about your products.

Learn more about ad extensions [here](#)

Additional Assets Extension for Search Campaigns

4+ Types
Recommended per campaign

5.0% CTR
Mandatory policy threshold

Sitelinks

Route visitors to high-value pages.

Callouts

Highlight key organization credentials.

Structured Snippets

Preview specific programs and services.

Image Assets

Deliver visual evidence of mission impact.

Call Assets

Connect searchers to staff helplines.

Lead Forms

Collect volunteer sign-ups on search results.

Primary Objective: Maximize SERP screen real estate to elevate Quality Score.

Target: 4+ assets live per campaign

Google Ad Grants Max CPC Limit

Here's how to get around this.



The maximum CPC bid for Google Ads grant accounts is only \$2.

Utilize a smart bidding strategy like **Maximize Conversions or Maximize Conversion Value** to bid higher than the \$2 CPC limit.

Utilizing a smart bidding strategy will allow you to bypass the set max CPC as the algorithm will optimize for conversions or value of donations, rather than clicks on manual bidding and Max Clicks bidding strategies. This will allow you to spend more and appear on more relevant searches.

Campaign Setup & Optimization Checklist

- ✓ Tightly theme your ad groups and the associated ads.
- ✓ Use Broad Match Keywords & AI MAX (Search) and Search Themes (PMAX) for all campaigns with a conversion goal
- ✓ Less is more: Where possible combine many ad groups into a single campaign or bidding strategy as long as they share the same KPI goals (CPA/ROAS), budget and Geo.
- ✓ Lean heavily into automation. Strive for 100% smart bidding while using Responsive Search Ads. Don't add a tCPA & tROAS since it can overly restrict an ad grant campaign.
- ✓ Review your ads and targeting at least once a week. Don't be afraid to pause poor performing assets, add exclusions, and test new keywords.
- ✓ Avoid over adjusting your bids. Smart bidding models aim to hit their goal within a 30 day window, and many customer journeys to purchase are more than 7 days. Be patient if possible.



03



Utilizing your Google Ad Grants with Paid Google Ads

Why utilize both?

Here's the benefit to running ads from a Google Ad Grants account *and* a Paid Google Ads account.

Maximizing the Google Ad Grants account while funding a Paid Google Ads account

- Following Google's best practices in your Google Ads grant account will allow you to compete in the auction on relevant searches without having to use funded budget. This will help drive your goals - **at no cost**.
- Google Ad Grants accounts have limitations. Leveraging a Paid Google Ads account will allow you to **tap into campaign types, bidding opportunities, and tools that are inaccessible in a Grant account without having to operate in the nuanced constraints Google Ad Grants accounts must operate within.**
- Additionally, if your campaign runs out of budget in your Paid account, your Google Ad Grants account **can cover gaps** when budget is exhausted.





Ads in a Google Ad Grants account **will never outbid ads from a Paid Google Ads account. Leveraging both account types will allow you to ensure maximum coverage.**

In order to maintain the integrity of the auction, Ad Grants ads show below paid advertisers on Google.com.

High-Impact Messaging & Creative Best Practices

Responsive Search Ads (RSA) Excellence:

- Maintain at least 2 active RSAs per Ad Group with an Ad Strength rating of 'Good' or 'Excellent'.
- Provide diverse headlines: Mix emotional mission hooks, program specifics, social proof, and direct action calls.
- Strong Calls to Action (CTAs): 'Donate to Support Local Families', 'Apply to Volunteer Today', 'Download Community Impact Report'.

Asset (Extension) Requirements:

- Mandated Minimum: Implement at least 2 Sitelink Assets per ad group or campaign.
- Sitelinks: Highlight donation tiers, impact stories, volunteer registration, and annual financial statements.
- Callout Assets: Highlight trust markers (e.g., '100% Tax Deductible', 'Registered 501(c)(3)', 'Serving Since 1995').
- Structured Snippets: Detail specific program offerings, service categories, or volunteer opportunities.

Continuous Optimization Loop:

- Run weekly search query audits to add negative keywords, protecting your 5% CTR floor.
- Continuously refine landing page speed and relevance to ensure Quality Scores remain above 3.

Summary: Launch Readiness & Operational Checklist

Phase 1: Setup & Validation (Days 1–7)

- ☐ Secure TechSoup validation token and complete G4NP enrollment.
- ☐ Create dedicated Google Ads CID in USD (\$) without credit card information.
- ☐ Submit CID for activation and ensure primary domain matches exactly.

Phase 2: Build & Measurement (Days 8–14)

- ☐ Build 2+ targeted campaigns (e.g. Core Mission & Volunteer Recruitment).
- ☐ Create 2+ ad groups per campaign with thematic, high-intent keywords (no single words).
- ☐ Implement and verify GA4 conversion tracking (donations, form fills, newsletter signups).
- ☐ Set Smart Bidding to 'Maximize Conversions' to unlock bids above .00.

Phase 3: Active Compliance & Scaling (Ongoing)

- ☐ Weekly search terms review: eliminate low-relevance queries via negative keywords.
- ☐ Automated rule check: pause any keywords dropping to Quality Score ≤ 2 .
- ☐ Monitor 30-day rolling CTR to maintain healthy buffer well above the 5.0% threshold.
- ☐ Ensure primary administrator logs in at least bi-monthly and completes the annual survey.

Thank You!





04

Additional Resources

Google Ad Grants Resources

- **Google Ad Grants Website:** The official homepage for the program, providing an overview, eligibility criteria, and links to apply.
 - <https://www.google.com/grants/>
- **Google Ad Grants Help Center:** The primary source for official documentation, how-to guides, policies, and troubleshooting.
 - <https://support.google.com/grants>
- **Google for Nonprofits Help Center:** Since Ad Grants is part of the Google for Nonprofits program, this site contains broader information about eligibility and other available tools.
 - <https://support.google.com/nonprofits>
- **Tips for success with Google Ad Grants:** A key page within the help center outlining best practices for account structure, ad creation, keyword selection, conversion tracking, and bidding.
 - <https://support.google.com/nonprofits/answer/98870>
- **Google Ad Grants Community Forum:** A public forum to ask questions, share tips, and learn from other Ad Grants users and product experts.
 - <https://support.google.com/grants/community>
- **Ad Grants Certified Professionals Community Directory:** If you need hands-on help, this directory lists agencies and consultants who specialize in managing Ad Grants accounts.
 - You can find links to this directory within the "Tips for success" page.
- **Google Ad Grants Setup Guide & Video Lessons:** Step-by-step instructions and video tutorials on launching successful campaigns.
 - Often linked within the "Tips for success" page and throughout the Ad Grants Help Center.
- **Understanding Budgets and Bidding in Ad Grants:** Explains the \$10,000 USD monthly budget, daily spending limits, and recommended Smart Bidding strategies.
 - <https://support.google.com/grants/answer/1332166>
- **Google Ad Grants Access Form:** Utilize this form to gain access to your Grants account if you lost access.
 - https://support.google.com/nonprofits/contact/grants_account_access_no_info