



Google Ad Grants: 5 Keys to Success

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#NMS2020

Google Ad Grants



Impact

52K

active
nonprofits

1B+

visits to
nonprofit sites

\$10B+

total value of
free ads given

Session Agenda

1

Welcome and Intro to Google Ad Grants

2

Case Study: The Trevor Project

3

5 Keys to Success & What's new in 2020

4

Ad Grants Resources & QA

Welcome & Intro to Google Ad Grants

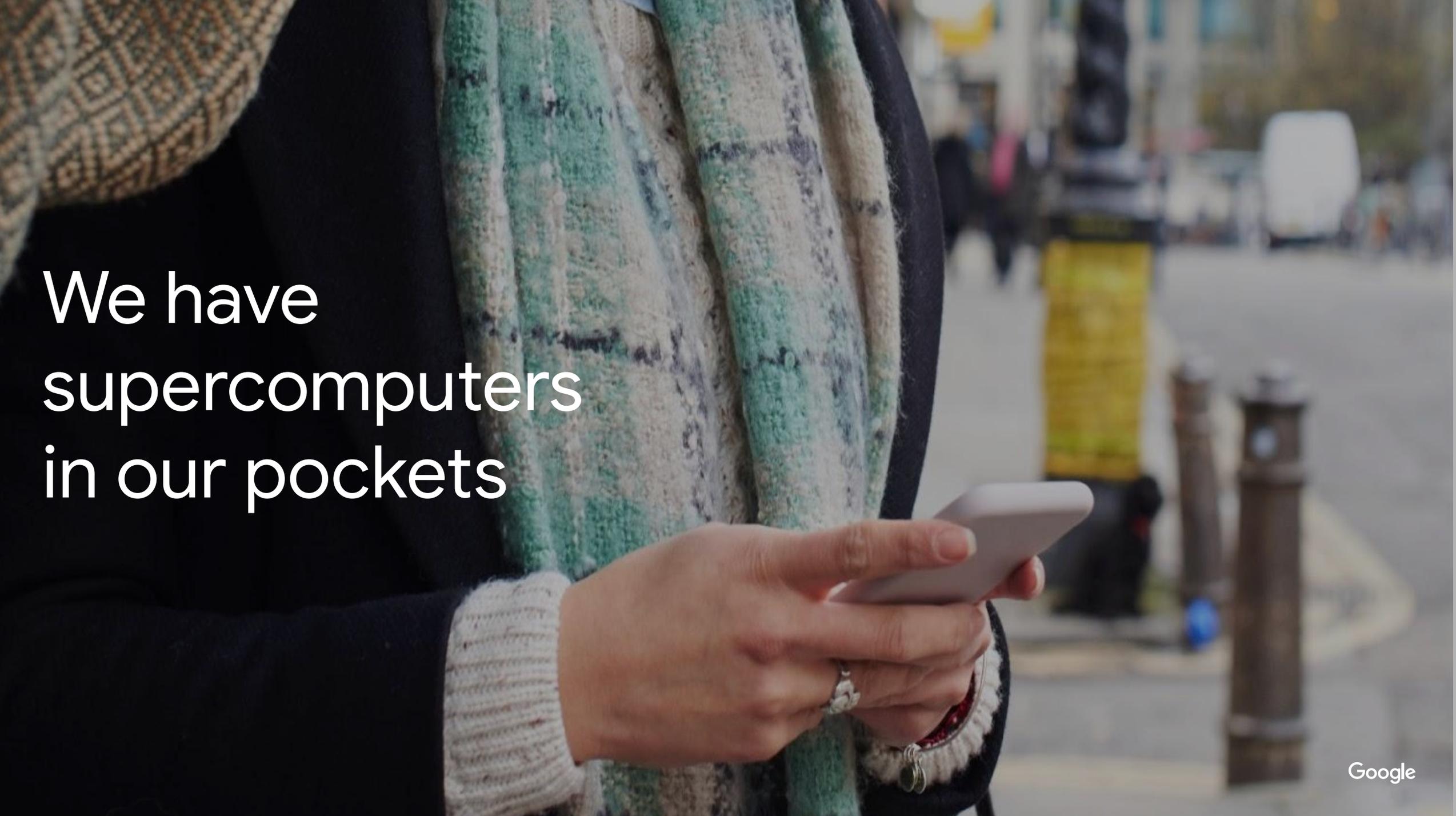


4 billion

Internet users
worldwide

8 billion

Connected devices



We have
supercomputers
in our pockets

Search is a critical touchpoint online

5.6 billion

searches on Google every day





Tremendous reach



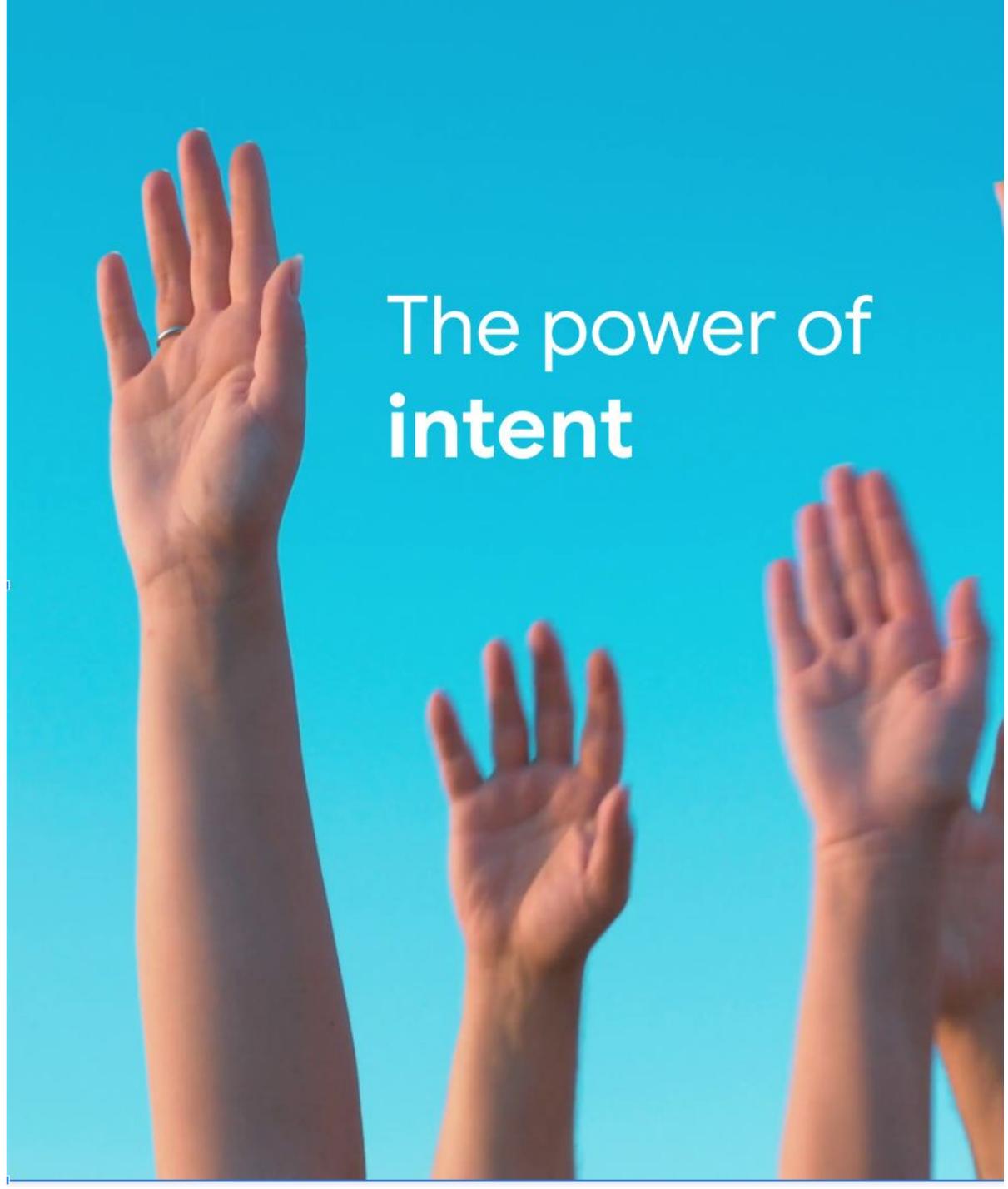
Highly targeted for messages at each phase of someone's journey



Measurable in real-time to improve ad effectiveness



Incredibly responsive so ads can go live in a few minutes for hot topics



The power of
intent

Search term

donate old coats

Search Ads

About 526,000 results (0.51 seconds)

Donate Gently Used Coats - Extra coat in your closet?

[Ad](http://www.onewarmcoat.org/) www.onewarmcoat.org/

Help someone stay warm today

Select a Nonprofit Partner: One Warm Coat

Donate to Goodwill - goodwillches.org

[Ad](http://www.goodwillches.org/) www.goodwillches.org/

Get rid of unwanted clutter and donate to Goodwill today!

Store Locator · Get Directions

Donate Online · Hold a Donation Drive · Find Your Local Goodwill · Accepted Items

Old clothing? - Unsure what to do with them?

[Ad](http://www.greenamerica.org/Recycle-Clothes) www.greenamerica.org/Recycle-Clothes

Find out what you can do here:

Donate Coats - One Warm Coat

www.onewarmcoat.org/donatecoats/

Thank you for your interest in donating a coat for someone in need. Please Note: Most coat drives are held in the Fall and Winter months and can be found by ...

One Warm Coat

www.onewarmcoat.org/

Anyone can hold a coat drive. PreviousNext. 12. DONATE NOW ... Donate Coats. Find a drop off location near you. Learn more...

Donate Coats - Contact Us - Hold a Drive in Six Easy Steps - Our Story

46% of the clicks on page are from paid listings

Organic results

People are **7x** more likely to visit a nonprofit's site from Search than they are from social media

Avg visits from search

47.09%

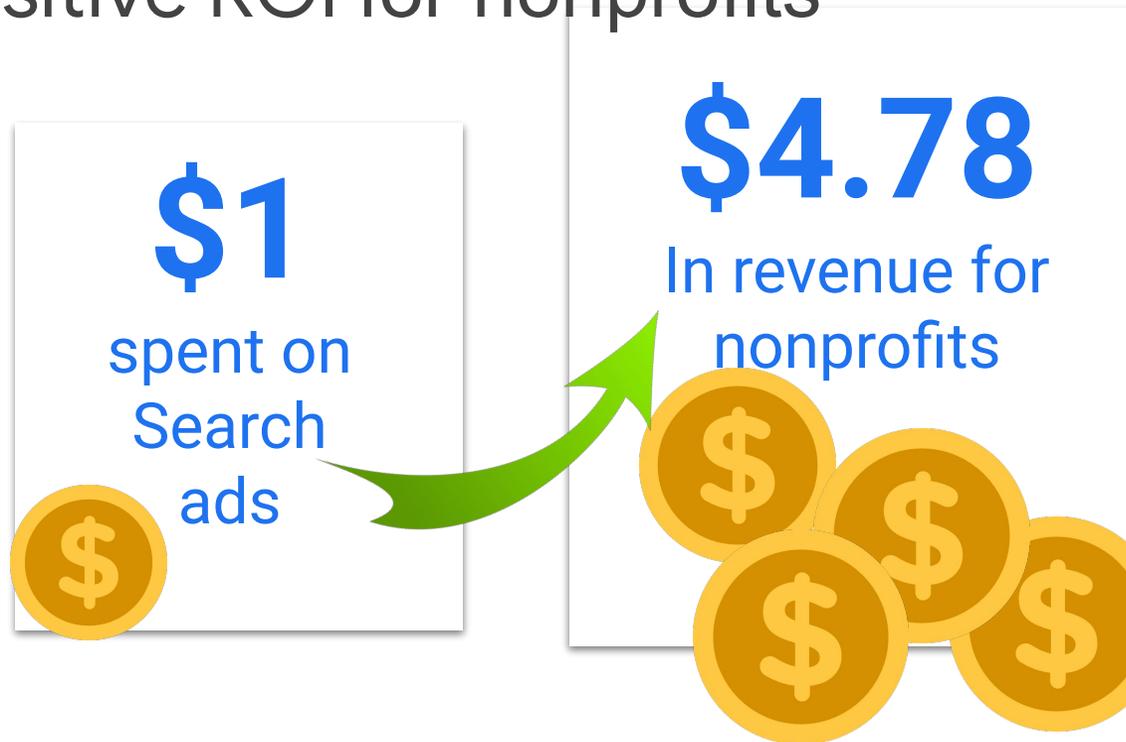


Avg visits from social media

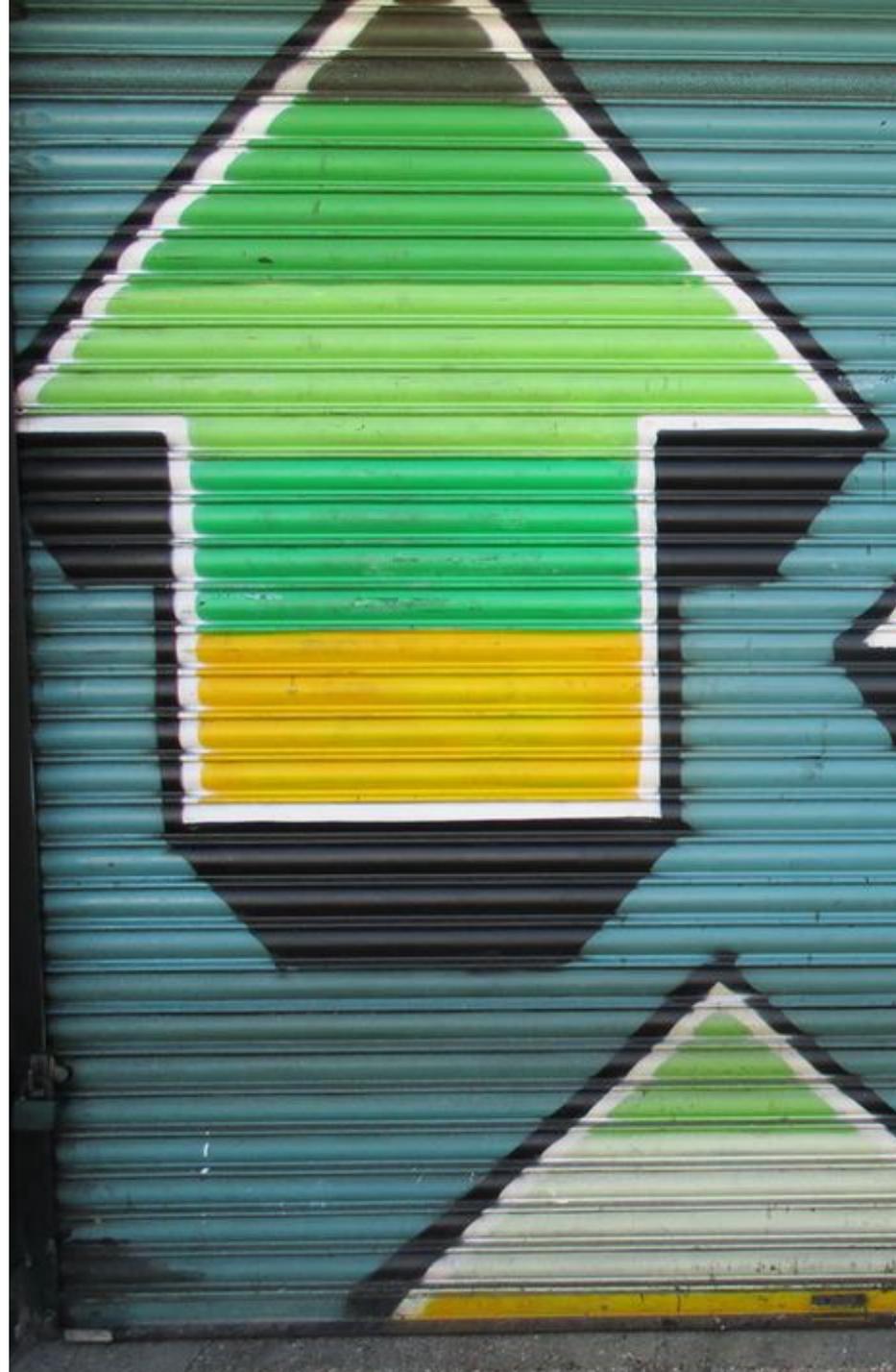
6.92%



Search advertising drives positive ROI for nonprofits



144% YoY
increase in online ads
investment in 2019



Google Ad Grants offers free search ads to connect people and causes

\$10B

given

115k

nonprofits

67

countries



THE **TREVOR** PROJECT
Saving Young LGBTQ Lives

is a great cause looking to...

- ✓ Drive more **awareness and reach**
- ✓ Help people through their **24/7 services**:
TrevorLifeline, TrevorChat, TrevorText, Trevor Space
- ✓ Generate **Volunteer applications** to support
the lifelines
- ✓ Provide **educational resources** for those in need
- ✓ Scale **donation revenue**



How has Ad Grants helped



Search term

Google search results for "lgbt suicide prevention". The search bar shows the query and the number of results (2,680,000). The results are categorized into Ad Grants and Organic Results.

Ad Grants Search Ads:

- Ad** · www.gaycenter.org/resources ▾
LGBTQ Youth Resources | The LGBT Center | GayCenter.org
Find resources for LGBTQ youth at The LGBT Community Center. Add Your Story. View the Monument. Explore LGBTQ History.
Youth Resources · Family Resources · Legal Resources · Health Resources
- Ad** · www.sewi.org/ ▾
LGBTQ Mental Health | Resources for LGBTQ+ Youth | sewi.org
Do you know someone who identifies as LGBTQ+? Do you identify as LGBTQ+? Make sure you and your friends are aware of these resources available for LGBTQ+ youth!
About Us · Resource Center · Ways To Give · Services Offered · Contact Us
- Ad** · www.thetrevorproject.org/ ▾ (866) 488-7386
The Trevor Project | Here To Help LGBTQ Youth
Get A Friends Of Trevor Membership & Support LGBTQ Youth 24/7, 365 Days A Year. Donate. TrevorText. Get Involved. Volunteer. TrevorChat. Get Help Now. Here For You 24/7.
- Ad** · www.crisistextline.org/ ▾
It's okay not to be okay | Text CONNECT to 741741
Your feelings are valid. You aren't alone. Reaching out for help is brave. Text 741741.

Organic Results:

Scholarly articles for **lgbt suicide prevention**

- Suicide prevention** for LGBTQ students - Johnson - Cited by 37
- Suicide** and suicidal behavior among transgender ... - Virupaksha - Cited by 37
- Factors related to **suicide** in LGBTQ populations - Skerrett - Cited by 21

suicidepreventionlifeline.org ▾
Suicide Prevention Lifeline
We can all help prevent **suicide**. The Lifeline provides 24/7, free and confidential support for people in distress, **prevention** and crisis resources for you or your ...
Help Someone Else · Talk To Someone Now · Help Yourself · About

Ad Grants Search Ads

Organic Results

Utilizing the **\$10,000 per month** Google Ad Grant helps the Trevor Project appear on the first page of Google.

Traffic from keywords in 2019 include:

- Branded terms
- LGBT suicide prevention
- Gay suicide prevention
- LGBT suicide helpline
- LGBT youth charities

So much more!



How has Ad Grants helped **THE TREVOR PROJECT** ? Saving Young LGBTQ Lives

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LGBTQ Youth Resources | The LGBT Center | GayCenter.org
Find resources for LGBTQ youth at The LGBT Community Center. Add Your Story. View the Monument. Explore LGBTQ History.
Youth Resources · Family Resources · Legal Resources · Health Resources
- Ad · www.sewi.org/ ▾
LGBTQ Mental Health | Resources for LGBTQ+ Youth | sewi.org
Do you know someone who identifies as LGBTQ+? Do you identify as LGBTQ+? Make sure you and your friends are aware of these resources available for LGBTQ+ youth!
About Us · Resource Center · Ways To Give · Services Offered · Contact Us
- Ad · www.thetrevorproject.org/ ▾ (866) 488-7386**
The Trevor Project | Here To Help LGBTQ Youth
Get A Friends Of Trevor Membership & Support LGBTQ Youth 24/7, 365 Days A Year. Donate. TrevorText. Get Involved. Volunteer. TrevorChat. Get Help Now. Here For You 24/7.
- Ad · www.crisistextline.org/ ▾
It's okay not to be okay | Text CONNECT to 741741
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Utilizing the Power of Search Intent



Website screenshot showing a banner: "Save more young LGBTQ lives in 2020" with "SUPPORT THE TREVOR PROJECT NOW" and "Join us and donate today! →". Below is a "GET HELP" section with links to TrevorLifeline, TrevorChat, TrevorText, TrevorSpace, and Trevor Support.

Ad Grants drives thousands of additional site visitors every month



2019 Google Ads Results

\$62,221 In-kind Ad Grants spend utilized

24,322 Ad Grants clicks

191 Volunteer applications completed

4,322 Visited the resource pages

\$106,982 Direct Ad Grants donation revenue

However, TP also later tested paid Google Ads and...

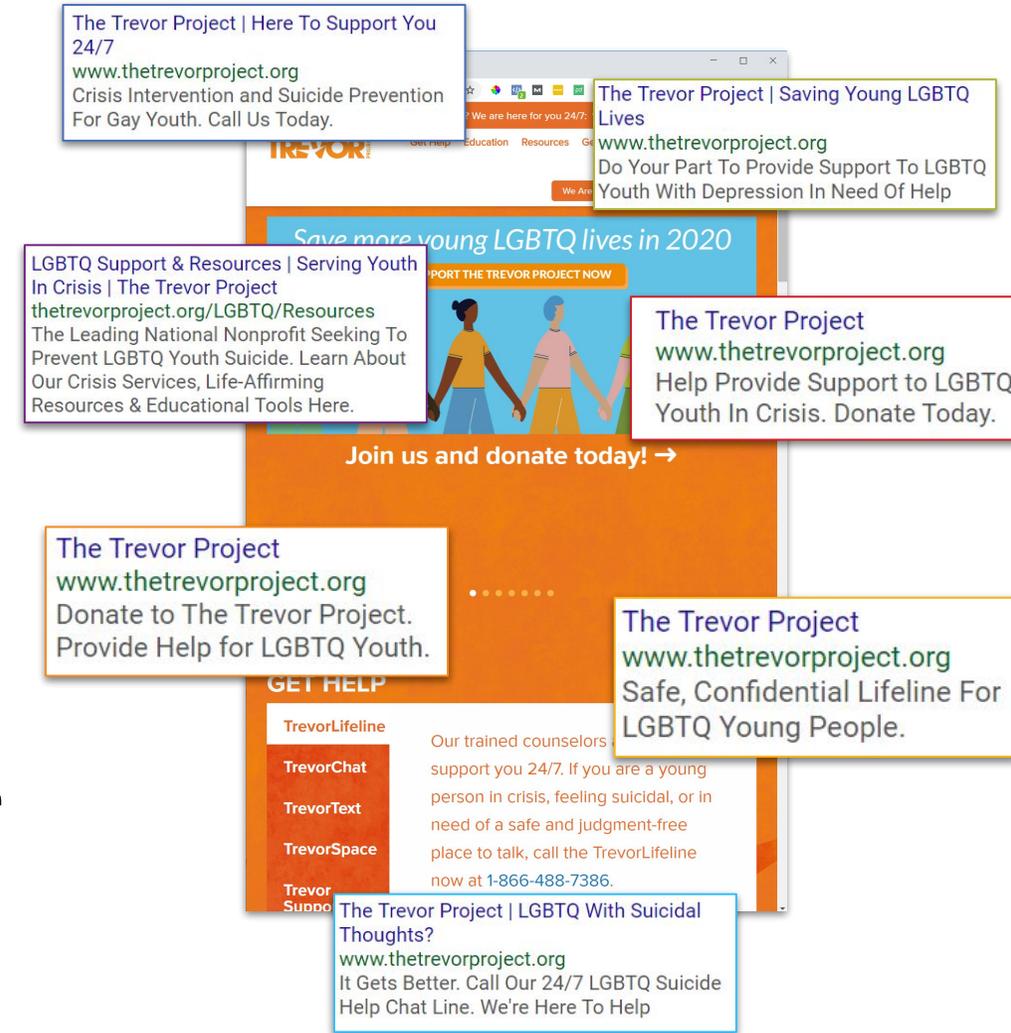
24,579 Paid Google Ads clicks

\$232,196 Paid Google Ads donation revenue

\$339,178 Total Google Ads donation revenue

PRICELESS

Directly saving lives through their **24/7 services:**
TrevorLifeline, TrevorChat, TrevorText, Trevor Space



Getting Started with Ad Grants

Ad Grants program eligibility

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

1. Qualify based on the nonprofit's country requirements
2. Acknowledge and agree to the application's required certifications regarding nondiscrimination
3. Have a high quality website and account

The following organizations are not eligible:

1. Governmental entities and organizations.
2. Hospitals and healthcare organizations.
3. Schools, academic institutions, and universities.

Ad Grants application process



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

The Google for Nonprofits site links you to the Ad Grants product guide.

Create an initial account, watch a video and take a quiz, and tell us about your organization.

Set up campaigns following the steps in the guide.

Submit your account number in the Google for Nonprofits portal for final review

5 Keys to Success

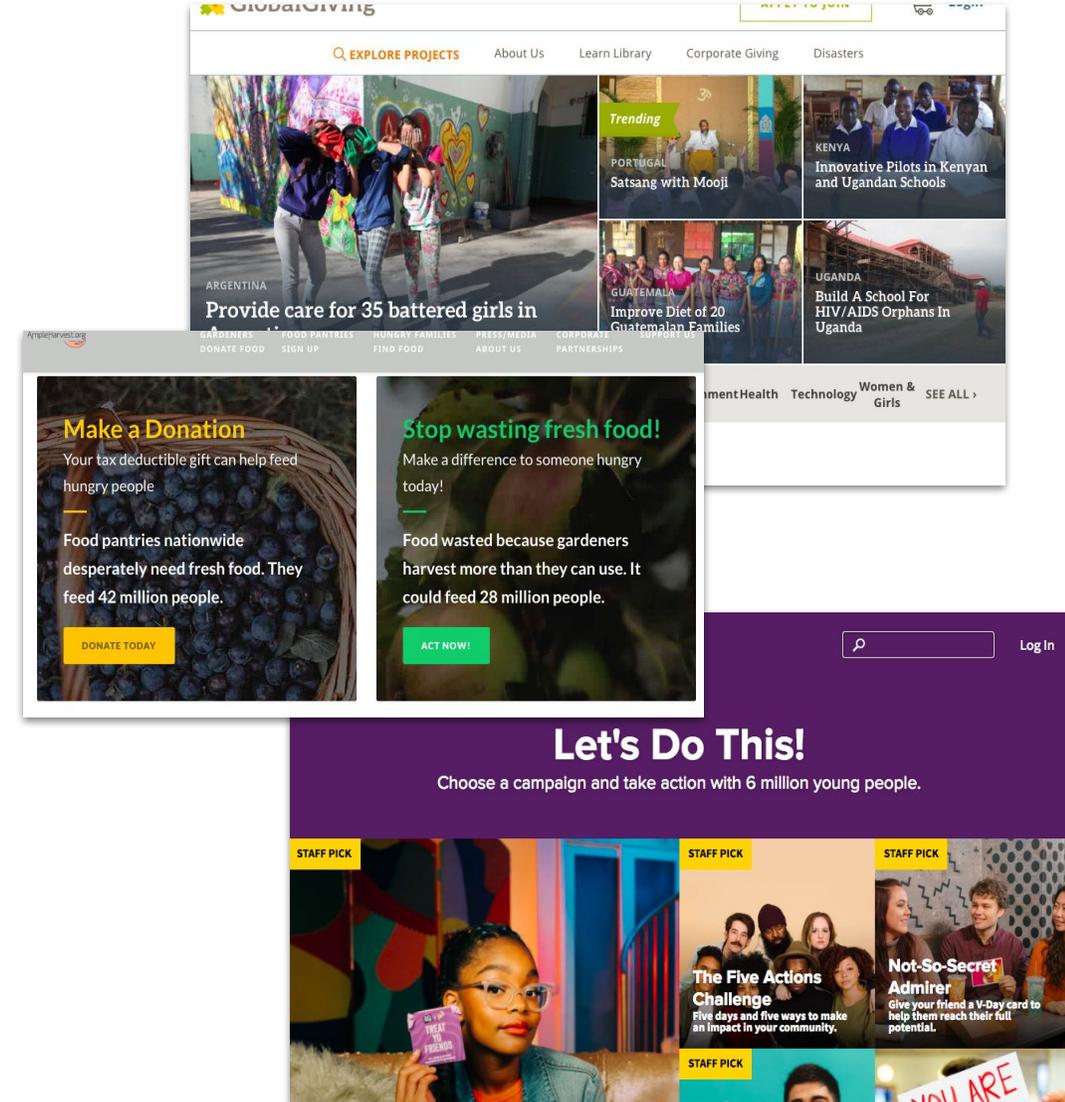
5 Keys to Success

- 1 Define success beyond the click
- 2 Measure what matters
- 3 Invest the time and resources
- 4 Embrace digital ads and grow with more Google Ads
- 5 Get help when you'd like it

#1

Define success beyond the click

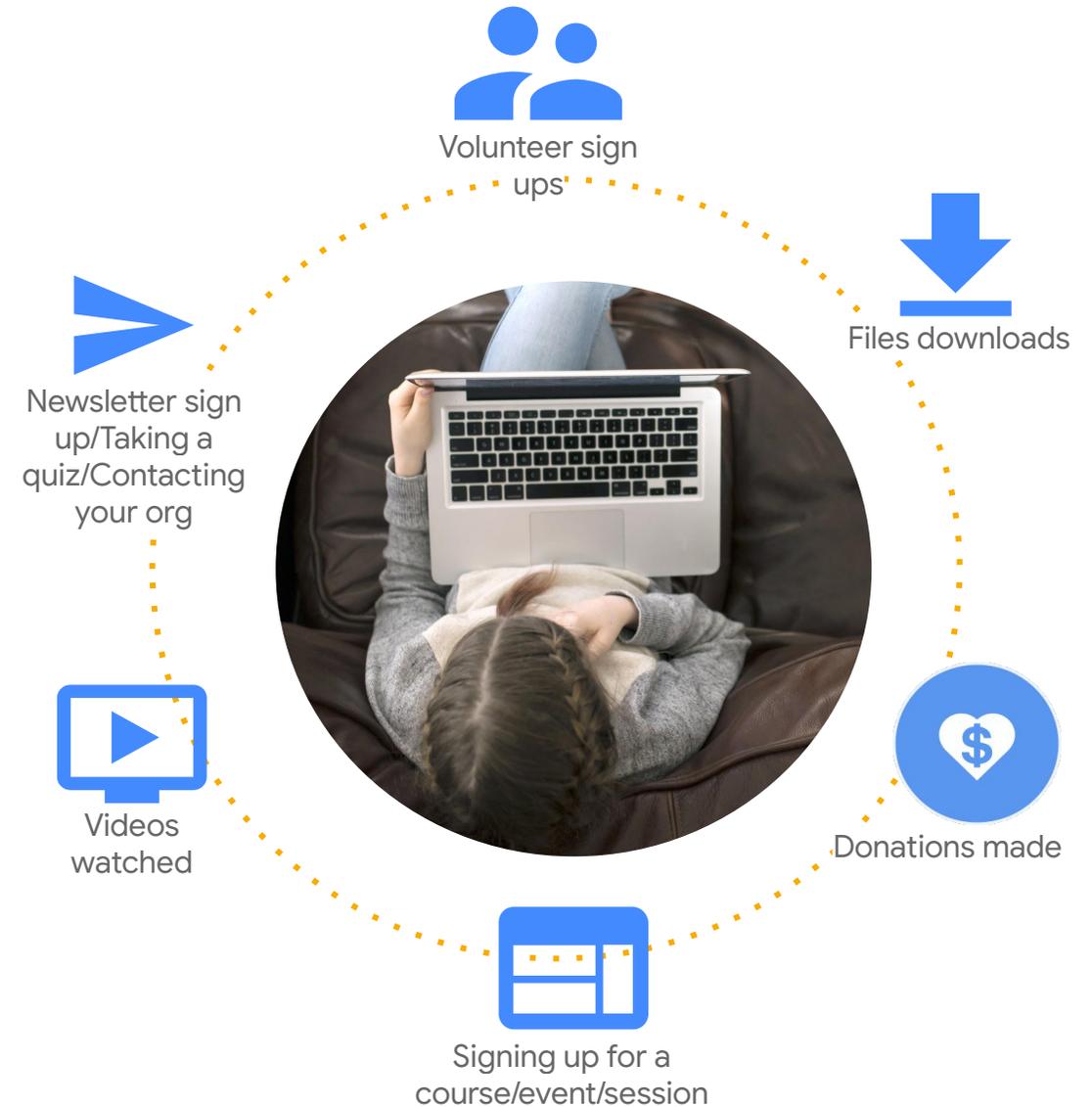
- **Set clear goals for each campaign beyond the click:** tie to / build a highly targeted, relevant, actionable landing page
- Ensure each landing page features a **clear call-to-action** that drives a desired outcome
- **Make navigation easy.** Design your page well - **for all devices** - so people don't have to hunt around for information
- Promote **transparency and foster trustworthiness.** Openly share information about your organization, including contact information; make online donations easy and secure



#2

Measure what matters

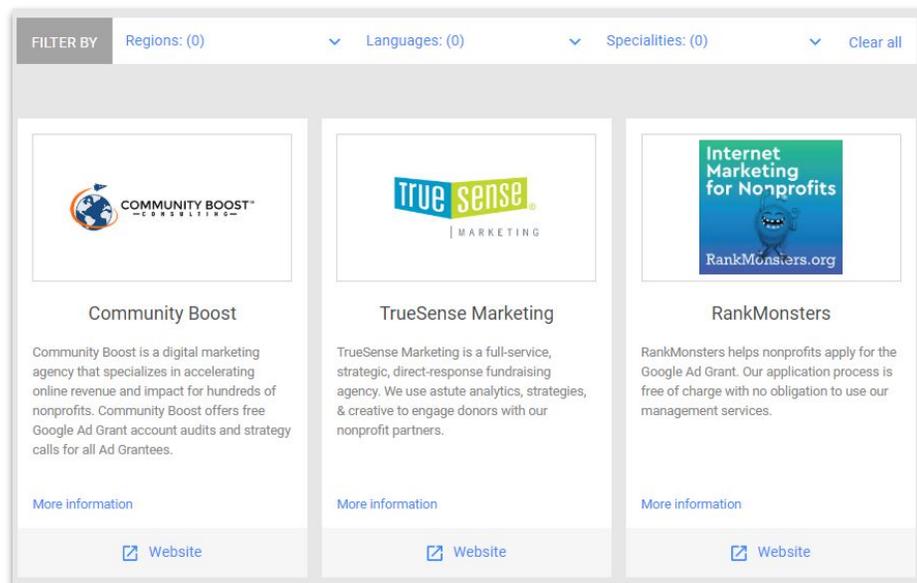
- **Track what happens after the click:** ensure your site is tagged properly to track your goals and understand what actions users take after clicking on your ads
- **Utilize (free!) Google Analytics:** measure reach and impact across all digital campaigns and experiences
- **Refine campaigns towards goals:** optimize, expand, and test to improve performance over time
- **Establish a value for each goal:** determine what each goal is worth to your organization, such as customer lifetime value
- **Use Maximize conversions Smart Bidding:** work faster and smarter with machine learning setting the right bid for the right user at every auction.



#3

Invest the time and resources

- **Account set-up is critical to success:** Ad Grants accounts build over time as your ads prove effective, so invest up front
 - Thoughtful account structure, compelling ad copy, relevant keywords and targeting, and goal tracking are **foundational imperatives**
- **Don't set it and forget it...assign a dedicated owner!**
 - **Ensure bandwidth** to audit and optimize account regularly if managing in-house.
 - Enlist the help of an experienced agency or consultant:
The Ad Grants Certified Professionals Community connects Grantees with professionals with Ad Grants and nonprofit specialization.



#4

Embrace digital ads and grow with more Google Ads

Test paid Google Ads in addition to Ad Grants: Because Ad Grants is a free offer reserved just for nonprofits, they show only after standard, paying ads. You may be able to increase your clicks significantly with a flexible investment.

- Supplement your always-on Ad Grants campaigns with paid ads when your cause is in the news, publicly mentioned, when you have an event or to take advantage of seasonality
- Bid on competitive search queries that work for you
- Use Ad Grants to build customer interest for paid remarketing campaigns that convert
- Try image and video ads



Get help when you need it:

- Many in Ad Grants Certified Professionals Community, like Community Boost, offer free audits and low-priced set ups
- Ad Grants Online Marketing Challenge connects you with student volunteers to audit your account and make suggestions
- Call 1-866-2Google
- Ask a question to our online community, a tab on our help center
- Review Ad Grants specific tutorials on our YouTube channel
- Ensure you're receiving emails from the Ad Grants team in your account settings for when we offer volunteers and special programs

Free 1:1 Ad Grants Audit and/or Strategy Session

Whether you are just getting started with Google Ad Grants or an Ad Grants veteran looking for a free expert audit. Community Boost is happy to help.

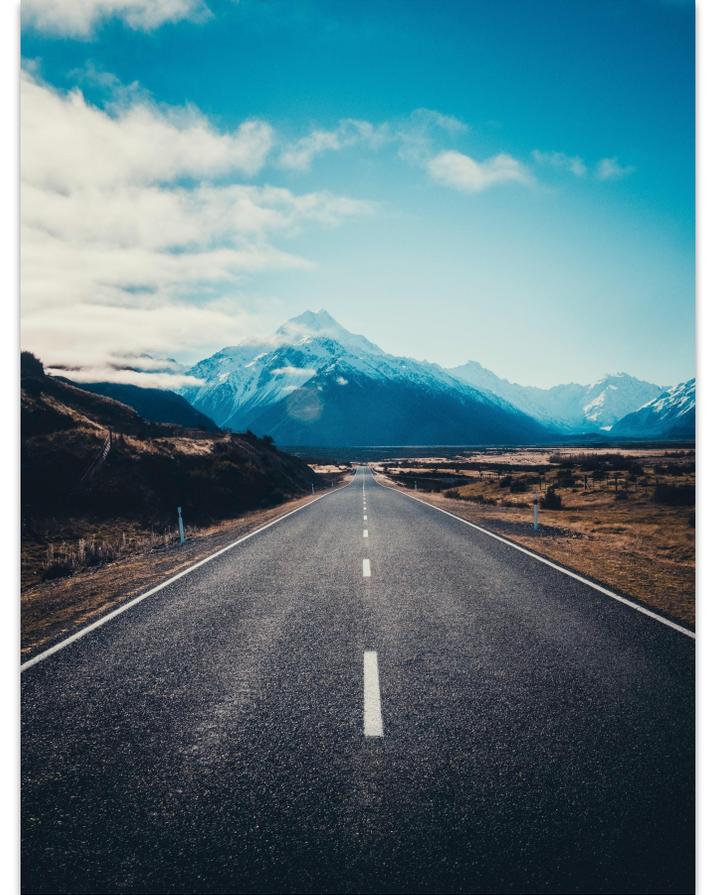
Schedule your free 1:1 Ad Grants Audit & Strategy Session at:

CommunityBoost.org/Lets-Talk/

The screenshot shows a web form titled "Let's Talk About Growing Your Nonprofit" on the Community Boost website. The form includes fields for First Name, Last Name, Email Address, Phone Number, and Organization's Website. Below these fields, there are radio buttons for "How can we best help? (Please select all that apply):" with options for Google Ad Grants, Facebook Advertising, Email Marketing, Analytics & Reporting, Conversion Setup, Social Impact Measurement, and Other. There is also a dropdown menu for "Annual Revenue" and a text area for "Anything else you would like to mention?". A "Let's Talk!" button is at the bottom of the form.

What's new for Ad Grantees in 2020?

- 1 g.co/AdGrantsReviewDashboard to get ahead on policy compliance and improve your account health
- 2 Research and benchmarks
- 3 Application-based additional giving funds and more flexible budget use across month



Resources & QA

What is next for your organization?

Resources & QA

Specific Ad Grant Resources for You

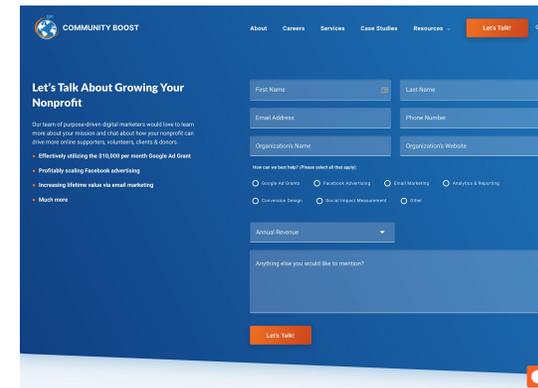
Be sure to check out and utilize these recommend Ad Grant resources.

- ❑ Website: google.com/grants
- ❑ Ad Grants Online Community Forum: support.google.com/grants/community
- ❑ YouTube Channel: youtube.com/GoogleGrants
- ❑ Ad Grants Certified Professionals Directory: <https://www.google.com/grants/certification-program/>
- ❑ Student volunteers: get.google.com/onlinechallenge
- ❑ Google Ads customer service: **1-866-2-Google**
- ❑ Help Center: support.google.com/grants

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Google Ad Grants