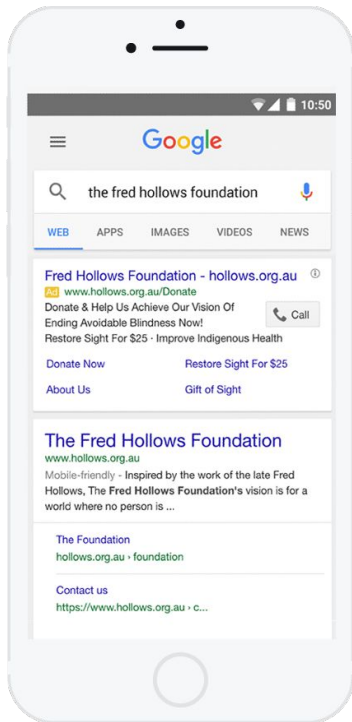


# Google Ad Grants



## Google Ad Grants Fuels Your Nonprofit's Mission

From the local food banks feeding our neighbors to the international aid organizations responding during times of crisis, nonprofits are crucial to our communities.

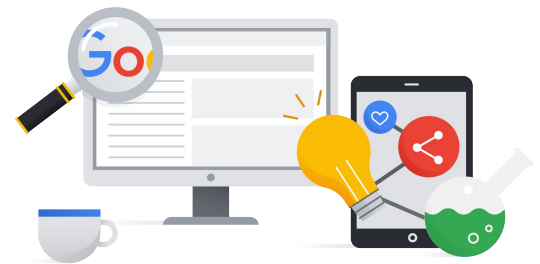
Through Ad Grants, Google provides nonprofits **up to \$10,000 USD per month of in-kind search advertising**. These ads appear next to search results when people search for nonprofits like yours. Since 2003, Google has awarded over \$10 billion in free advertising to over 115,000 nonprofits across 51 countries.

Digital marketing can help nonprofits reach audiences at scale, with highly targeted, measurable solutions that deliver on goals nonprofits care about: awareness, donations, and volunteers.

With the help of technology, we believe every nonprofit can grow online.

## Raise Awareness, Attract Donors, and Recruit New Volunteers Using Google Search Ads.

Google Ad Grants shows your message to people searching for nonprofits like yours.



## We're Here To Help Every Step Of The Way

We'll handle everything for you and walk you through every step of the process. From registering for Google for Nonprofits, to activating Google Ad Grants and building your campaigns – we'll do all the heavy lifting.

The key to a successful Google Ad Grants account is weekly optimization. There are several criteria that must be met and maintained in order to run a successful Google Ad Grant campaign.

We'll optimize your campaigns on a weekly basis and ensure that your capitalizing on every opportunity to help you get the most out of the Google Ad Grant program.





# Google Ad Grants Pricing

Whether you're just looking to take advantage of the Google Ad Grant program, or you're also looking to increase organic traffic to your website and qualified leads, we're here to help!

Google Ad Grant Management	Google Ad Grant Management & SEO
<b>\$1,600 / Month</b>	<b>\$3,400 / Month</b>
Google For Nonprofits Registration	Google For Nonprofits Registration
Google Ad Grant Account Setup	Google Ad Grant Account Setup
Unlimited Ad Groups Per Account	Unlimited Ad Groups Per Account
Weekly Campaign Optimization	Weekly Campaign Optimization
Custom Bid Optimizations	Custom Bid Optimizations
Keyword Research & Suggestions	Keyword Research & Suggestions
Live Transparent Dashboard	Live Transparent Dashboard
Monthly Reporting With Notes	Monthly Reporting With Notes
Monthly Strategy Sessions	Monthly Strategy Sessions
Call Recording & Tracking for Grant Traffic	Call Recording & Tracking for All Sources
Form Tracking for Grant Traffic	Form Tracking & Optimization for All Sources
	Google Analytics Set Up & Integration
	Custom Landing Page (1-2/quarter)
	Search Engine Optimization for 20 Keywords
	Directory Listing Setup & Verification
	Custom & Unique Blog Content Generation (3/month)

