Google AdWords

Grants For Non Profits

Google Ad Grants is the nonprofit edition of AdWords, Google's online advertising tool. Google Ad Grants empowers nonprofit organizations, through $10,000 per month in in-kind AdWords™ advertising, to promote their missions and initiatives on Google search result pages.

Is your nonprofit eligible for Google Ad Grants?

1. To be eligible for the Google Ad Grants program, organizations must:
   - Hold current and valid charity status, as determined by your country; please see your country's charity status definition below.
   - Acknowledge and agree to the application's required certifications regarding nondiscrimination and donation receipt and use.
   - Have a functioning website with substantial content

2. Please note that the following organizations are not eligible for Google Ad Grants:
   - Governmental entities and organizations
   - Hospitals and medical groups
   - Schools, childcare centres, academic institutions and universities (philanthropic arms of educational organizations are eligible). To learn more about Google's programs for educational institutions, visit Google for Education.

Definition for charity status in the US

US organizations must have current 501(c)(3) status, as assigned by the Internal Revenue Service, to be considered for the Google for Nonprofits program.

Note that it can take some time from when your organization receives your IRS notification of this status until your EIN appears and is updated in the online database. To be considered for the Google for Nonprofits program, your tax status must first be updated in the online database; copies of IRS letters are not sufficient for this requirement.

To maintain eligibility in the Google Ad Grants program:

- Your ads must only link to the ONE nonprofit website domain that was approved in the application.
- You are required to actively manage the AdWords account by logging in monthly and making at least one change to your account every 90 days, based on review of your account performance. Your account is subject to automatic pausing or cancellation without notification should you fail to make any changes in your account for over 90 days.
- Your ads must reflect the mission of the approved nonprofit organization and your keywords must be relevant to the nonprofit's programs and services.
- Strictly commercial advertising is not allowed through this program. If you intend to promote products or services, 100% of the sales and/or proceeds must support your program.
- Your Google ads cannot link to pages that are primarily links to other websites.
- Ads offering financial products (such as mortgages or credit cards) or those requesting car, boat or property donations and related keywords are not allowed.
- Your website cannot display Google AdSense ads or affiliate advertising links while participating in Google Ad Grants.

Ad Grantees found in violation of any of these guidelines are subject to removal from the program. Google reserves the right to grant or deny an organization's application or participation at any time, for any reason, and to supplement or amend these eligibility guidelines at any time. Selections are made at Google's sole discretion, and are not subject to external review.

Google Ad Grants Program Details

Google Ad Grantees receive free AdWords advertising on Google search result pages. Ad Grantees build and manage their own AdWords accounts similar to paying advertisers, but participate with the following restrictions:

- A daily budget set to $329 USD, which is equivalent to about $10,000 per month
- A maximum cost-per-click (CPC) limit of $2.00 USD
- Only run keyword-targeted campaigns
- Only appear on Google search result pages
- Only run text ads

Ad Grantees may only promote mission-based ads and keywords in their AdWords account:

Acceptable	Not Acceptable
Ad: Shop and Fight Cancer Our Pink Ribbon Collection has Unique Gifts for a Great Cause. www.yourcharity.org	**Ad:** Buy Gifts Online Apparel, Books, Music & More Save Time and Money Now! www.yourcharity.org
Keywords: Shop for cancer Shop for breast cancer Cancer store Cancer merchandise	**Keywords:** Buy clothing Online clothing store Online shoe store Shop mp3s

AdWords Express for Google Ad Grants

AdWords Express is now available for Google Ad Grants. AdWords Express helps potential customers find your website or Google+ page, and gives you a quick and straightforward way to connect your nonprofit with the relevant users.

If you don't have the time to manage your Google Ad Grants account and would prefer to allow Google to maintain your campaigns and their performance, then AdWords Express may be the right fit for you. Benefits of using AdWords Express includes:

- Create an online ad quickly and easily.
- Attract more users to your website or Google+ page.
- Minimal ongoing management necessary. AdWords Express runs and automatically optimizes your ads for you.
- Similar to AdWords, you can reach customers on desktop computers and mobile devices (such as smartphones and tablets).
- Review the effectiveness of your ads in your dashboard.

Grantspro

The Grantspro program offers an increased spend cap of $40,000 per month, instead of the standard $10,000 per month, for eligible Google Ad Grantees. This is an additional $30,000 per month added to the existing Google Ad Grants account of $10,000 per month, equaling a total of $40,000 per month in free advertising.

To find out if you are eligible for the Grantspro program, please visit the Google Ad Grants Help Center. If you meet the eligibility criteria, you are welcome to submit a Grantspro application. Please note, we will review and respond to Grantspro applications within 30 days of submission.