

GOOGLE ADWORDS CHECKLIST



Most grant applications for your nonprofit are long, complicated, and stress-inducing for your entire development team. Are you sick and tired of staying up all night rewriting organizational narratives until the grant deadline? Don't fret! Google has a grant that give \$10,000/month in free Adwords spending for nonprofits that qualify, and unlike most grants it has a really simple application process. Free advertising can be a fantastic source of extra traffic to your website and help increase your organization's impact, and we'd love to see every single eligible nonprofit apply - so here's your step-by-step guide through the process.



1. Find Out if You Are Eligible

You must be a nonprofit and hold current valid charity status in your country. In the U.S., that means that you have 501(c)(3) status. There are, however, some exceptions. You cannot apply if you are a hospital or a medical group, you cannot be a government agency, nor can your organization be a school, child care center, or academic institution. Double-check your eligibility here - if this is a fit, you're ready to apply! If you don't see your country listed, stay tuned. Google is expanding constantly to more countries throughout the world, so if your nonprofit is based in a country without the program, keep checking back.



2. Register for the Google NonProfit Program [\[CLICK HERE\]](#)

Awesome, you are eligible? Next step is to sign up for the Google Nonprofit program. You'll need to have this set up before you can apply for the Grant. Being a Google Nonprofit also gets you other Google perks, like:

- Special features on Youtube, like a donate button and video annotations that link to your site
- Free Google apps, like Gmail and Google Docs under your domain
- Listing on [One Today](#), Google's mobile fundraising app



3. Apply for the Google Adwords Grant Program

Once you are accepted as a Google Nonprofit, you can apply for the Ad Grants program. It's not really an application, more of a three-step process that works a little backwards:

- Log in and create your Adwords account. Yep, you can do this as soon as you're approved for the Google for Nonprofits program. A few tips:
 - o [Use this link](#). It skips the billing process, which you won't need. Make sure you use the same email address you used for the Nonprofit application.
 - o Choose USD as your currency (even if you use something else).
 - o Never enter any credit card info - even if it asks for it. If you do, you'll be setting up a standard paid account - not grant account - and you'll have to start the whole process over again. Sad face.
- Create your first campaign. Yes, a little scary, but just create something super basic as a starting point. [Pages 10-14 of Google's guide](#) has a nice step-by-step guide if you're a beginner to Adwords.
- Wait for Google to approve your account. Google will get back to you within 30 days, but from our experience, it's usually quicker. So keep an eye on your inbox.

Once Google gives you the go-ahead, you can start racking up up to \$329 per day in free Adwords spending.

Find out exactly what you should be doing right now to grow your nonprofit at:
DonorFinderSystem.com/Webinar

