



**HOW TO MANAGE  
YOUR ORGANIZATION'S  
GOOGLE GRANT**



Google Adwords are a great way for you to be found by and connect with people who are already interested in the kind of work your organization does. You create ads by selecting keywords or phrases based on what people would relate most to your organization.

#### **WHAT IS THE GOOGLE GRANT?**

The Google Grant gives \$10,000/month in Adwords credits to nonprofit organizations for 24 months. You use these credits to “pay” for ads that will pop up at the top of the search results page when people search for the keywords you’ve selected. Many nonprofits never fully utilize their \$10,000 credit per month and don’t realize that it expires at the end of every month.

With the Grant, your ad can occupy the top spot on Google search results by bidding on keywords that cost up to \$2 each.

The cost of each keyword depends on how many companies want to use the keyword. The most searched keywords/those in highest demand cost the most.

CAMPAIGNS

AD GROUPS

ADS

KEYWORDS



## HOW TO SETUP YOUR ADWORDS CAMPAIGNS

From campaign to keywords, your adwords should be as specific as possible.

For Example:

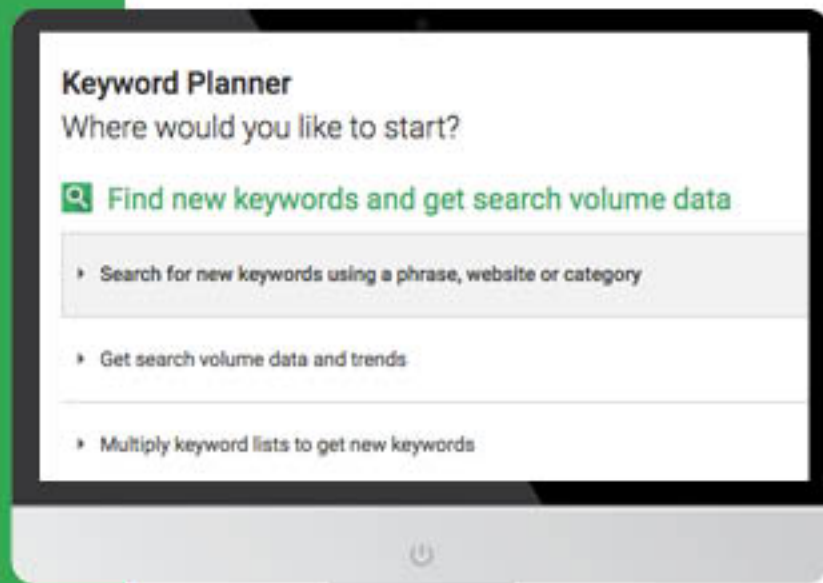
**Campaign:** Family

**Ad Groups:** Marriage, Children, Adoption

**Ads:** Save the Children - Learn about how we help rescue children without families.

**Keywords:** child, children, rescue children

By creating specific campaigns, you can ensure that your ad caters exactly to what the user was searching for. The best accounts will have hundreds of ad groups and three ads per group.



## CHOOSING KEYWORDS

Running out of ideas for keywords? Google Adwords will suggest new keywords for you in the Keyword Generator. It will provide you with hundreds of suggestions and show how many times each keyword has been searched, along with its bid cost.

Click “Search for new keywords” under the Keyword Planner to find suggested keywords.

Type in words relating to your campaign, then click “Get Ideas” at the bottom.

**Enter one or more of the following:**

Your product or service

For example, flowers or used cars

Once you find keywords that fit your ad, you can add them to your current ad groups. Simply click “add to plan” next to the chosen keywords.

Search terms	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>	Ad impr.	Add to plan
family	1,220,000	Low	\$0.05		»

But wait! Don't make the mistake of automatically filling in the hundreds of keywords that it suggests. Instead of just adding all suggested keywords, only choose ones that are commonly searched or also show up in the text of your ad. When people see the actual words they searched for in your ad, they're more likely to click on it.

You can also tailor your ads to appear to people in specific demographics or locations depending on your target audience.



Whether you already have a Google Adwords account or you're just getting started, you can use these principles to get the most out of your Google Grant. Evaluate which of your ads are successful, and change the ones that aren't generating any new traffic. We've found that, when managed effectively, the Google Grant helps nonprofits on our site drive anywhere from 2,000 - 15,000 new users to their websites every month.



Visit [products.projectworldimpact.com/grants](https://products.projectworldimpact.com/grants) today to apply for the Google Grant through Project World Impact, or contact us about how we can help you manage your Grant each month.

