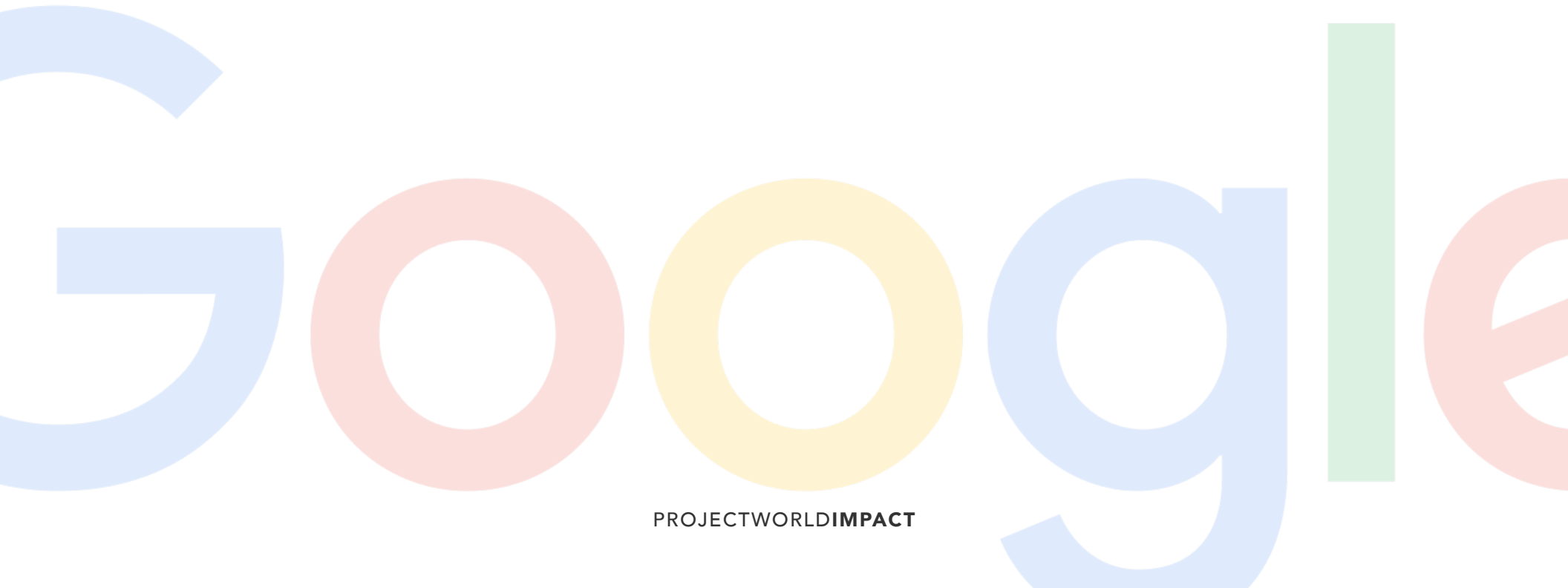



GOOGLE GRANT GUIDE FOR NONPROFITS

| What to do when you lose your grant





In the past few months, Google has made changes to their Ad Grant policy that require more maintenance of your account in order to keep the Grant. Here are the six biggest changes:

| The six biggest changes to the Google Ad Grant Policy



1. Minimum 5% CTR account-wide.
Accounts will be suspended after 2 consecutive months with a CTR below 5%.
2. Minimum keyword quality score of 2
3. Minimum of 2 ad groups per campaign
4. Minimum of 2 ads per group
5. Minimum of 2 sitelink ad extensions
6. Target ads to geographic locations

Google Search

I'm Feeling Lucky

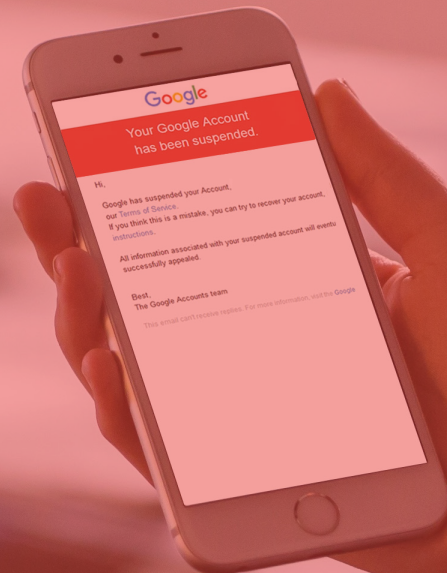
| What to do when you lose your grant

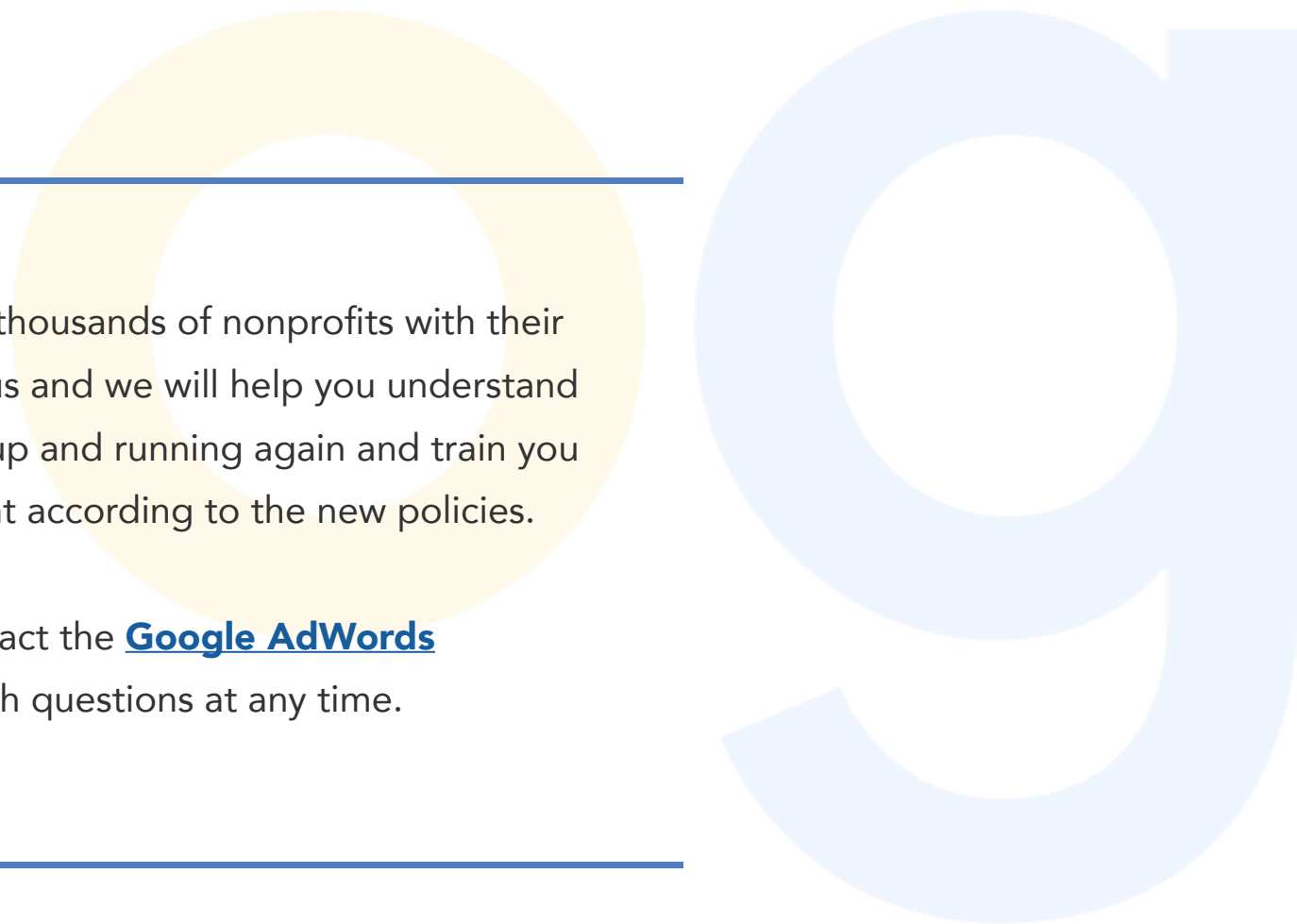


If you've noticed that your ads haven't been running and have received this notification:

**"Your account is suspended -
Your account is suspended. We've had to suspend your account because you violated the Google Ad Grants policies. Please read our program policies and contact us to see if you can fix the issue"**

That probably means that your account does not meet the recent requirements. However, there are still things you can do to start running your ads again.





At PWI, we have helped thousands of nonprofits with their Grant accounts. Contact us and we will help you understand how to get your account up and running again and train you how to run your account according to the new policies.

You can also contact the [Google AdWords](#) support line with questions at any time.



| I'm ready to tackle Ad Grant on my own



If you're ready to tackle your Ad Grant account on your own, here are some of our top recommended resources to help you get started:

[Google Grant Resources](#)

[How To Use Keyword Planner](#)

[Ad Grant Rules](#)

[Tips to improve CTR for Ad Grants 5% CTR policy](#)

[Understanding Negative Keywords](#)

[Understanding Google's Basic Terms](#)

A high-angle, top-down photograph of a person sitting at a desk, looking down with their hand on their chin in a thinking pose. The person is wearing glasses and a watch. The desk is cluttered with various items: a laptop, a smartphone, a pen, a notepad, and a plate with a sandwich. The entire image is overlaid with a semi-transparent red filter.

**We are excited to help you take advantage of your
\$10,000/month in Google Adwords completely for free.
Give us a call at 630-480-2803 to speak with one of our Ad Grant
specialists or email us at info@projectworldimpact.com.**



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