



Google Ad Grants for NGOs & Non-Profits



NNC Service at a glance:

- Leading marketing & management consulting firm founded in 2006;
- Delivered solutions for customers like Microsoft, Gartner, Financial Force, OSF Digital, Enea AB and many fast growing B2B SMBs.
- Partner with biggest martech providers and platforms:
 - Hubspot Platinum Partner
 - Adobe & Marketo Partner
 - Google Certified Partner
- Covering a wide area of digital marketing services like digital strategy, marketing consulting, both in the USA as well as in Europe
- Offices in Europe (3 offices in Romania, Poland) and US HQ in Boston

NNC Services :in numbers

15

Years of
Experience in B2B
(and counting)

50+

Certified Marketing
Experts on all B2B
marketing areas

150+

Worldwide
Clients

100+

Marketing
Automation
Platforms

1000+

blog
articles

500+

Social Media
Accounts (Created
& managed)

500+

Successful
Projects

300+

Lead Generation
Campaigns

3000

Average Qualified
Leads Generated
per Client

100+

Lead Nurturing
Initiatives

20+

Employer Branding
Strategies



HOW are we **UNIQUE**

- 100% US woman owned business. US HQ in Boston MA
- B2B and Technology Marketing pioneers
- **Google Certified Partner Agency**
- Integrative approach to marketing from strategy to implementation
- Goal oriented, tracking KPIs and measuring all activities
- Global footprint with offices in US, Romania & Poland
- Clear procedures and project management and communications procedures
- Hubspot Platinum partner



\$10,000/month grants for nonprofits



The Google Grant provides nonprofit organizations with \$10,000 every month to spend on **ads in Google Search**. As long as the nonprofit organization follows the rules, the \$10,000 renews - every month.

Every 501(c)(3) nonprofit – other than hospitals, schools, and government organizations – is eligible for the Google Grant. There is no limit on the number of nonprofits who can be approved for the program, unlike traditional grants. If you apply and you are eligible, you will be approved!

How are NGOs using **the Google Ads Grant?**



- Informing and educating the public by attracting new visitors to blog posts, videos, and PDF resources
- Selling tickets for performances and events
- Driving in-person actions such as adopting an animal
- Recruiting volunteers to advance the organization's mission
- Advocating by galvanizing grassroots activism, signing petitions, and contacting elected officials
- Promoting donation and sponsorship opportunities to generate funds
- Building an audience by attracting new subscribers to newsletters

How can you apply for the **Google Ads Grant**?

- Go on the TechSoup Global website and submit an application to open a NGO account
- After you go through the qualification process you will be submitted an approval
- There are certain limitations that Google is imposing on the type of campaigns and keywords you can use. Check prior to setup with a NNC Consultant on how you can avoid restrictions or even account terminations.
- NGOs that benefit of the Google Ads grant must be entirely non-profit charitable organizations.



How do you set-up an optimum **Google Ads campaign for your NGO?**

- Run at least 3-5 campaigns in parallel
- Each campaign has many (tightly focused) ad groups.
- Each ad group has at least two ads, with one RSA.
- Each ad uses the full allotment of headlines and descriptions, including utilizing as much of the character limit as possible.
- Ad extensions are utilized extensively. There are a number of “extensions” that can be added to enhance your ads.

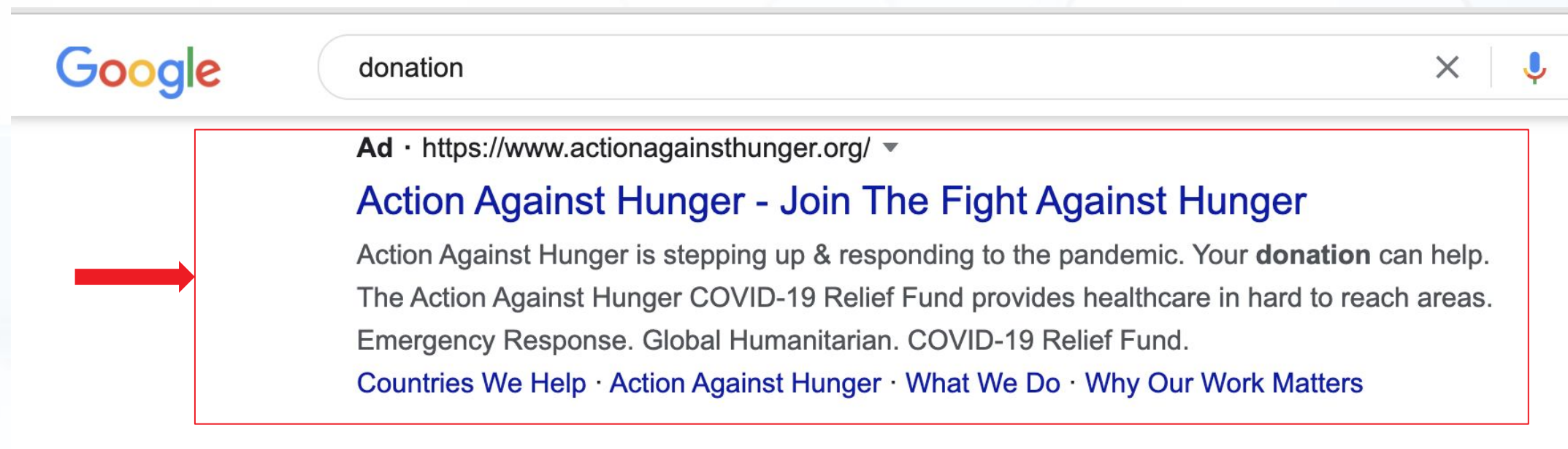
90%

of desktop searches happen on Google

73%

of the paid search market share belongs to Google

How a **Google Ads** commercial looks like?



Google donation

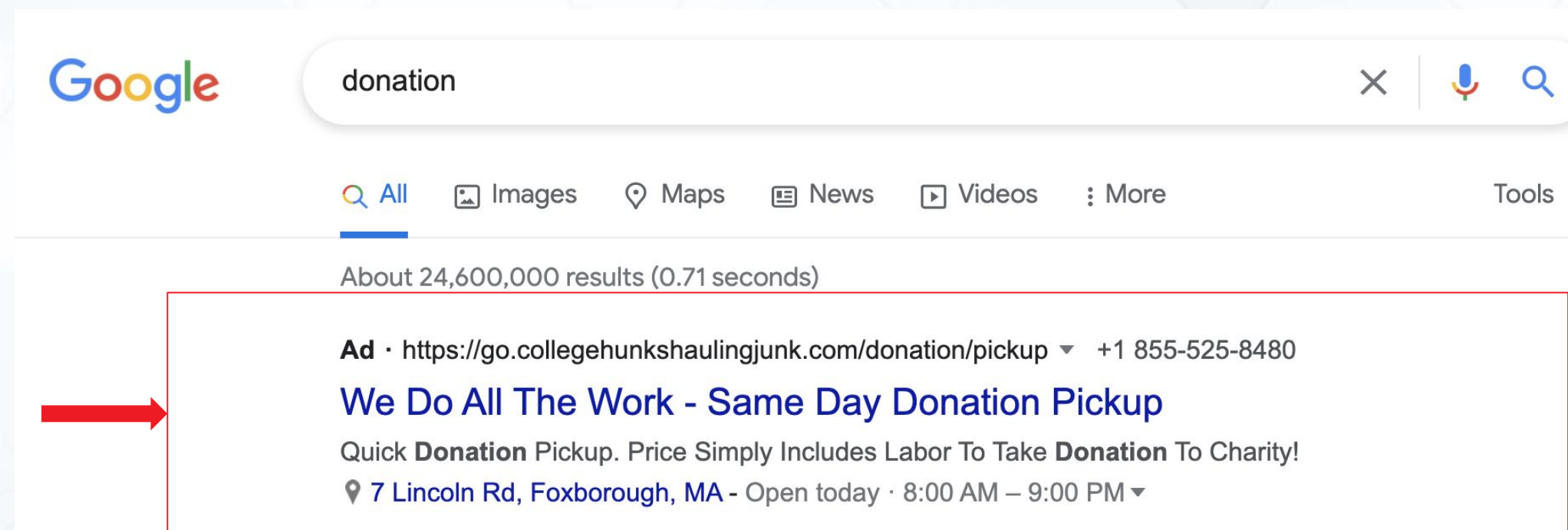
Ad · <https://www.actionagainsthunger.org/> ▾

Action Against Hunger - Join The Fight Against Hunger

Action Against Hunger is stepping up & responding to the pandemic. Your **donation** can help. The Action Against Hunger COVID-19 Relief Fund provides healthcare in hard to reach areas. Emergency Response. Global Humanitarian. COVID-19 Relief Fund.

[Countries We Help](#) · [Action Against Hunger](#) · [What We Do](#) · [Why Our Work Matters](#)

A red arrow points to the ad text.



Google donation

All Images Maps News Videos More Tools

About 24,600,000 results (0.71 seconds)

Ad · <https://go.collegehunkshaulingjunk.com/donation/pickup> ▾ +1 855-525-8480

We Do All The Work - Same Day Donation Pickup

Quick **Donation** Pickup. Price Simply Includes Labor To Take **Donation** To Charity!

📍 7 Lincoln Rd, Foxborough, MA - Open today · 8:00 AM – 9:00 PM ▾

A red arrow points to the ad text.

Services we provide for Non-Profits

Google Ads Campaign Setup

- Consultative workshops with the project team to setup:
 - Campaign objectives
 - Campaign components like keywords, targeted visitor profile, geographic locations, types of ads, channels, daily budgets etc
- Setting up A/B testing campaigns to start
- First optimisations to get the desired goals and outcomes
- KPIs, tracking and reporting setup, including integration with other tools

Ongoing services to maintain your Google Ads Campaigns

- Dedicated consultant for support, questions and communications
- Campaigns monitoring and constant optimisations
- Optimising for increased campaigns performance, decrease acquisition cost, larger reach
- Robust weekly reporting and consulting calls on constantly improving campaign results and outcomes
- Uncovering hidden opportunities and advice on new ways to benefit of more of the grant and other digital strategies to reach your audience and the desired outcome.



What are your **next steps** ?

Apply for Google Grants
here

<https://www.google.com/nonprofits/eligibility/>

Decide on what campaigns
you would like to run for your NGO
with the Google Ads grant

Run the campaign and constantly optimise
our dedicated team of Google experts will
constantly monitor and adjust the campaign
to ensure the desired outcomes reporting and
suggesting what changes can be done to each
the desired goals.

01

02

03

04

05

Receive approval
for Google Grants amounting to
\$10000/month budget

Campaign Setup
Together with a NNC Services certified Google Ads
consultant establish how the campaigns is set to
maximise your budget use against the desired
outcomes



Our Clients



we build **Relationships!**

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