

Google Ad Grants

How to Manage \$120,000/year from
the Google for Nonprofits Program

Jason Kauffeld, CPP, RPCV Nepal '96-'98
Experience Guide for Green Lake Conference Center
Husband to Giselle
Father to Ashna and Chancellor
Walker of Mekena, Ashna's pet schnoodle

Jason in Mongolia with a wolf-hunting eagle

Jason Kauffeld, Experience Guide & Director of Nonprofit Relationships | Green Lake Conference Center | jasonk@glcc.org
Presenting "Google Ad Grants: How to Manage \$120,000 from the Google For Nonprofits Program"



Google Ad Grants

- ▶ **Part 1.** Green Lake Conference Center’s journey and lessons learned (or: “How I got our ad account suspended. Twice”)
- ▶ **Part 2.** Crafting an ad for your nonprofit (or: “Google Haiku”)
- ▶ **Part 3.** Organizing and managing your ad account (or: “Tricks of the Trade”)
- ▶ **Part 4.** Your favorite resources & tips (or: “Wisdom of the Group”)



Ashna &
Chancellor
practicing
Trick or Treat



Green Lake Conference Center main campus view from Judson Tower

Jason Kauffeld, Experience Guide & Director of Nonprofit Relationships | Green Lake Conference Center | jasonk@glcc.org

Presenting "Google Ad Grants: How to Manage \$120,000 from the Google For Nonprofits Program"



Cover image for GLCC
Google was using in 2015

First day at work: GLCC “closed for business” on Google

Jason Kauffeld, Experience Guide & Director of Nonprofit Relationships | Green Lake Conference Center | jasonk@glcc.org

Presenting “Google Ad Grants: How to Manage \$120,000 from the Google For Nonprofits Program”



Chancellor metaphoring as
“lost like a needle in a haystack”

GLCC Challenges

- Name recognition
- Marketing budget
- Staff time



**Giselle and Chancellor studying up
in Chapel Car *Grace* at GLCC**

Research Resources:

- Grants
- Donors
- Volunteers

Google My Business Program

<https://www.google.com/business>

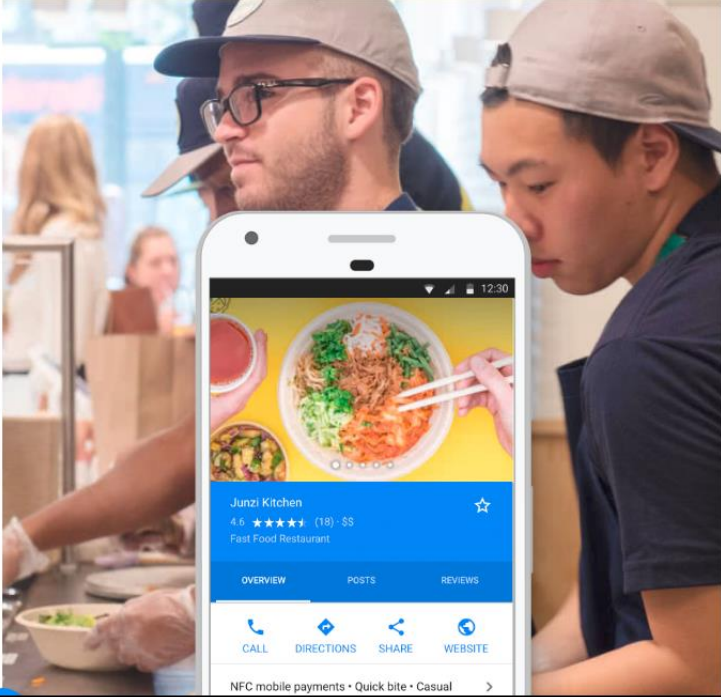
Google My Business launched a new mobile app to make it easier to engage with your customers. [Learn more](#)

Attract new customers with your free Business Profile.

Your Business Profile appears right when people are searching for your business or businesses like yours on Google Search and Maps. Google My Business makes it easy to create and update your Business Profile—so you can stand out, and bring customers in.

[MANAGE NOW](#)

Have questions? Give us a call: **1-844-491-9665***



Eligibility:

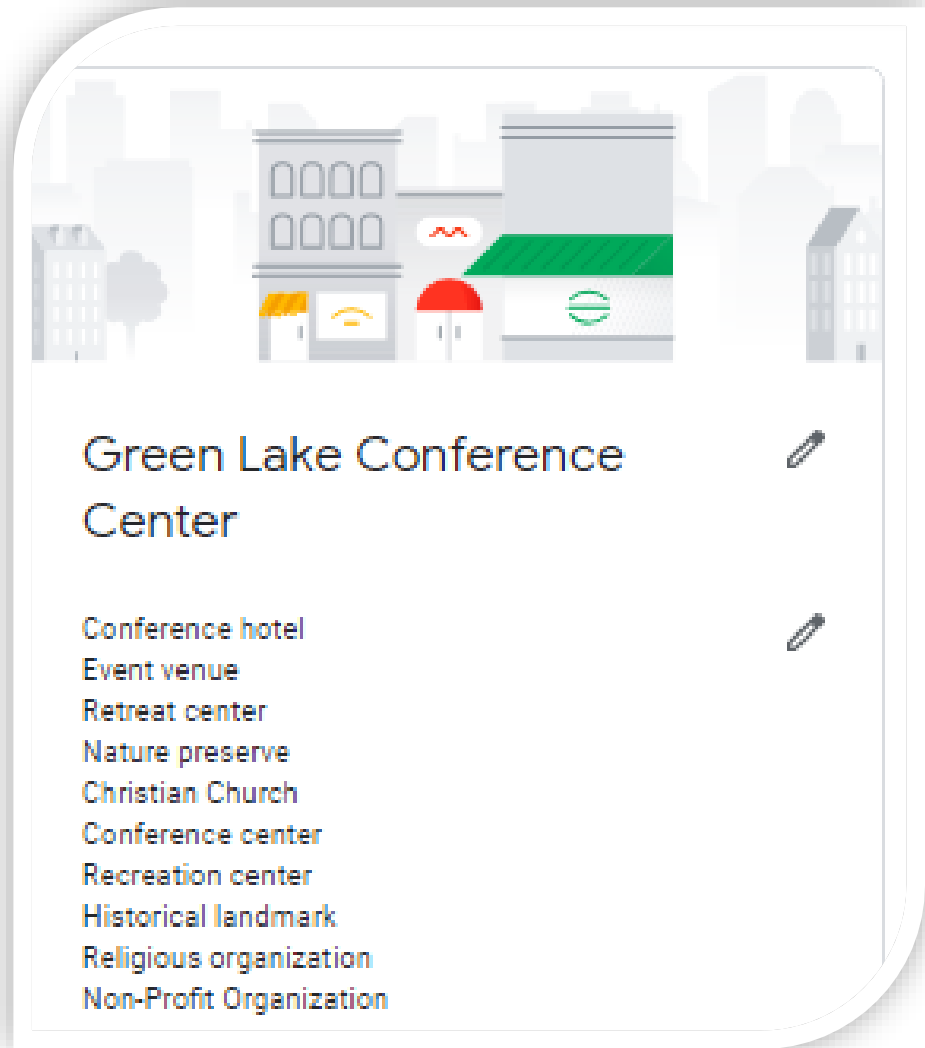
1. Businesses
2. Organizations
3. Nonprofits

Cost: free

Website requirements:

1. Complements existing website,
or
2. Can auto-generate a website

Google My Business Program: Getting Set Up



www.google.com/business

Process: set up a business profile (location, hours, description, etc.)

Verification: takes around two weeks to receive a postcard

Value: you appear in search results across:

- Google
- Google Maps
- Google Partners (2 million sites!)

Now you can apply for...

Google for Nonprofits & the Ad Grants Program

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



Service areas

United States



Sunday	Open 24 hours
Monday	Open 24 hours
Tuesday	Open 24 hours
Wednesday	Open 24 hours
Thursday	Open 24 hours
Friday	Open 24 hours
Saturday	Open 24 hours



Add check-in & check-out times

No longer closed for biz!

Eligibility: nonprofits that are

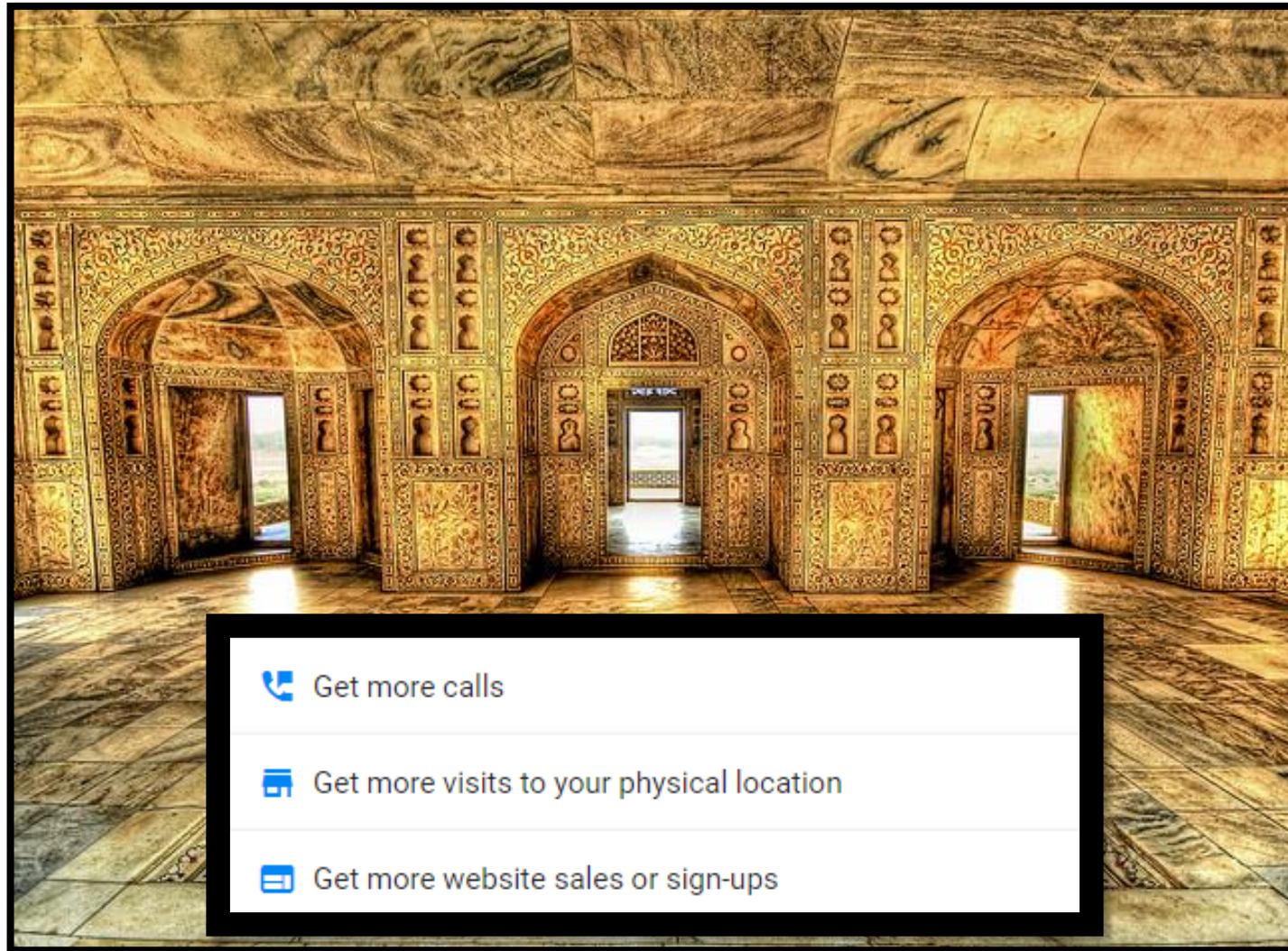
1. not a governmental entity or organization
2. not a hospital or healthcare organization
3. not a school, academic institution, or university ([Google for Education](#))

Process: applying takes 5-10 minutes

Approval: 2-3 weeks

Value of Ad Grants: \$10,000/month

Google Ad Creation Step 1: Main Advertising Goal



Choose Door
1, 2, or 3

Google Ad Step 2: Geographic Reach

The screenshot shows the Google Ads interface for setting up a new campaign. At the top, it says "Google Ads" and "New campaign". Below that, the question "where are your customers?" is displayed. There are two options to "Find new customers in the areas you serve": "Set up a radius around your business" and "Set up specific areas". The "Set up specific areas" option is selected. Under "Where do you want your ad to appear?", there are two selected locations: "Wisconsin" and "Illinois". A map of the United States is shown with Wisconsin and Illinois highlighted in blue. A "Potential audience size" box on the right indicates 35,906,087 people per month. At the bottom, there are "BACK" and "NEXT" buttons.

Google Ads | New campaign

where are your customers?

Find new customers in the areas you serve

Set up a radius around your business | Set up specific areas

Where do you want your ad to appear?

Wisconsin | Illinois

+ Add location (city, state, or country)

United States

Potential audience size

35,906,087 people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

BACK | NEXT

Jason Kauffeld, Experience Guide & Director of Nonprofit Relationships | Green Lake Conference Center | jasonk@glcc.org

Presenting "Google Ad Grants: How to Manage \$120,000 from the Google For Nonprofits Program"

Google Ad Step 3: Defining Your Product or Service

Google Ads | New campaign

Define your product or service

Which language do you want to advertise in?

English

What is your business category?

- Corporate Events
- Wedding Events
- Games for Corporate Events
- Conference Events
- Retreat center

What specific products or services do you want to promote in this ad?

We'll show your ad to people searching for similar terms on Google

- Conference Hotel
- Annual Meetings
- Meeting Planners
- Retreats

Potential audience size

13,198 people per month

This is an estimate of how many people search for businesses like yours in your selected locations. Audience size doesn't affect your cost.

Google offers category suggestions based on your Google My Business profile

Google Ad Step 4: Write Your Ad

Google Ads | New campaign

TOOLS 422-722-722 jason

✓ Your business & audience — 2 Your ad — 3 Budget and review

Let's write your ad

Highlight the products and services you offer, and what makes your business unique

Get tips and view sample ads

Ad #1

Headline 1
Green Lake Conference Center
28 / 30

Headline 2
Retreat center for up to 1,000
30 / 30

Description
Lakeside with Reasonable Prices. Group Focused. Full-Service. Set Apart. Ca
81 / 90

Your ad preview

Green Lake Conference Center | Retreat center for up to 1,000
<http://glcc.org/meetings-events.html>
Lakeside with Reasonable Prices. Group Focused. Full-Service. Set Apart. Call Now
W2511 Wisconsin 23, Green Lake, WI

SEE HOW YOUR AD WILL APPEAR

Google suggests Headlines and Descriptions to help write your ad

Google Ad Step 5: Add Images

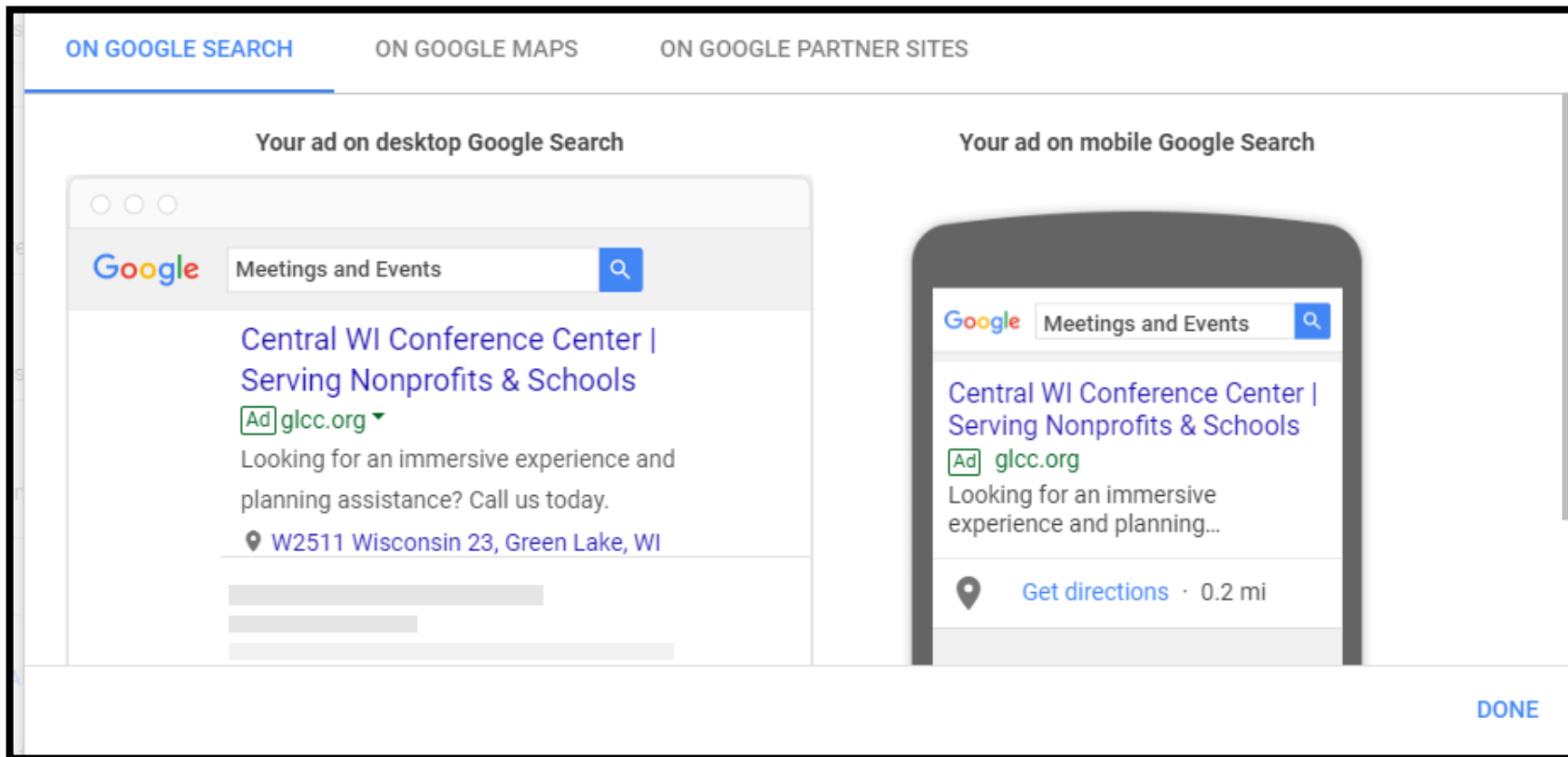
The screenshot shows the Google Ads 'New campaign' interface. At the top, the navigation bar includes the Google Ads logo, 'New campaign', and user information (422-722-722, jason). Below the navigation bar, a progress indicator shows three steps: 'Your business & audience' (completed), 'Your ad' (current step), and 'Budget and review'. The main content area is titled 'Add images to your ad (optional)' and includes the text 'Image ads will show up on certain websites.' There are two main sections for adding assets: 'Images' and 'Logos'. The 'Images' section shows three image thumbnails: a lake, a path, and a conference room. The 'Logos' section shows the Green Lake Conference Center logo and a plus sign for adding more. On the right, a 'Your image ad preview' shows a conference room image with the text 'Green Lake Conference Center' and a description: 'Lakeside with Reasonable Prices. Group Focused. Full-Service. Set Apart. Call Now'. A 'SEE MORE IMAGE AD FORMATS' link is at the bottom of the preview area.

Jason Kauffeld, Experience Guide & Director of Nonprofit Relationships | Green Lake Conference Center | jasonk@glcc.org

Presenting “Google Ad Grants: How to Manage \$120,000 from the Google For Nonprofits Program”

Google Ad Example: How It Looks

Central WI Conference Center | Serving Nonprofits & Schools
Looking for an immersive experience and planning assistance? Call us today.



Google Ad Step 6: Contact Info

The screenshot shows the Google Ads interface for a new campaign. At the top, there's a navigation bar with 'Google Ads' and 'New campaign'. Below that, a progress indicator shows three steps: 'Your business & audience' (completed), 'Your ad' (current step), and 'Budget and review'. The main content area is titled 'Get phone calls' and includes a sub-header 'Make it easy for people to call you right from your ad. Learn more'. A question asks 'What's your business phone number?' with a dropdown menu set to 'United States' and the number '920-294-7250'. A checkbox labeled 'Turn on verified calls' is checked, with a list of benefits below it.

Get phone calls

Make it easy for people to call you right from your ad. [Learn more](#)

What's your business phone number?

United States ▼ 920-294-7250

Turn on verified calls

- Get more accurate call tracking with a forwarding number
- Gain insights into the time, duration, and location of calls
- You'll hear this message when you get a call from your ad.

Which Advertising Goal did you choose in Step 1?

- Get more calls
- Get more visits to your physical location
- Get more website sales or sign-ups

Google Ad Step 7: Set your budget, and publish!

Average
Vs.
Maxed
Out

Set your budget

\$ 11.84 per day average

\$360.00 monthly maximum



Typical competitor budget range

Estimated performance

7,527 - 12,571 impressions per month

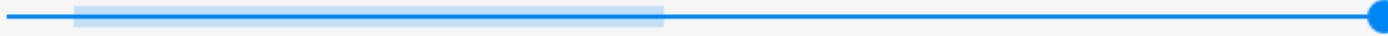
197 - 329 clicks per month

This estimate is based on businesses with similar ad settings and budget.

Set your budget

\$ 40.13 per day average

\$1,220.00 monthly maximum



Typical competitor budget range

Estimated performance

25,485 - 42,527 impressions per month

667 - 1,113 clicks per month

This estimate is based on businesses with similar ad settings and budget.

Google Ad Format

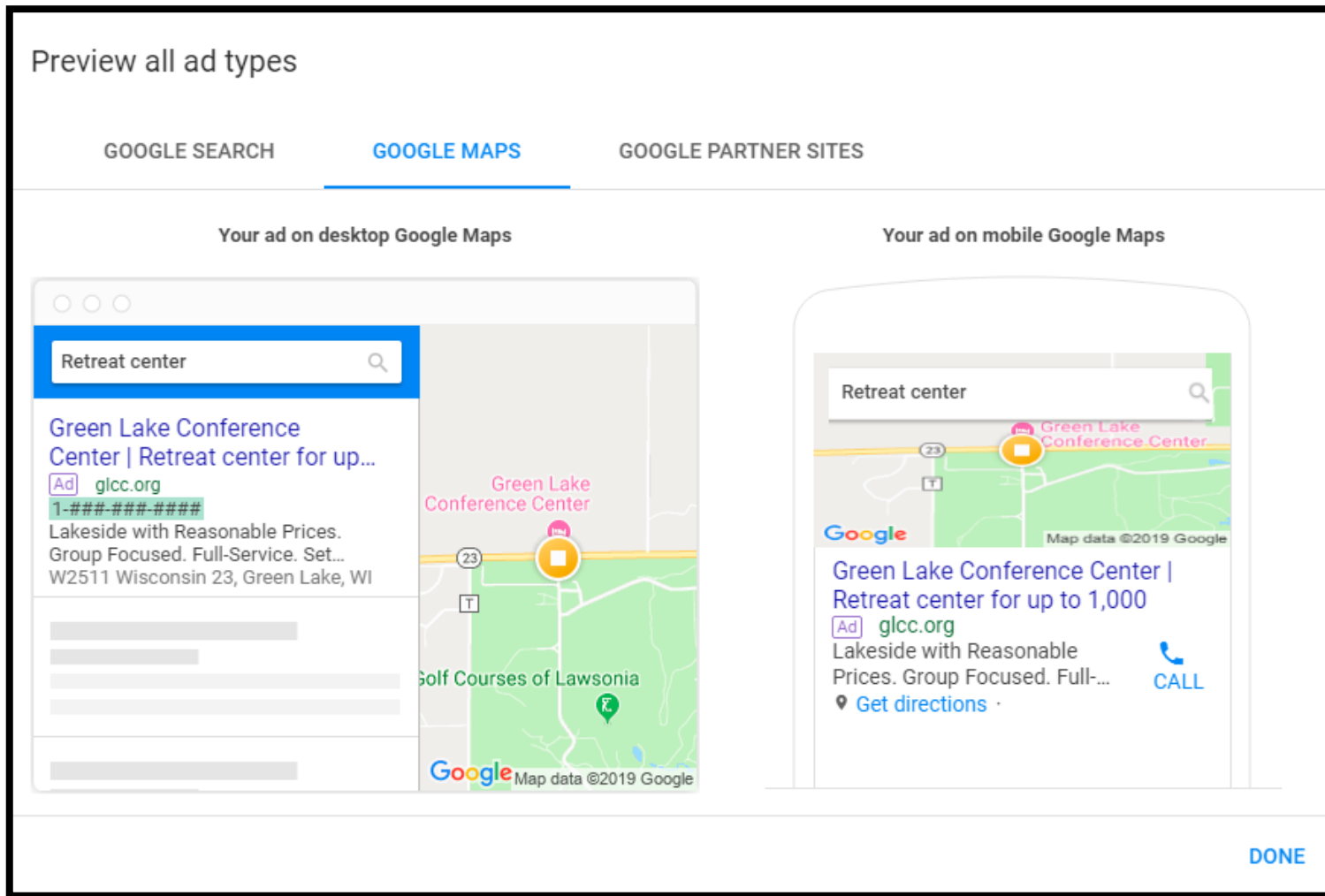
I call it “Google Haiku”

- 30 characters for headline 1
- 30 characters for headline 2
- 30 characters for headline 3
- 90 characters for description 1
- 90 characters for description 2 and call to action (CTA)



Sleeping baby to waken your poetic soul
Model: Chancellor at four weeks

Google Ad Example #2: How it looks in Maps



Jason Kauffeld, Experience Guide & Director of Nonprofit Relationships | Green Lake Conference Center | jasonk@glcc.org

Presenting "Google Ad Grants: How to Manage \$120,000 from the Google For Nonprofits Program"

Create an Ad / Google Haiku

Time for some fun!

Take 20 minutes to write ads / poetry: template provided (handout)

- 30 characters for headline 1
- 30 characters for headline 2
- 30 characters for headline 3
- 90 characters for description 1
- 90 characters for description 2



Designing Your Google Ad: A Template

By Jason Kauffeld, jasonk@glcc.org

Presented October 31, 2019 at Madison Nonprofit Day

1. Choose among the three goals: (1) Get more calls, (2) Get more visits to your physical location, (3) Get more website sales or sign-ups
2. Choose the geographic reach of your ad (a radius of up to 40 miles, or choose cities/regions/states)
3. Choose the language you are advertising in, your business category, and up to ten specific products or services (Google will provide suggestions)
4. Write your ad: 30 | 30 | 30 | 90 | 90 (Google will provide suggestions). Hint: always include a CTA (call to action): Call now! Volunteer now! Give now!
 - Hint: I recommend Headline 1 be your campaign name. Example: Donor Ask 1, Donor Ask 2, Call for Volunteers 1, etc. After publishing the ad, you can then go back and change the headline wording to best suit your ad. This helps with organizing your campaigns.
5. Set your budget (I typically choose "Enter Your Own Budget" and move the slider all the way to the right)
6. Review your campaign setting and set your campaign (Ad) name if prompted to do so
 - Hint: this should not occur if you followed #4 above, otherwise choose a descriptive name, as you cannot change it later
7. Done, and the bottom of the campaign (Ad) page will now let you choose "Edit" under the [Images] category to add up to three images and a logo
8. Now you can choose to edit [Headline 1] and replace your campaign name with your desired wording/headline

Google Haiku guidelines below:

Headline 1 (30 characters) (This will be your default ad name, so start with your preferred campaign/ad name here, and then edit it later for Headline 1)

----- [Campaign name: _____]

Headline 2 (30 characters)

Headline 3 (30 characters)

Description 1 (90 characters)

Description 2 (90 characters)

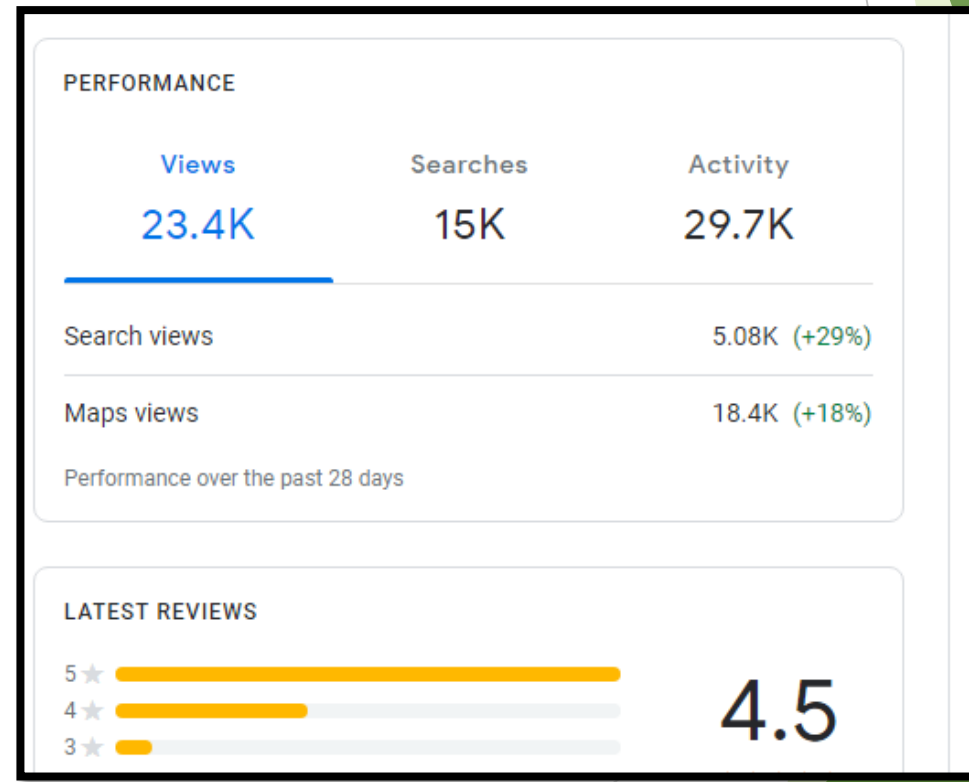
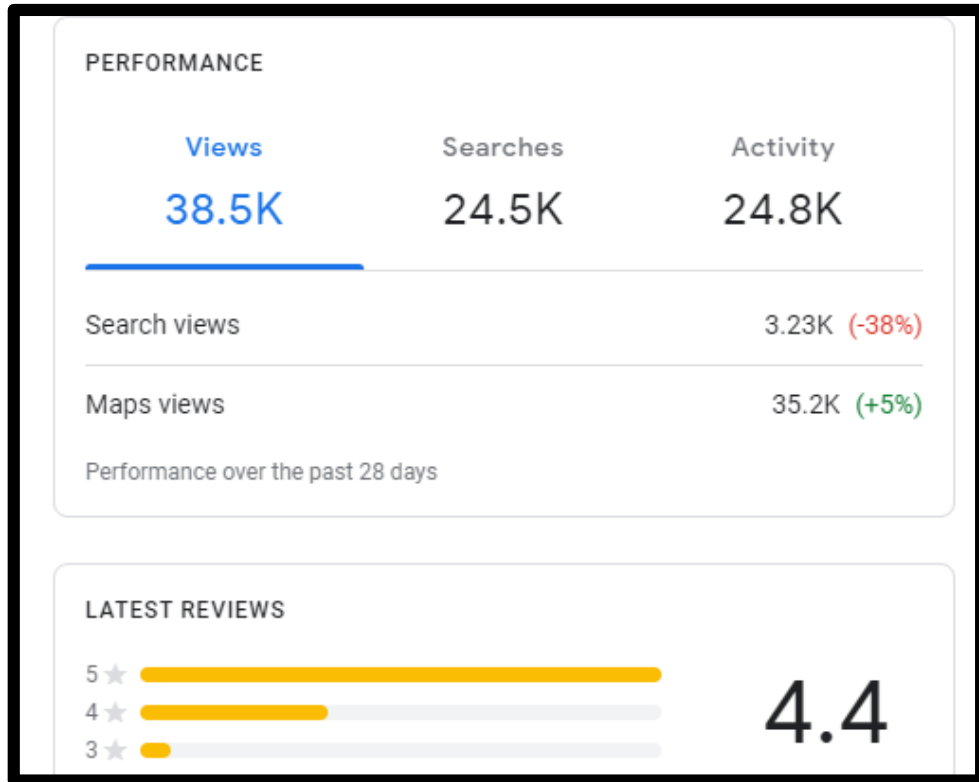
Optional – Add up to three images and a logo

This is the template I handed out for the activity mentioned in the previous slide. Email me if you would like a copy.

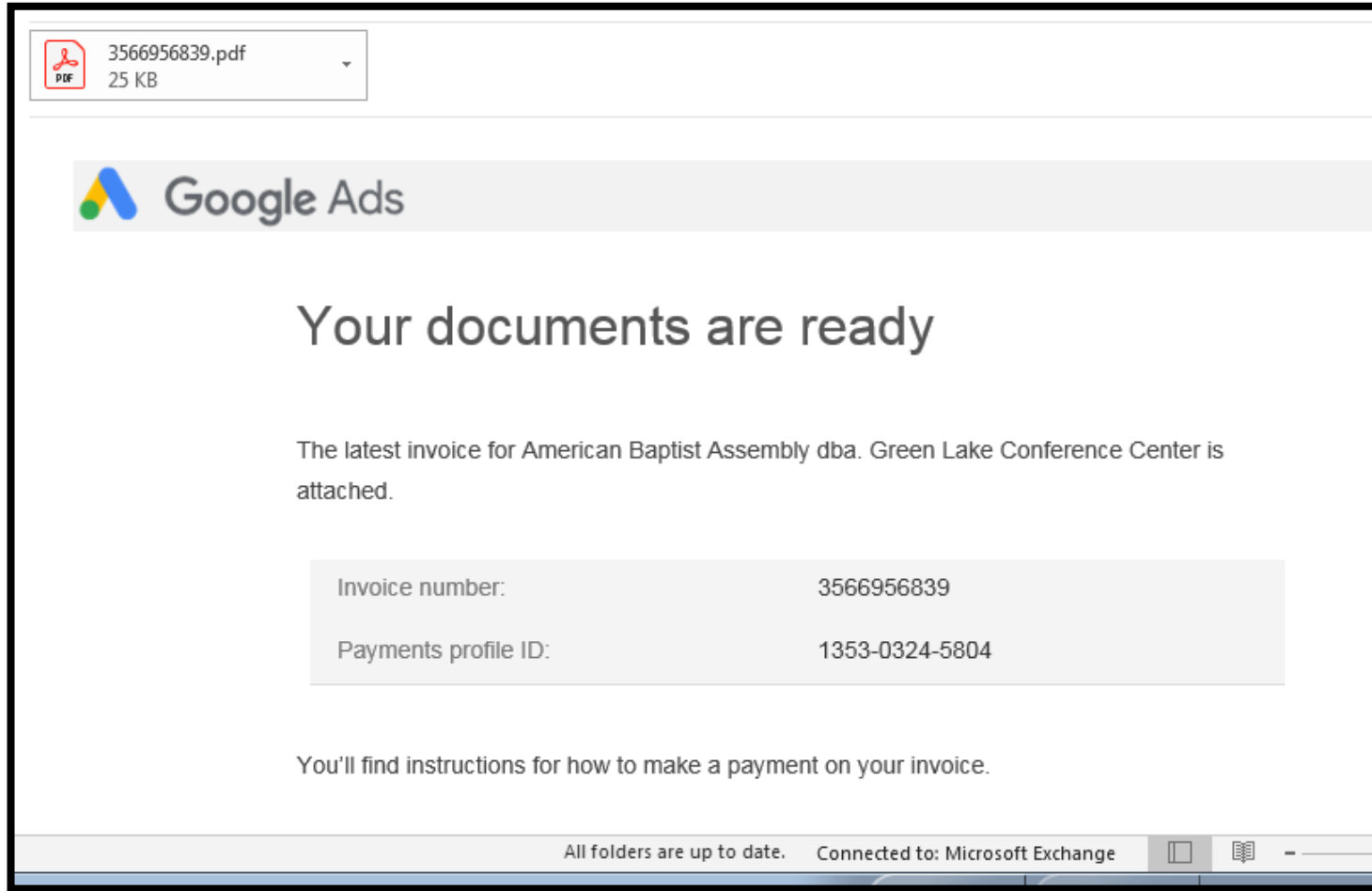
Google My Business & Ads: Landing Page and Year-on-Year Results

2019: Results for the 28 days immediately prior to Madison Nonprofit Day

2018: Results for the 28 days immediately prior to Madison Nonprofit Day



Google Ads: Your First Bill



Billing

Need to provide a credit card even with a Google Ads grant

Google sends an invoice monthly

I was nervous to open my first invoice - would I owe \$10,000?

Google Ads: The Invoice

Invoice
Invoice number: 3566956839

Bill to
Jason Kauffeld
American Baptist Assembly dba. Green Lake Conference Center
W2511 State Road 23
Green Lake, WI 54941
United States

Details

Invoice number	3566956839
Invoice date	Mar 31, 2019
Payment terms	Net 30
Billing ID	1353-0324-5804
Account ID	422-722-7228

Google Ads

Total in USD	\$0.00
--------------	---------------

Summary for Mar 1, 2019 - Mar 30, 2019

Subtotal in USD	\$0.00
Tax (0%)	\$0.00
Total in USD	\$0.00

Remittance instructions:
No payment is required.

Once, while our Google Ads grant was suspended, I was billed for the clicks that took place before I got our Ad Grant back. The moment we were back in the Ad Grant program, the charges were removed.

Google Ads: Should I Choose Expert or Express?



GLCC
uses
Express

Google Ads Expert

Jason & Marshall at *Spiderman* premiere

Google Ads Expert, the positives:

- Access to more analytics and data
- More tools and control

Google Ads Expert, the challenges:

- Easy to get booted: need 4%+ click through
 - Choose a narrower geographic reach
 - Run fewer ads
 - Research keywords
 - Write compelling Google Haiku
- How much data is too much data?
- Time requirements (5+ hours/week up through full time)
- Rules change frequently and opaquely, without any prior warning



Google Ads Express

Google Ads Express, the positives:

- No click-through requirements to meet
- Time requirements (15 minutes a week)
- You can go global / wider

Google Ads Express, the challenges:

- Not as much control
- Fewer tools
- Less analytics
- Rules change frequently and opaquely



Not worried about their Google Ads click-through rates, this guest relaxes at GLCC

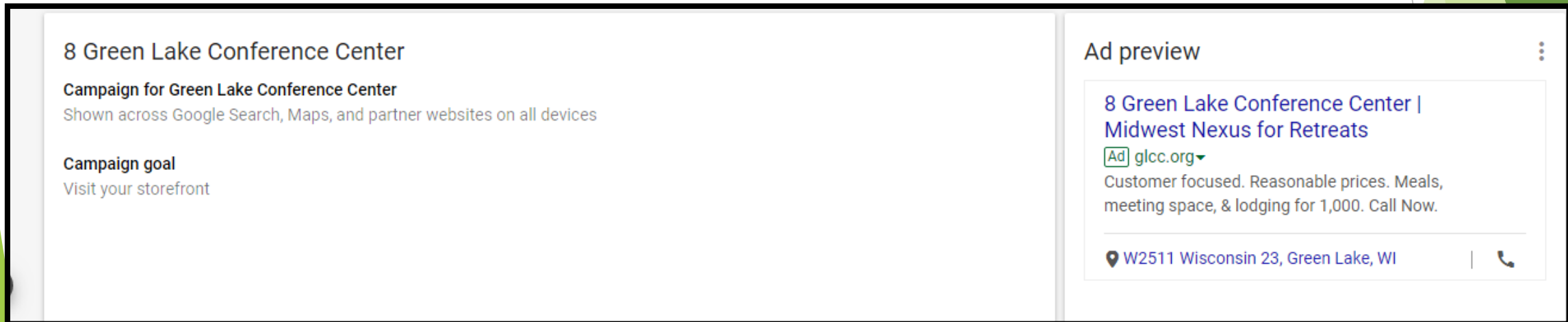
Organizing your Google Ads

- With Ads Express, 40 ads can run at the same time (last time I checked...)
- I recommend developing categories and assigning a number range: donors, members, clients, partners, volunteers, voters, etc.
- I recommend including a number in each ad title

	Category	Title	Goal	Headline 1	Headline 2	Description
TARGET MARKETS	1-5 Nonprofits					
	1	1 Green Lake Conference Center	call	Green Lake Conference Center	Retreat Center for up to 1,000	Lakeside with Reasonable P
	2					
	6-10 Education					
	6	6 Central Wisconsin	call	Central WI Conference Center	Serving Nonprofits & Schools	Looking for an immersive ex
	11-15 Associations					
	16-20 Government					
	16	16 Per Diem Rate Meetings	web	Per Diem Rate Meetings Honored	Meet Great in Green Lake	Green Lake Conference Cen
	21-25 Churches					
	26-30 Donors					
31-35 Volunteers						
36-40 Special						

Google Campaign/Ad Names: What Works for Jason

1. Start the Headline with a number relevant to your ad's category and/or write your campaign category in Headline 1 from the start (example: Donor Ask 1, Donor Ask 2)
2. After creating the ad, click 'EDIT' and remove the number
3. The campaign/ad name never changes, even if you revamp Headline 1



The screenshot displays the Google Ads interface for a campaign. On the left, the campaign name is "8 Green Lake Conference Center" with a sub-name "Campaign for Green Lake Conference Center". It notes the ad is shown across Google Search, Maps, and partner websites. The campaign goal is "Visit your storefront". On the right, the "Ad preview" section shows the ad headline "8 Green Lake Conference Center | Midwest Nexus for Retreats", the URL "glcc.org", and the description "Customer focused. Reasonable prices. Meals, meeting space, & lodging for 1,000. Call Now." The location is listed as "W2511 Wisconsin 23, Green Lake, WI".

8 Green Lake Conference Center

Campaign for Green Lake Conference Center

Shown across Google Search, Maps, and partner websites on all devices

Campaign goal

Visit your storefront

Ad preview

8 Green Lake Conference Center | Midwest Nexus for Retreats

Ad glcc.org

Customer focused. Reasonable prices. Meals, meeting space, & lodging for 1,000. Call Now.

W2511 Wisconsin 23, Green Lake, WI

Google Ads: Inception to Implementation

Gather a team and ideate:

1. Google Ads Expert versus Google Ads Express (be realistic about time as a resource)
2. Audience and goals: new donors, new members/clients, volunteers, etc (categories)
3. Your reach: local, statewide, regional, national, global (for each category)
4. What are you providing/doing that the target audience cares about? (keywords)
5. How to differentiate (compelling landing page that tells your stories)
6. How to capture increased traffic: CTA on landing page with newsletter opt in, offers, other
7. Who best to manage the platform (aptitude, time, and awareness of the big picture)

Turn your platform manager loose to write ads (compelling haiku)

Tips for avoiding a suspended account or ad



- Check your ad account regularly!
- Use the domain listed in your Google My Business account!
- Use a phone number appearing on your website!
- Beware of using Trade Marked terms (but...)!
- Respond quickly to notices an ad is suspended (but...)!
- Google does not like exclamation points!!! Or “#1” in your ads. Example:

“Best Nonprofit in Wisconsin! | #1 in the Midwest!” will probably be disallowed

Google Ads Time Management

Jason's schedule:

- 15 minutes every week
(Social Media Mondays)
- Two hours for a deeper dive
quarterly
- Half-day annual review
- Now I have enough time to
pursue other interests



Organizing your Google Ads

Small group work

1. Establish your categories: members, donors, etc.
2. Create an ad for each category, as time permits
 - “30 | 30 | 30 | 90 | 90” is the ad template



Some of
GLCC's
non-
paying
guests

Beyond Google Ads:
Another recommended resource for
Wisconsin Nonprofits



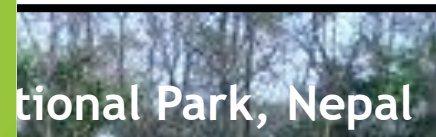
About: Our intent is to provide an accessible listing
of resources for nonprofits provided by nonprofits,
educational, and state entities.

<https://wisnrg.com/>

Jason Kauffeld, Experience Guide & Director of Nonprofit Relationships | Green Lake Conference Center | jasonk@glcc.org
Presenting "Google Ad Grants: How to Manage \$120,000 from the Google For Nonprofits Program"



time!



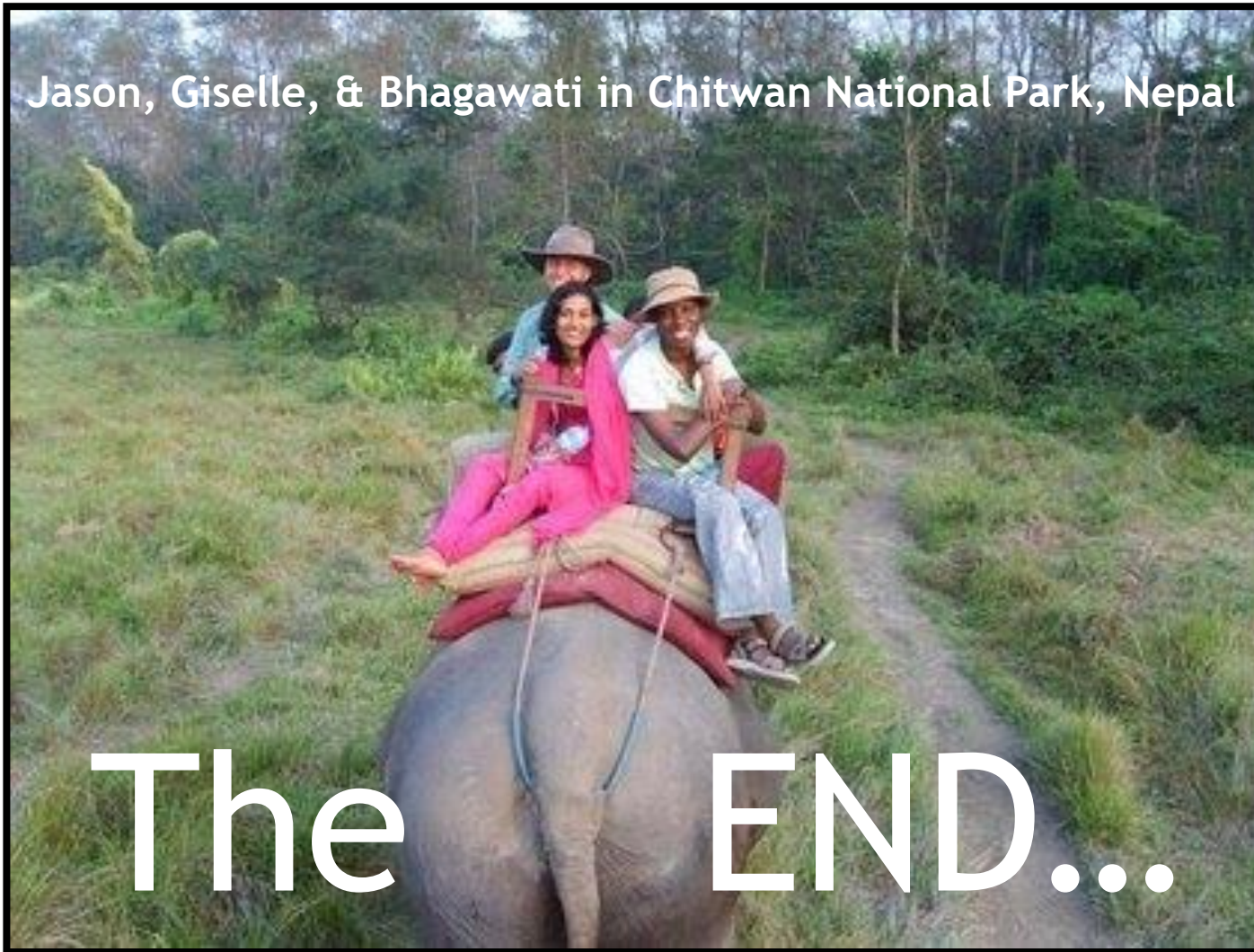
Please
feel free
to contact
me if you
would like
any
assistance



Jason Kauffeld, Experience Guide & Director of Nonprofit Relationships | Green Lake Conference Center | jasonk@glcc.org
Presenting "Google Ad Grants: How to manage \$120,000 from the Google For Nonprofits Program"

Thank you for your time!

Jason, Giselle, & Bhagawati in Chitwan National Park, Nepal



Please
feel free
to contact
me if you
would like
any
assistance

Jason Kauffeld, Experience Guide & Director of Nonprofit Relationships | Green Lake Conference Center | jasonk@glcc.org

Presenting "Google Ad Grants: How to manage \$120,000 from the Google For Nonprofits Program"

Beyond Google Ad Grants: Other resources for Nonprofits

<https://wisnrg.com/>



Provides an accessible listing of resources for nonprofits provided by nonprofits and educational & state entities.

