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

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

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Green Lake Conference Center main campus view from Judson Tower

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Cover image for GLCC Google was using in 2015

First day at work: GLCC "closed for business" on Google

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GLCC Challenges

Chancellor metaphoring as "lost like a needle in a haystack"

- Name recognition

- Marketing budget

- Staff time

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Research Resources:

- Grants

- Donors

- Volunteers

Giselle and Chancellor studying up in Chapel Car *Grace* at GLCC
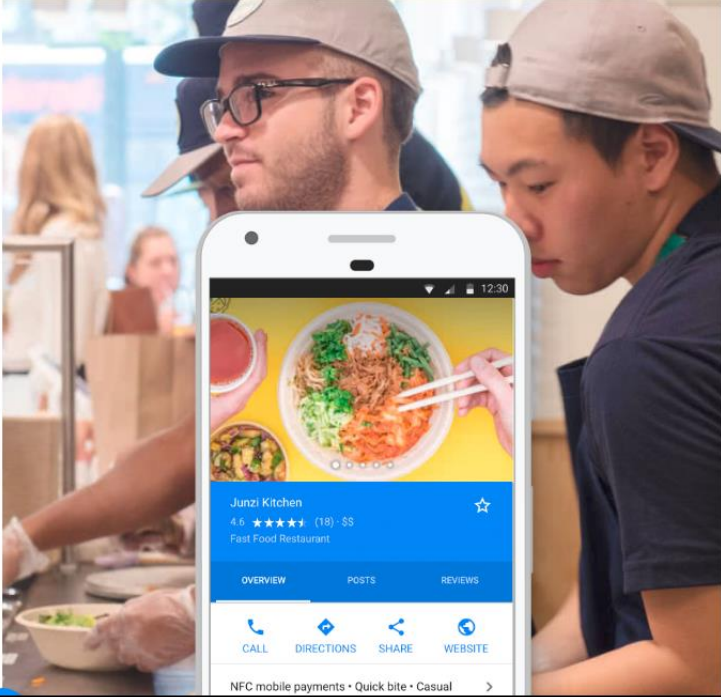
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Google My Business Program

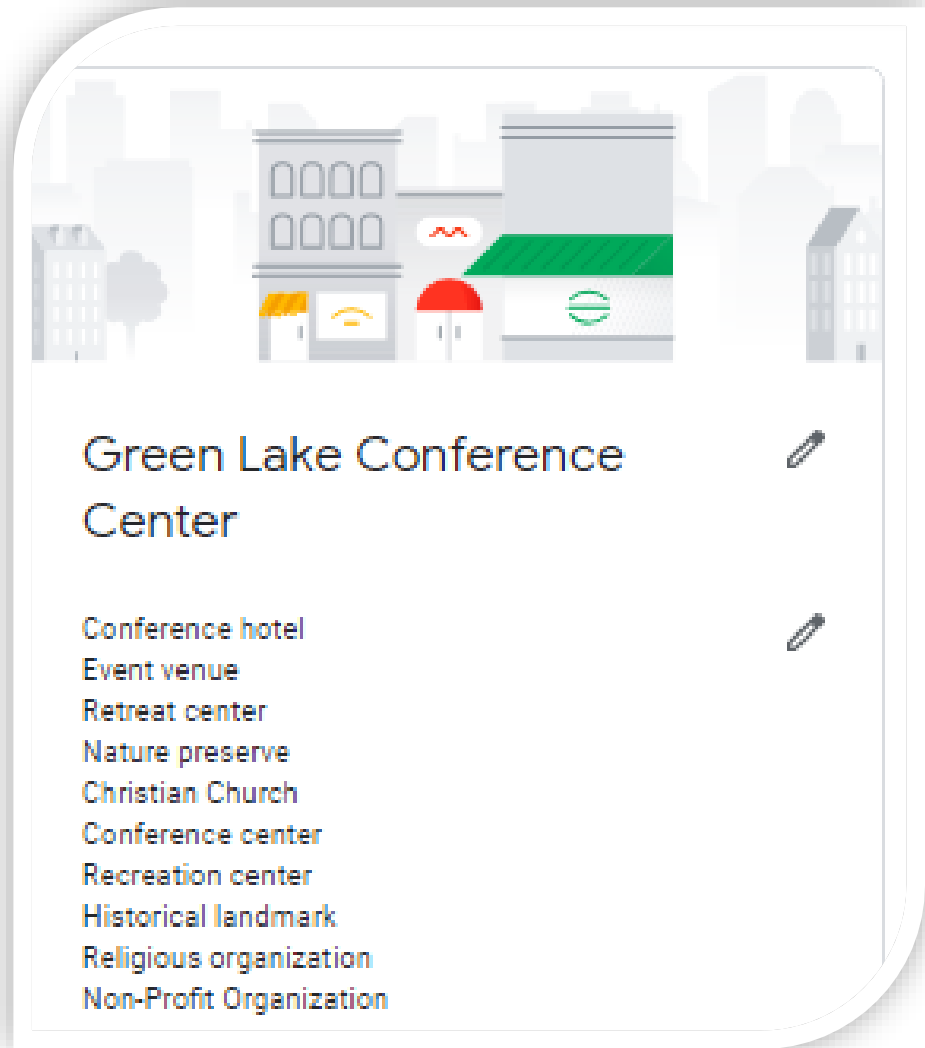https://www.google.com/business

Eligibility:
1. Businesses
2. Organizations
3. Nonprofits

Cost: free

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

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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

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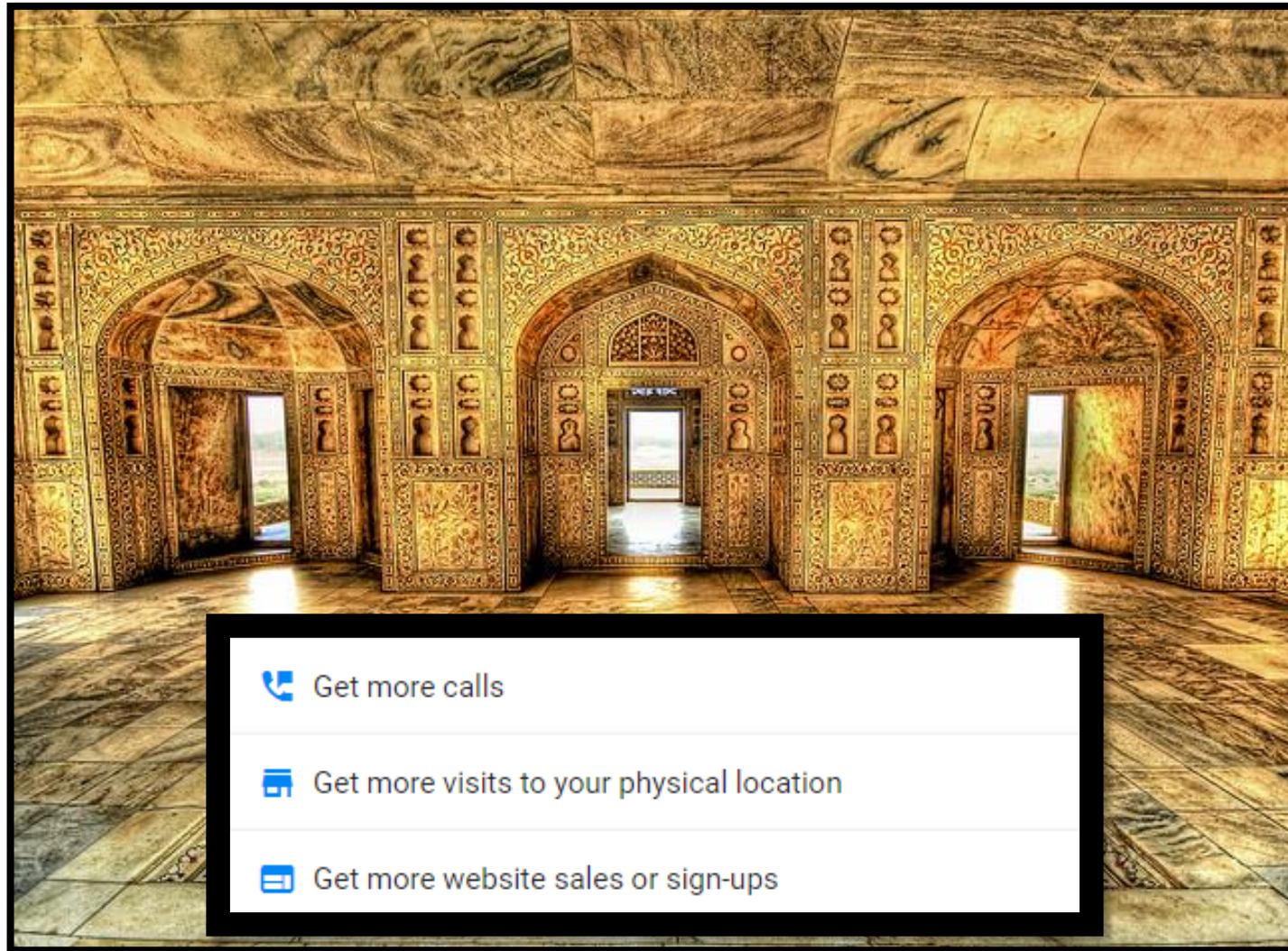
Google Ad Step 2: Geographic Reach

Google Ad Step 3: Defining Your Product or Service

Google offers category suggestions based on your Google My Business profile

Google Ad Step 4: Write Your Ad

Google suggests Headlines and Descriptions to help write your ad

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Google Ad Step 5: Add Images

Google Ad Example: How It Looks

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

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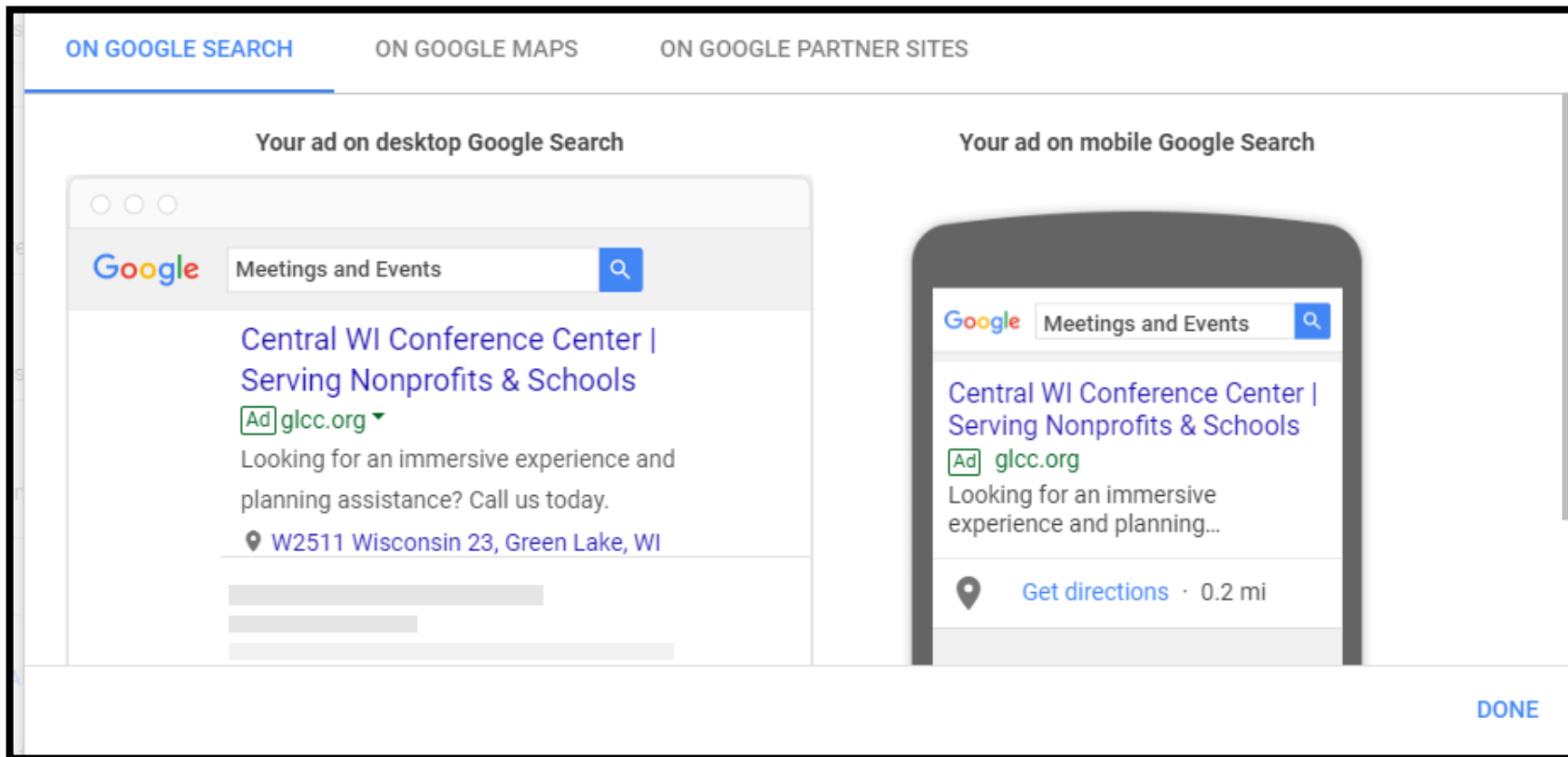
Google Ad Step 6: Contact Info

Which Advertising Goal did you choose in Step 1?

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

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.

Average Vs. Maxed Out

Set your budget

$ 40.13   per day average

$1,220.00 monthly maximum
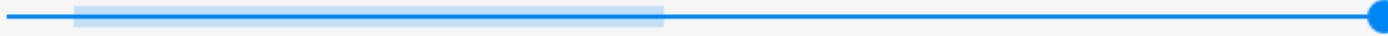
Typical competitor budget range

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
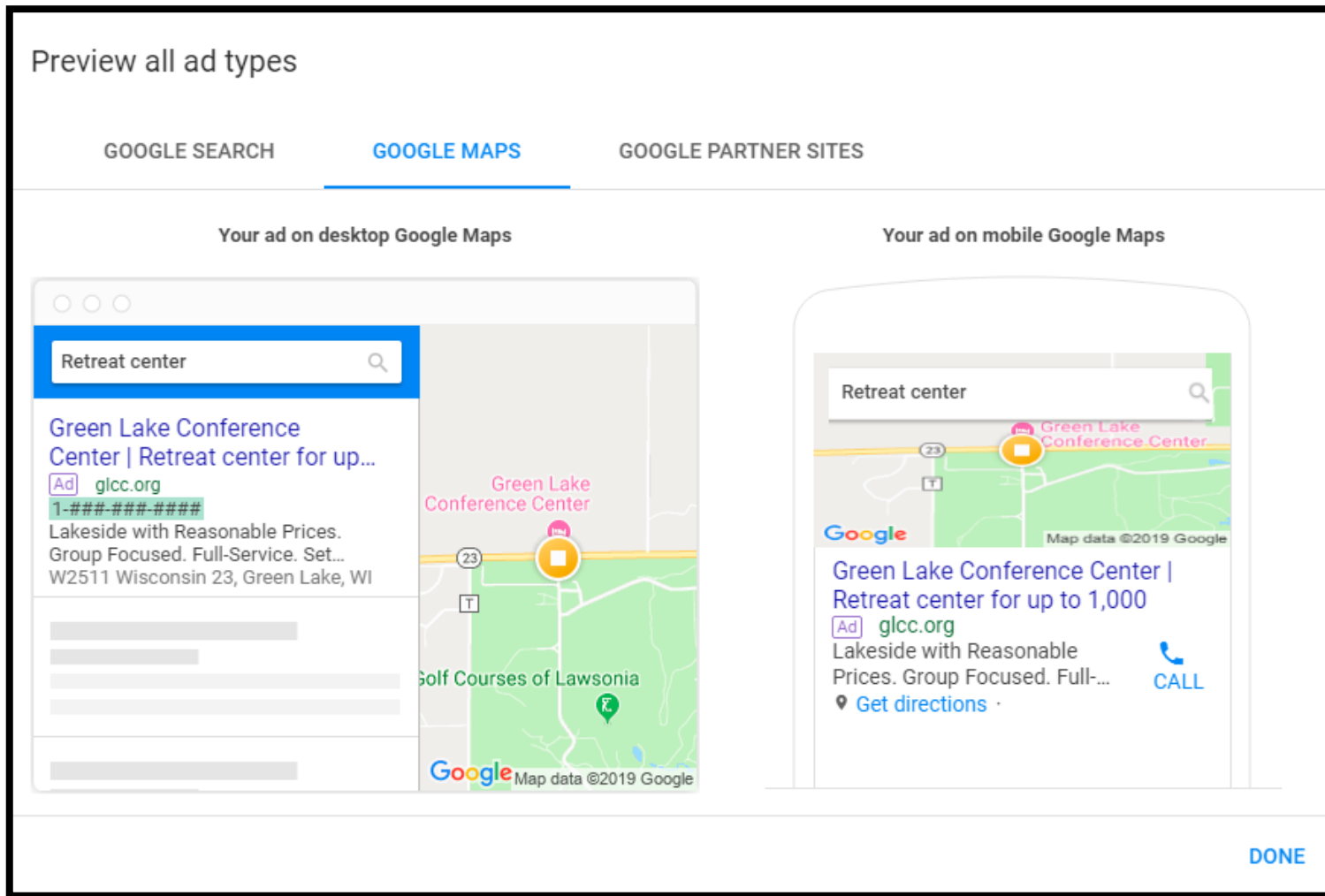
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Create an Ad / Google Haiku

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

Two-years old Ashna and her Mexican Hat dance

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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 a 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
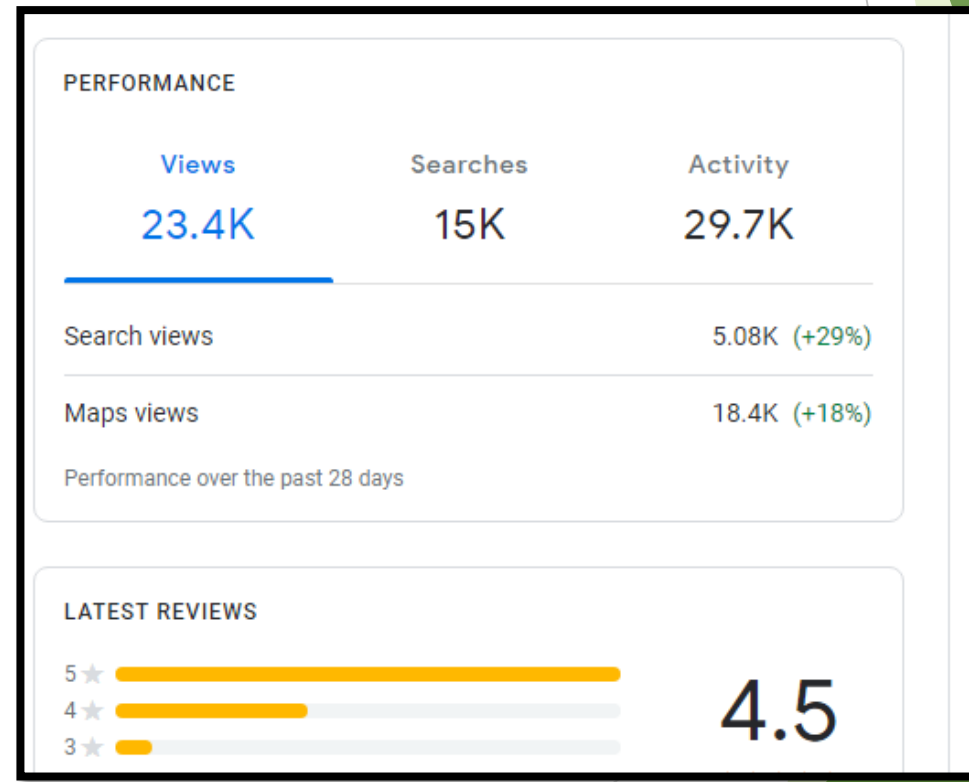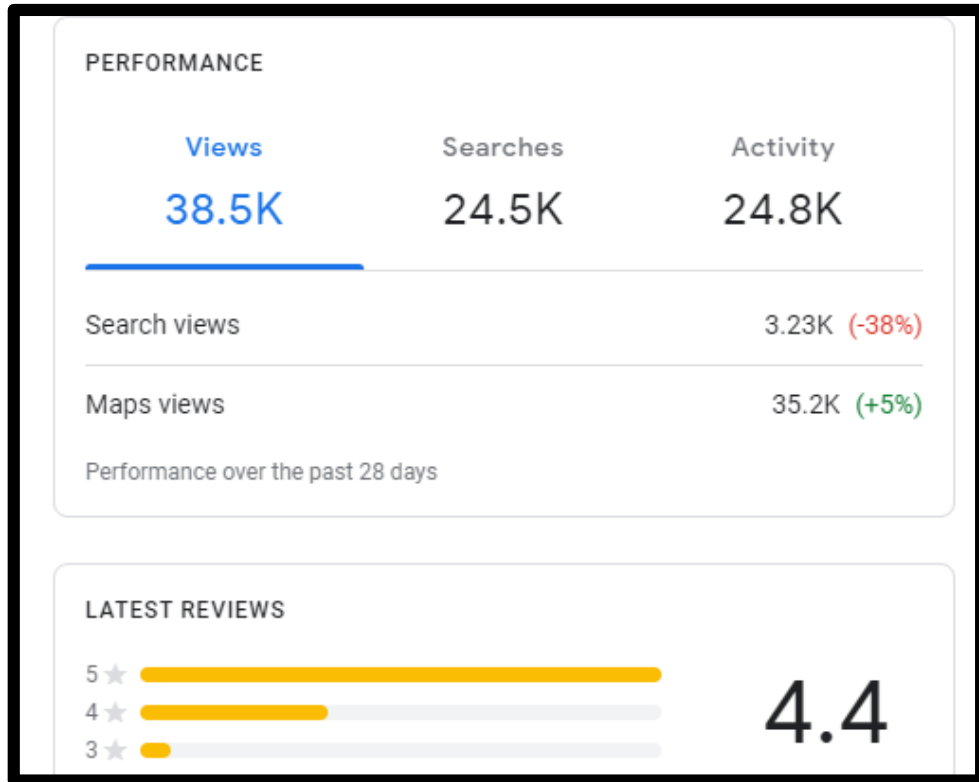
Google Ads: Your First Bill
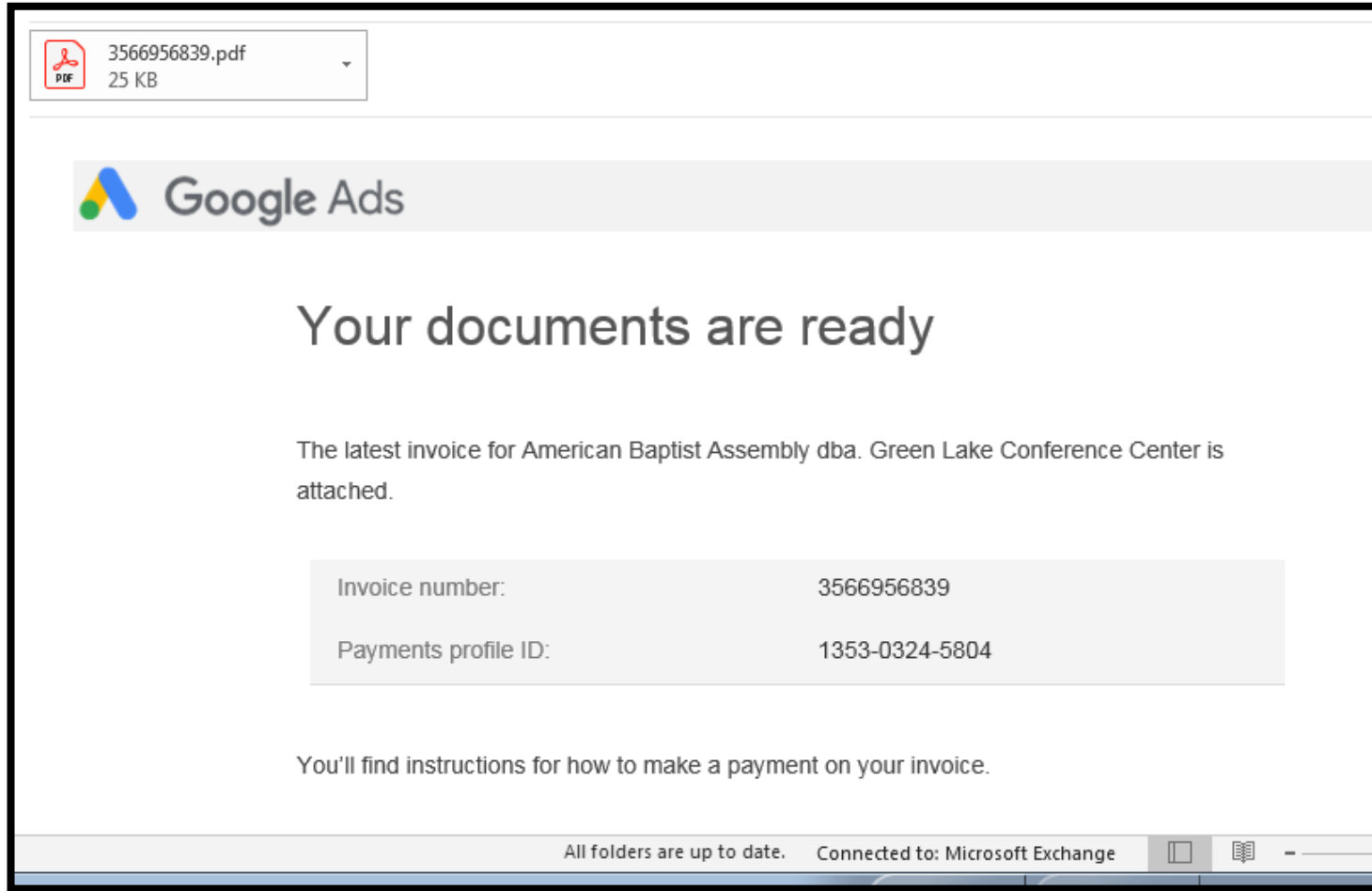
Billing

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

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

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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
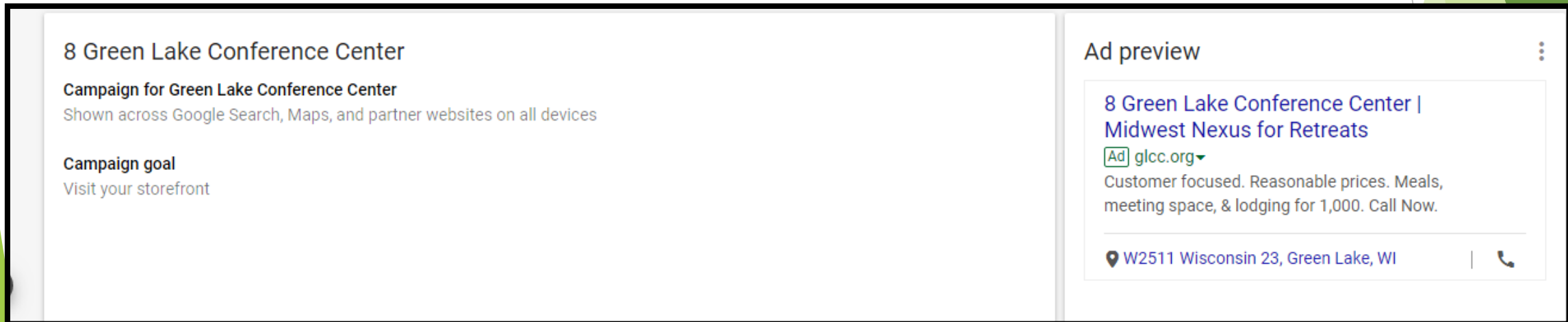
Organizing your Google Ads

- 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					

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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

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)

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Tips for avoiding a suspended account or ad

Young Ashna before her access rights to Mommy's bathroom were suspended

- 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

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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

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Beyond Google Ads:
Another recommended resource for Wisconsin Nonprofits
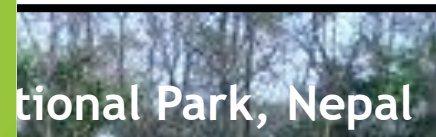
About: Our intent is to provide an accessible listing of resources for nonprofits provided by nonprofits, educational, and state entities.

https://wisnrg.com/

time!

...ional Park, Nepal

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

The END...

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Thank you for your time!

Jason, Giselle, & Bhagawati in Chitwan National Park, Nepal
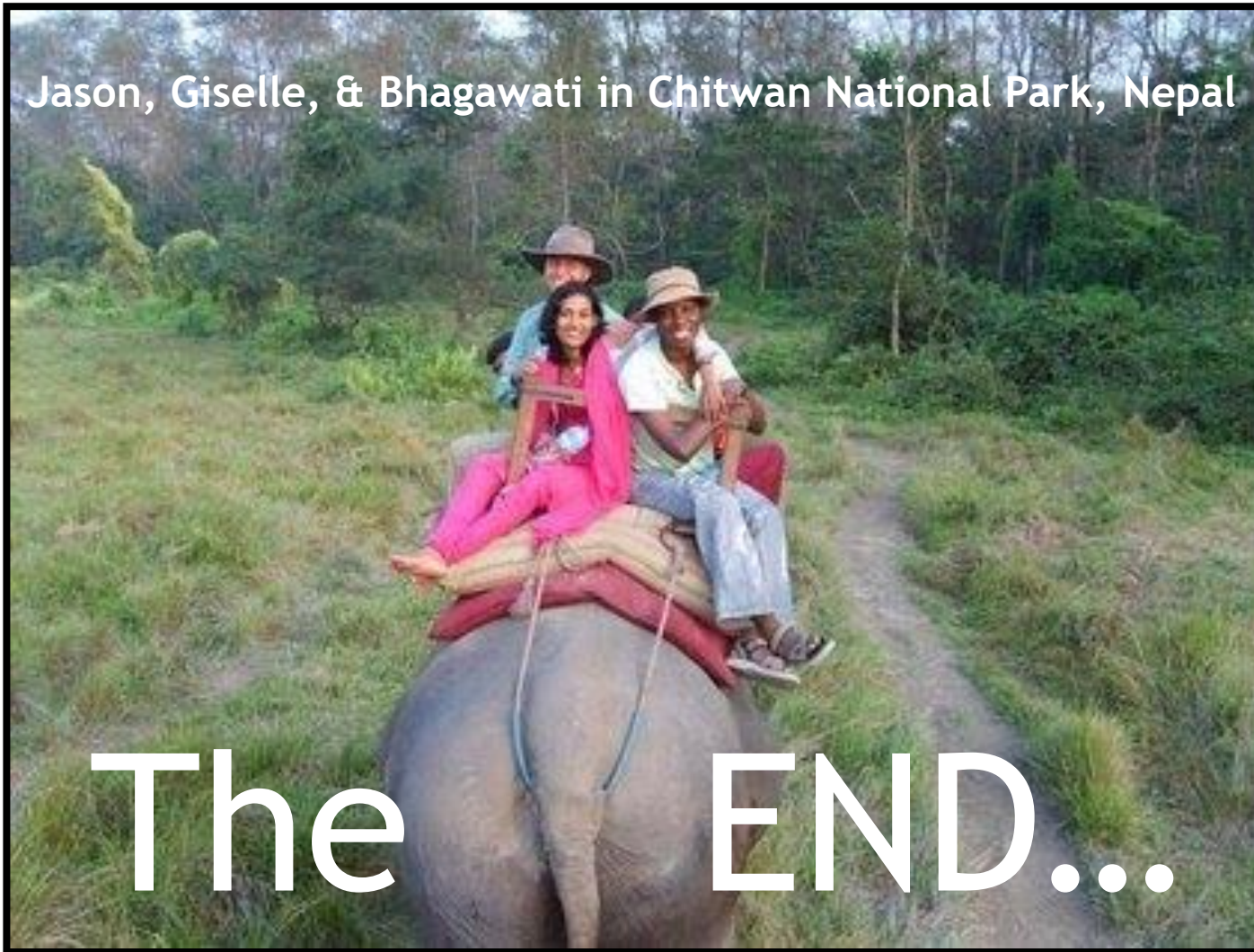
The   END...

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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.

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