



Getting Started with Google Grants

Important things to know

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Is your nonprofit eligible for Google Ad Grants?

1. To be eligible for the Google Ad Grants program in the U.S., organizations must have current [501\(c\)\(3\)](#) status, as assigned by the Internal Revenue Service and have a functioning website with substantial content
2. Please note that the following organizations are not eligible for Google Ad Grants:
 - o Governmental entities and organizations
 - o Hospitals and medical groups
 - o Schools, childcare centers, academic institutions and universities (philanthropic arms of educational organizations are eligible). To learn more about Google's programs for educational institutions, visit [Google in Education](#).

To maintain eligibility in the Google Ad Grants program:

- Your ads must ONLY link to the ONE nonprofit website URL that was approved in the application.
- You are required to actively manage the AdWords account by logging in monthly. Should you not log in to your account for 30 days, your account will be subject to pausing without notification.
- Your ads must reflect the mission of the approved nonprofit organization and your keywords must be relevant to the nonprofit's programs and services.
- Strictly commercial advertising is not allowed through this program. If you intend to promote products or services, 100% of the sales and/or proceeds must support your program.
- Your Google ads cannot link to pages that are primarily links to other websites.
- Ads offering financial products (such as mortgages or credit cards) or those requesting car, boat or property donations and related keywords are not allowed.
- Your website cannot display Google AdSense ads or affiliate advertising links while participating in Google Ad Grants.

Ad Grantees found in violation of any of these guidelines are subject to removal from the program.

Google Ad Grants Program Details

Google Ad Grantees receive free AdWords advertising on Google.com. Ad Grantees build and manage their own AdWords accounts similar to paying advertisers, but participate with the following restrictions:

- A daily budget set to \$329 USD, which is equivalent to about \$10,000 per month
- A maximum cost-per-click (CPC) limit of \$2.00 USD
- Only run keyword-targeted campaigns
- Only appear on Google.com (not Search Network partners)
- Only run text ads

Other Google Grants for Nonprofits Perks

In addition to Google Ad Grants, Google for Nonprofits includes:

- YouTube for Nonprofits
- Google Apps for Nonprofits
- Enhanced Google Earth capabilities

Apply Here: <http://www.google.com/nonprofits/>