Google Ad Grants

The number of companies using Google Ad Grants can vary, but Google Ad Grants is specifically available to nonprofit organizations, not companies. As of recent estimates, over 35,000 nonprofit organizations worldwide benefit from the Google Ad Grants program. This program provides eligible nonprofits with up to $10,000 per month in free Google Ads to help promote their missions and initiatives.

35,000+

Nonprofits worldwide benefit from Google Ad Grants.

Up to
$10,000

Per month in free Google Ads to support their mission.

The process

The process of getting Google Ad Grants for your nonprofit involves several steps, including verifying your nonprofit status, meeting eligibility requirements, and setting up your Google Ads account. Here's a step-by-step guide:

1. Meet Eligibility Requirements

Before applying for Google Ad Grants, make sure your nonprofit meets the following eligibility criteria:

- **Registered nonprofit status:** Your organization must be recognized as a registered charitable organization in your country. In the U.S., this means having 501(c)(3) status.

- **Nonprofit verification:** Your nonprofit needs to be registered with **TechSoup**, a partner that validates nonprofits for Google.

- **Website compliance:** Your nonprofit must have a functioning website with substantial content that reflects your organization's mission and goals.

- **Ad Grants policies:** You must agree to Google Ad Grants' terms, including compliance with their policies, such as maintaining a 5% click-through rate (CTR) and adhering to proper keyword usage.

2. Apply for Google for Nonprofits

Sign up for the **Google for Nonprofits** program, which includes access to Google Ad Grants and other Google tools (such as free G Suite, YouTube Nonprofit Program, and Google Maps for Nonprofits).

- Go to the **Google for Nonprofits website** and click "Get Started."

- You'll be required to create a Google account (if you don't already have one) and provide information about your nonprofit.

- **Verify your organization** via TechSoup. You will need your organization's TechSoup validation token, which you can obtain by registering your nonprofit on the TechSoup platform.

3. Activate Google Ad Grants

Once your Google for Nonprofits account is approved, you can proceed to apply for Google Ad Grants. Follow these steps:

- Log in to your **Google for Nonprofits account.**

- Navigate to the **Google Ad Grants** section and click "Activate."

- Review the eligibility guidelines and ensure your website meets the required standards (secure, professional, with clear content).

4. Create a Google Ads Account

You will need to set up a **Google Ads account** specifically for Google Ad Grants. Important things to note:

- Do **not enter any billing information** during this process, as Google Ad Grants are free.

- Select "Tools & Settings" > "Billing Settings" > "Ad Grants" to confirm it's a grants account.

Next steps for setting up the account include:

- Creating **ad campaigns** with a focus on your nonprofit's goals (e.g., driving donations, recruiting volunteers, raising awareness

- **Geotargeting** your ads to relevant locations.

- Using **relevant keywords** that align with your nonprofit's mission and goals.

5. Submit Your Account for Review

After setting up your Google Ads account and campaigns, you'll need to submit your account for review to ensure compliance with Google Ad Grants policies.

- Your campaigns will be checked to ensure they meet the basic requirements, including having at least 2 ad groups, 2 ads in each group, and the correct keyword targeting.

- If your account is approved, you'll be granted access to up to **$10,000 per month** in free Google Ads.

6. Maintain Compliance

Once you're approved and have started using the Google Ad Grants, you need to ensure ongoing compliance:

- Maintain a **5% CTR** across your account.

- Log in and make updates **every 90 days** to show active account management.

- Ensure **conversion tracking** is set up and functioning.

- Avoid using **single-word or low-quality keywords.**

Challenges

A significant number of nonprofits struggle to fully spend the entire $10,000 per month provided by the Google Ad Grants program. Studies and estimates suggest that only about **10-15%** of nonprofits are able to fully utilize the grant each month.

Several factors contribute to this, including:

- Lack of knowledge or expertise in managing Google Ads effectively

- Difficulty meeting Google Ad Grants' compliance requirements (e.g., maintaining a 5% click-through rate or using the correct ad formats)

- Inability to target enough relevant keywords to generate sufficient ad traffic

Most nonprofits tend to spend far less than the full amount, often due to these challenges.

The Solution

Optimize campaigns

Maintain a 5% CTR to avoid suspension.

Meet the requirements

Follow Google's strict grant requirements to keep your funding.

Monitor Performance

Track and adjust underperforming campaigns.

Getting Google Ad Grants is the easy part, but keeping them can be a real challenge. The key to maintaining your $10,000/month grant lies in understanding how to effectively manage your campaigns while meeting Google's strict compliance requirements. If your campaigns underperform or you fail to meet criteria like the 5% click-through rate (CTR), you risk suspension.

That's why partnering with goharness.com is the smarter choice.

Partner with Experts

We not only run your Google Grant campaigns but also ensure you remain fully compliant, so you can focus on what matters— growing your nonprofit—without risking the loss of your grant.

Schedule a Free Strategy Session

To learn more about Harness's full service platform or to schedule a free short strategy session for your nonprofit visit us at **https://www.goharness.com/.**