



# Google Grant Management

# Google Grants for Nonprofits

MANAGE YOUR  
GRANT

What Are Google Grants?

Does My Nonprofit Qualify?

What Can I Do With A Grant?

How Does It Work?

What's The Process?

What We Do

What's Included In A Plan?

Get Started With Quick Start

# What Are Google Ad Grants?

Does your nonprofit need growth funding to expand existing operations or pursue a bold, new opportunity? We help our nonprofit clients build their case for growth funding. We then help find the funders that can invest in our client's plan.

Google has generously been providing up to \$10,000/month of search advertising to qualified nonprofits.

**What could your nonprofit do with \$10,000 of free advertising every month?**



## REQUIREMENTS

- 1) Your org must be a registered 501 (c)(3)
- 2) Your org isn't affiliated with the government
- 3) You have a current website dedicated to your organization
- 4) You agree to Google's Terms and Conditions

## ARE YOU ELIGIBLE?

Your organization must meet Google's Basic Eligibility Requirements in order for you to qualify. What does that mean?





# What Can I Do With A Grant?

1

## GROW YOUR BRAND

When people type in the name of your organization, do they find someone else's website in the search results? An ad grant can help reinforce YOUR brand.

2

## VOLUNTEERS

Use the power of Google search to find people in your community who are ready and able to volunteer their time and energy. Find new like-minded people who want to support your organization.

3

## DONATIONS

Having problems finding new donors? With Google Ad Grants, you use Google's tools to find new people, increase your website traffic and grow your donor list.

4

## AWARENESS

Your ad grant campaigns raise your visibility. Ads make more people aware of your work and can link them directly to your volunteer opportunities or donation page.

---

# How Does It Work?

- ✓ **More Traffic**
- ✓ **More Clicks**
- ✓ **More Awareness**



# What's The Process?

1

## WE LEARN ABOUT YOU

We learn about your mission, your heart, what you do, and who you serve.

2

## WE BUILD ADS TOGETHER

We will choose a campaign, a landing page, and build a compelling, clickable ad to drive people to your website.

3

## CAMPAIGN LAUNCH

We will set an audience, set the timing, and launch your campaign. Google's AI serves your ads to people searching for relevant information.

4

## TRAFFIC GROWS

As people click on your ads and land on your site, your new visitors grow, resulting in more awareness of your mission, more supporters, more volunteers, and more donors.

# What We Do

## THE QUICK START PLAN





---

# What's Included

THE QUICK START PLAN



Website Audit



Keyword Research



Grant Retention



Account Management



Reporting



Grant Applications

# Let's Get Started



LET IMISSION INSTITUTE HANDLE THE DETAILS OF MANAGING YOUR GOOGLE GRANT ACCOUNT.

**YOU KEEP YOUR FOCUS ON WHAT MATTERS:  
YOUR MISSION AND YOUR COMMUNITY**



**info@imissioninstitute.org**

**www.imissioninstitute.org**

**203-747-8042**