

GOOGLE ADS GRANT FOR NONPROFITS

FEATURES AND BENEFITS

- Receive a grant of up to \$10,000 per month in search ads shown on Google.com
- Drive website traffic and reach target audiences with recommendations on key words and phrases
- Track and enhance marketing efforts with data on top performing campaigns and ads

GETTING STARTED

Step 1: Check your [eligibility](#) for a Google for Nonprofits account.

To be eligible for a Google for Nonprofits account, an organization must:

<input checked="" type="checkbox"/>	Have an organizational Google account
<input checked="" type="checkbox"/>	Be registered as a charitable organization in one of the eligible countries
<input checked="" type="checkbox"/>	Be verified as a nonprofit organization by Percent
<input checked="" type="checkbox"/>	Agree to the Google for Nonprofits Additional terms of Service

Step 2: Set up your Google for Nonprofits account

- Visit [Google.com/nonprofits](https://www.google.com/nonprofits) and click Get Started.
- [Apply](#) for Google for Nonprofits. You must log into your organization's Google account and answer a few questions.
- It can take a few weeks for your request to be reviewed. Google for Nonprofits will email you to let you know the process is complete.
- Resource highlight: Watch this [helpful video](#) to learn more!

Step 3: Complete the Ad Grants eligibility Form

- Activate [Ad Grants](#) by logging into your Google for Nonprofits account. Click "Get Started" under Google Ads Grants and complete an Ad Grants Eligibility form.
- Return to the [Google for Nonprofits](#) home page and verify that you have completed the form. Click "Activate" to submit your organization for review.
- Allow a few business days for Google to review your application.
- Check your email and accept the invitation to your new Ad Grants Account. You will also need to accept the billing profile while you will receive by separate email.

LEARN MORE WITH THESE ADDITIONAL TOOLS AND RESOURCES!

- [Getting started video](#) by Google
- Answers to [frequently asked questions](#)
- [Google Ads Grant](#)
- [Google for Nonprofits](#)
- [Google product resources page](#)
- [Google Ads Grant getting started](#)
- [Google for Nonprofits Announcements](#)

