



## Google Adwords Grant Worth \$10,000 Per Month

Google AdWords Grants gives eligible nonprofits \$10,000 per month in free Google AdWords advertising to promote themselves at the top of Google search results pages. That is a potential annual ad budget of \$120,000 that your market can use to attract donors, recruit volunteers and connect with customers. Your market receives credit towards AdWords and not \$10,000 in cash. Many nonprofits are already benefitting from this donation.

### How does it work?

Google AdWords utilizes **keyword-based advertising** and **pay-per-click**:

**Keyword-based advertising** are ads that are linked to specific words or phrases specified by the advertiser (in this case, you), so when a search term matches the specific word or phrase, the ad will appear

**Pay-per-click** is an advertising model where you pay the publisher (in this case, Google) when a visitor clicks on your ad

For example, if you are a farmers' market, your keywords should be words or search terms that people would most likely use to search for your organization (e.g. "*local food*", "*seasonal produce*", "*farmers' market*"). If your keyword matches someone's Google search terms, your ad may appear at the top or right side of the page (see screenshot). If someone clicks on the ad, they will be taken to your website.

### Eligibility

To be eligible your market or parent organization must be a registered not for profit or charitable organization. For further details including how to enroll for Google Ad Grants please go to TechSoup Canada.

### How to apply

The steps are:

- [Register with TechSoup Canada](https://www.techsoupcanada.ca/en/support/how-to-register) (https://www.techsoupcanada.ca/en/support/how-to-register)
- [Register with Google for Nonprofits\(G4NP\)](https://www.google.com/nonprofits/eligibility/) (https://www.google.com/nonprofits/eligibility/)
- After you're approved for G4NP, you need to [create a Google AdWords account](https://adwords.google.com/intl/en_ca/home/#?modal_active=none) (https://adwords.google.com/intl/en\_ca/home/#?modal\_active=none)
- Once you have a Google AdWords account, enroll for AdGrants
- Google will check that you have things set up, you are following the rules of the program, and generally understand what you are doing (to ensure you're not a spam account) before activating your AdGrants account.

Good luck!