

Google Ad Grants

AdWords for nonprofits

Technical Support Phone # **1-866-246-6453**

Google is offering \$10,000/month online advertising money to nonprofit organizations who sign up to use their advertising products like Google Adwords and Google Adwords Express (their simplified platform & the one I suggest).

The process for setting up the grant has five phases.

Let me first give you a brief description of what we are doing in each phase.

Phase 1: Gmail

You need to set up a Gmail account that is specific to your organization, which you will use for all the remaining steps.

Phase 2: TechSoup

TechSoup is a company that Google uses to verify the legitimacy and status of nonprofits. You will need to register your organization with TechSoup first to be ready for later steps in process. This company also offers great discounts on tech products for nonprofits.

Phase 3: Google for Nonprofits

Signing up with Google for Nonprofits registers your organization in Google's system and provides access to their products and Google Adwords Express.

Phase 4: Google Adwords Express

This is the program you will be using to create ads on the internet for your organization. This phase is for creating them, the next phase is for funding them.

Phase 5: Google Ad Grants

This is the phase that allots you the \$10k/month in online advertising money, after you submit your ads and they are approved.

Let's Get started:

Phase 1:

- I. The following steps will be much easier if you are using the Google Chrome browser. If you do not already have it, download it here:
<https://www.google.com/chrome/browser/desktop/index.html>
****If your organization already has a Gmail account associated with a Google Adwords account, create a new Gmail account altogether. Consider that other Gmail account corrupted because it will drag its history along with it and really confuse the process going forward.*
- II. Set up a Gmail email address for your organization if you do not already have one.
 - A. Go to <https://accounts.google.com/SignUp>
 - B. Fill out the information, choose an email address relevant to your church like unityofneverland@gmail.com (this is just an example of an email address that we will use as reference going forward)
 - C. Once created, make sure you are **ALWAYS** logged in under this email address when you do all the following steps and whenever you work with your Google Ad Grants products like Adwords and Adwords Express.
****ALWAYS DOUBLE CHECK* you are logged in under this email and not another Google account, like your personal Gmail (trust me, I learned this from experience).
 - D. To verify you are logged in under the correct Gmail account, go to [mail.google.com](mailto:unityofneverland@gmail.com) in your Chrome browser and look in the upper right hand corner to verify it has the proper picture or name associated with ["unityofneverland@gmail.com"](mailto:unityofneverland@gmail.com)

Phase 2:

- I. Make sure you have all your pertinent nonprofit info ready, like your EIN, and go to www.techsoup.org
- II. Click "Join" in the upper right corner and fill in all of the information requested. Make sure you use ["unityofneverland@gmail.com"](mailto:unityofneverland@gmail.com), the email we created in Phase 1 and the contact information of someone with decision authority in your organization, hopefully you. Once you have completed your "Organization Profile" on the site, they will verify your information with the IRS, which says it can take up to 10 business days, but only took 24 hours for us.

- III. Start checking the email inbox of “unityofneverland@gmail.com” for any messages from TechSoup that may be asking for additional steps to be taken or for your final confirmation that your verification is complete and you are all set up. Once you have confirmed you are all set up, you can move to Phase 3 and Google will ask you to use your TechSoup credentials for verification in a later step.

Phase 3:

- I. Google has something called "Google MyBusiness" which is a business listing (like Yellow Pages) just for Google's online products and services. First you want to set this up and verify it has the correct information.
 - A. While you are logged in as “unityofneverland@gmail.com” in your Chrome browser go to <https://www.google.com/business>
 - B. Click the words "Sign In" at the top right.
 1. If you have already set up a Google MyBusiness Listing under this email, it will take you to your business page. Just review the information, ensuring it is current and correct, then move on to step four.
 2. If you have NOT previously set up a Google MyBusiness page for the email “unityofneverland@gmail.com”, you will be taken to a page asking for all of the relevant information pertaining to your organization to set up your Google MyBusiness.
 3. If you have previously set up a Google MyBusiness for your organization under an email that is **NOT** “unityofneverland@gmail.com,” do the following:
 - a) Log in to the Google MyBusiness with the email address password you originally set it up with. Click the menu at the top left and then click on "Manage Users." Add your “unityofneverland@gmail.com” email address as the "Primary Owner."
- II. We are now going to apply for your Google for Nonprofits account.
 - A. Open the Google Chrome browser and login using your church Google email address and password for “unityofneverland@gmail.com”.
 - B. Once logged in, go to <https://www.google.com/grants/>
 - C. Click "Sign Up".
 - D. On the sign up page, check all the boxes, enter your church's EIN, enter the two captcha codes then click "Continue".
 - E. Once this is done, an email should arrive in your Gmail inbox called "Application Received".

1. If you are unsure how to get to the Gmail inbox, while still logged in as “unityofneverland@gmail.com” in your Chrome Browser go to mail.google.com

Phase 4:

- I. After a couple of days, Google will have reviewed your submission for the Google for Nonprofits account and sent an email to your “unityofneverland@gmail.com” inbox that says "Approved for Google for Nonprofits" in the title. Once this is received, it is time for Phase 2...setting up your Google Ad Grants advertisements.
 - A. Open the "Approved..." email and click on the link under "Ad Grants"
 - B. This will take you to the "Adwords account creation guide for Google Ad Grants." Follow the steps on this page to create your first ad. The video link at the beginning of this email will help with that as well. Only worry about creating one simple ad at this time, just so you have enough to move on to the next phase. It doesn't have to be perfect, you can fine tune it later.
*****DO NOT ENTER BILLING INFORMATION, never never never!!! Always ignore this section and warnings asking you to enter billing information. Remember, we are not using our money, we are using Google's.**
 - C. Once completed, you will soon get an email stating your "Adwords Express goes live in 24 hours." Ignore this because your ad is not funded yet and will not go live.

Phase 5:

- I. It is now time to submit your ad for review, approval and funding by the \$10k/month Google grant.
 - A. Again, make sure you are still logged in as “unityofneverland@gmail.com”. Go to <https://www.google.com/nonprofits/account/home> in Chrome
 - B. This will take you to your Google for Nonprofits home page with several options listed. In the section that says "Google AdGrants," click the box that says "Enroll." Follow the steps to enroll your Adwords Express account for review.
 - C. You should then receive an email that says "Google Ad Grants Enrollment Received." Read it and wait.
 - D. In a few days, God willing, you will receive an email indicating it was approved and your Adwords Express ad is live. You can now modify that ad and/or create new ones, splitting the \$10k allotment between the ads.