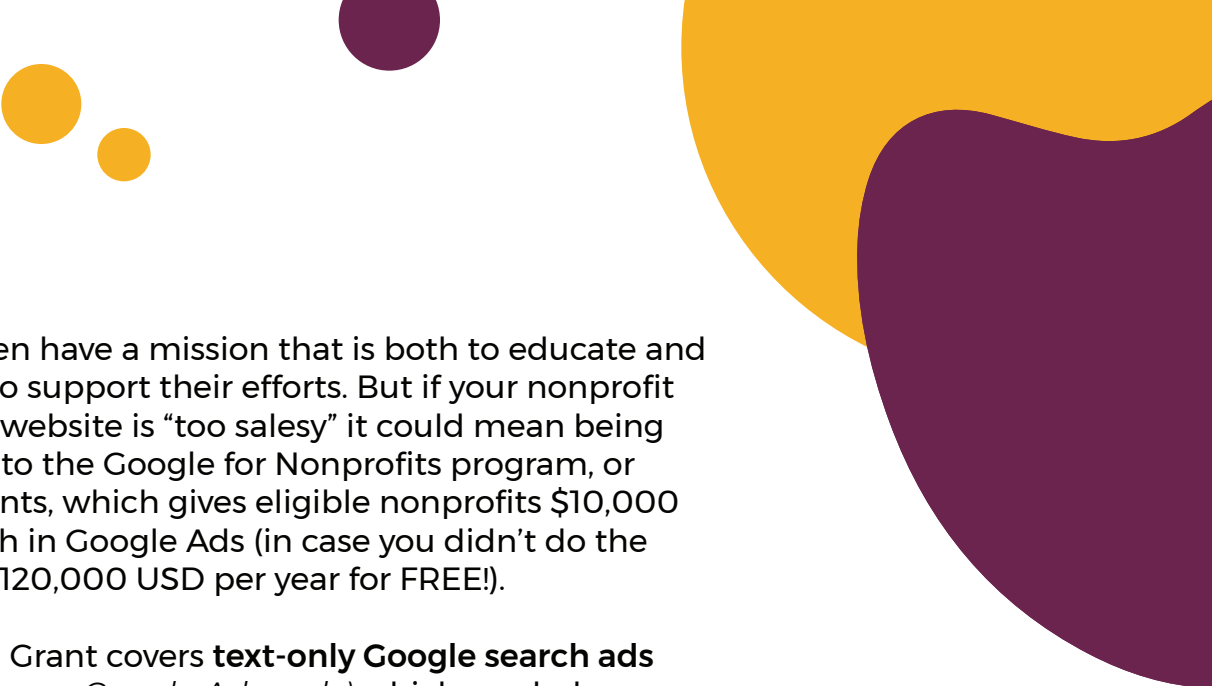# Google Ad Grants Checklist for Nonprofits

Elevate your digital marketing strategy with an additional $10,000 per month in search ads

Nonprofits often have a mission that is both to educate and make money to support their efforts. But if your nonprofit organization's website is "too salesy" it could mean being denied access to the Google for Nonprofits program, or Google Ad Grants, which gives eligible nonprofits $10,000 USD per month in Google Ads (in case you didn't do the math... that's $120,000 USD per year for FREE!).

The Google Ad Grant covers **text-only Google search ads** *(formerly known as Google Adwords)* which can help you reach the following marketing objectives:

- Raise awareness about your cause
- Drive more traffic to your website
- Track your marketing efforts
- Reach people actively searching for your amenities and members

These grants can make a huge difference in often limited marketing budgets for qualifying nonprofits and charities. Some things needed to get your organization accepted for a Google Ad Grant:

Eligibility Guidelines:

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

☐ Be registered as a charitable organization and verified by **TechSoup or a local TechSoup partner.**

☐ Meet the requirements in its own country. For the United States, organizations must be recognized by the IRS as **tax-exempt 501(c)(3) organizations** formed for charitable, educational, religious, literary, **scientific __or** other tax-exempt purposes. Fiscally-sponsored orgs are not eligible for Google for Nonprofits. Organizations that are automatically considered tax-exempt under group exemption will still need to be recognized as a 501(c)(3) by the IRS to qualify.

☐ Agree to the **Google for Nonprofits Terms.**

You're not eligible for Google for Nonprofits if your organization is:

☐ A governmental entity or organization.

☐ A hospital or health care organization (charitable arms or foundations can be eligible).

☐ A school, academic institution or university (philanthropic arms are eligible), but more information can be found through **Google for Education.**

Website Policy:

To enroll in the Google Ad Grants program, your organization's website domain name must be approved by the enrollment process or through the **additional website domain(s) request form.** The criteria used to determine eligibility of the website follows:
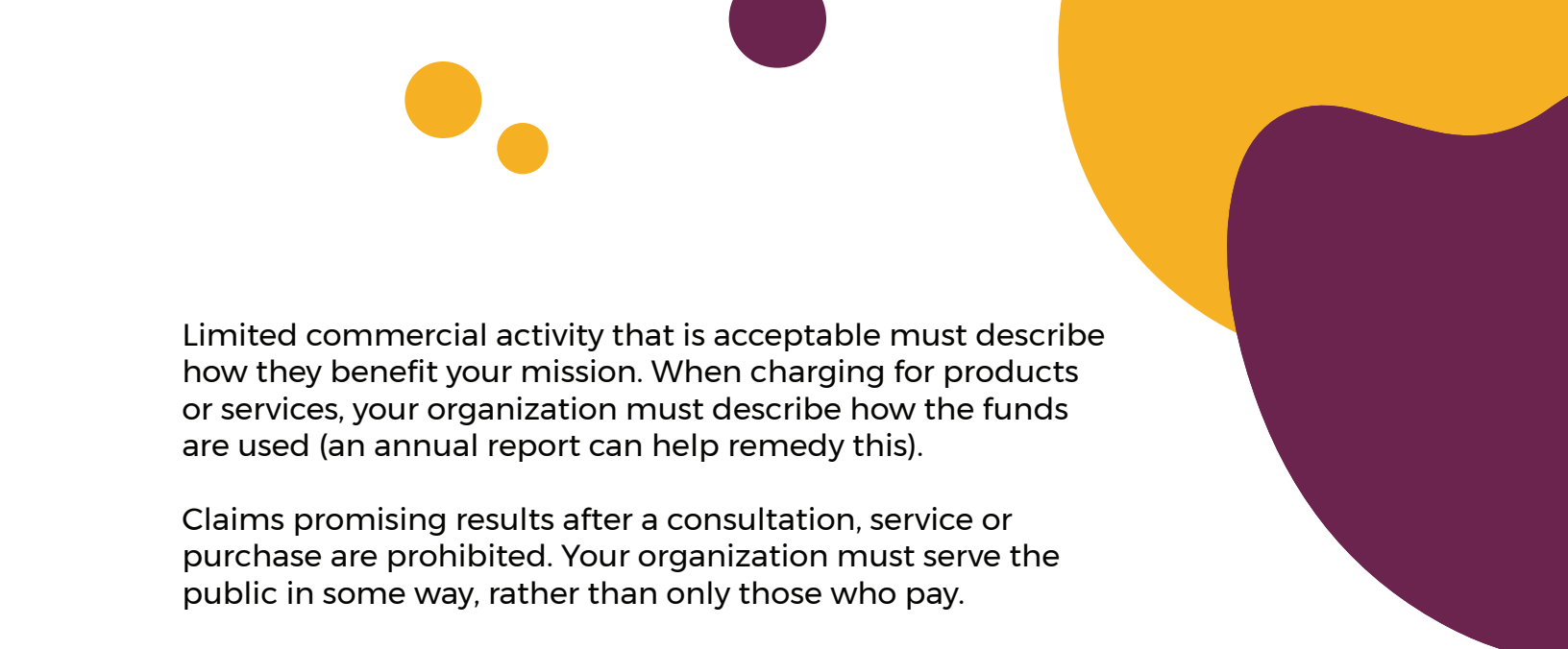
Owned websites
Your organization must own the domain name that users land on when they click your ad. To have users land directly on your donation page, your content should be hosted by **one of Google's verified donation processors.**

High-quality websites
Your website must have a robust and clear description of your organization, its mission and activities. The content must be substantial including updated events and information, clear navigation and clear calls to action for a high-quality user experience. Your content must be unique to your organization. The site must load quickly with no broken links and be **secured with HTTPS.**

Commercial activity
While many nonprofits rely on sales to support their mission, commercial activity (which includes product sales or services, consultations, generating leads or providing referrals) cannot be the main focus of the website. Sites resembling businesses or for-profit blogs/vlogs are not permitted.

Limited commercial activity that is acceptable must describe how they benefit your mission. When charging for products or services, your organization must describe how the funds are used (an annual report can help remedy this).

Claims promising results after a consultation, service or purchase are prohibited. Your organization must serve the public in some way, rather than only those who pay.

Limited ads on site
Advertising on your organization's website should be relevant to your mission and not be obtrusive to the user's experience. Websites who wish to be eligible cannot host **Google AdSense** ads or affiliate links. Some sites may be required to link to AdSense to receive payments for the Android market. In this case, as long as you are not displaying AdSense ads, your site will be considered for the grant.

When applying for a Google Ad Grant, please review the terms and conditions, as well as policies associated with applying and being granted ad funds.