



Google Grants

The Free Marketing Tool
Your Charity Needs



It's no secret that marketing can be expensive, but if you're a charity, you're in luck. Google is looking to give you a helping hand.

Google Grant accounts are up to \$10,000 worth of free advertising spend from Google per month for eligible charities. The grant account is designed to help make your charity more accessible and visible to the people that need your support, alongside helping you recruit volunteers, attract more donations and generate more awareness.

If your charity isn't already making use of Google Grants, then you should ask yourself why. If you have already started using the facility, then are you making the most of it? This quick-start guide will help you get your grant account running at full speed.

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Are you eligible?

It's a quick and easy process to sign up
for a Google Grant account:

Firstly, you'll need to hold a valid charity status and apply to Google for Nonprofits. Governmental entities and organisations, hospitals and medical groups, schools, academic institutions and universities are not eligible for Google for Nonprofits, but philanthropic arms of educational institutions are eligible. This means that organisations such as museums qualify for the grant.

1

Secondly, acknowledge and agree to Google's required certifications regarding nondiscrimination and donation receipt and use.

2

Following that, you'll need to make sure that your website adheres to Google's standards and their Ad Grants website policy.

3

Finally, get approved through the Ad Grants pre-qualification process after your organisation is enrolled in Google for Nonprofits.

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The UK Sepsis Trust

CASE STUDY

The UK Sepsis Trust is the UK's biggest sepsis charity and seeks to generate awareness of this potentially lethal condition, alongside facilitating support for survivors and bereaved relatives.

The team at the UK Sepsis Trust were introduced to us to help them make more of their Google Grant account. A sepsis storyline was soon to air on ITV soap Coronation Street on which the medical team at the Trust had consulted, so the charity was keen to make the most of the increase in searches generated by the feature.

Our team created campaigns that generated traffic from people looking for more information on what sepsis is, the symptoms of the condition and what to do if they suspect they or someone else has sepsis. People were directed to the relevant pages on the Sepsis Trust's site, straight to the most relevant information.

These campaigns have connected over 180,000 people with potentially life-saving information on how to spot sepsis sooner, alongside generating nearly 300,000 website users for the charity.

 **522,263**
video views

 **15,630**
clicks

 **£0.13**
cost per click

 **1.1 million**
impressions

 **373,910**
people reached

"We were put in touch with Distract by someone close to our charity around a year ago. Since instructing their services, we've been very impressed by the expertise and enthusiasm shown by their team. Their hunger and desire to drive projects forward is admirable, and they have served as a great extension to our marketing and communications team, helping us do even more to raise awareness of sepsis."

Simon Hills

Business Development Manager, The UK Sepsis Trust

Rules

Now, it's worth noting that a Google Grant account is unlike a standard, paid for ad account. There are certain rules you must abide by in order to keep your eligibility. Break these rules, and you'll lose your right to use your Google Grant spend.

These rules affect the way you use the account, focusing on the keywords you bid on and the quality scores that you achieve amongst others.

These rules include prohibiting single-word keywords (excluding your own branded words, medical conditions, acronyms and a handful of exception keywords including 'charity', 'donate', 'nonprofit' and 'homelessness'). Google wants to use grant funding to make charities more accessible to those that need the support or have an intention of interacting with the charity. People with these types of intentions will typically use multi-word search phrases, hence the imposing of this rule.

The rules also prohibit the use of what Google deems to be overly-generic keywords such as 'e-books', 'download info', or the names of other organisations, people, places or historical events. Exempt examples might include "charity in [your city]". Similar to the rule around single-word keywords, Google wants to ensure that grant funding is used for relevant search terms to ensure good quality traffic to your website, so they ask you to go into more detail with your keywords.

The quality score consists of three metrics; ad relevance, landing page experience and expected click-through rate, so make sure that your ads are relevant to the search terms you're bidding on, your website runs at a good speed and is optimised for mobile.



What to use the Google Grant for

The Google grant is designed to make your charity more accessible to the people that need your support.

On this basis, make sure you're building campaigns with keywords that meet search terms related to your cause. If your charity helps people get guide dogs, make sure you're bidding on '+get +guide +dog'. This will trigger searches like 'am I eligible to get a guide dog?'

As the rules highlight, you cannot bid on single-word keywords or keywords that are overly generic are also not allowed. This means that bidding on '+dogs' is likely to land you in hot water.

The grant should also be used to help recruit volunteers and drive donations. However, you'll need to be clever with this.

Google insists that you maintain quality scores of 3 or higher on all of your keywords, meaning you cannot simply bid on generic terms and send them to your homepage; that will give you a poor quality score and Google may deactivate your account. This means you'll need to ensure you have relevant, quick-loading landing pages to use as destination URLs in your ads.

TOP TIP!

Set up a rule so that keywords with a quality score of below 3 automatically get turned off. Here's a helpful step-by-step guide on how to do this: [Click!](#)



If you're looking to recruit volunteers, you need to be smarter than bidding on '+volunteer +charity'.

These keywords are very broad, and people are likely to know the type of charity they want to pledge their time towards before they search to sign up. You're much better off adding the type of charity you are to your keywords i.e. '+volunteer +guide +dogs +charity'. Even bidding on '+volunteer +dogs +charity' will trigger your ads for people looking for dogs charities.

The same applies for donating for charities; people are far more likely to donate to a charity that funds a cause they are passionate about, so make sure this is reflected in your keywords.

To summarise this section, if you've got these three campaign categories, you're well on your way to a well-built, successful Google grant account.

- Make charity more accessible to clients
- Make charity more accessible to supporters
- Brand awareness

TOP TIP!

It might seem obvious, but you'd be surprised by the number of charities that don't do this. We call it, 'the brand campaign'. As the name suggests, this sees you bid on your own brand name. This ensures that people who are searching for you, find you, and don't find another charity with a similar name or cause, or a charity who are trying to steal your traffic. You'll see high click-through-rates and cheap CPCs on these campaigns, and often capture the people with the highest intention to make an action on your website, such as making a donation.

Action on Hearing Loss

CASE STUDY

Action on Hearing Loss is one of the biggest hearing loss charities in Europe. Three years ago, they approached Distract looking to make more of their Google Grant account. Part of their mission is to help provide support and advice to people with all degrees of hearing loss, from partial impairment all the way through to profoundly deaf, and were keen to use the Google Grant account to make this support more accessible to those who need it.

After overhauling the account and setting about a re-build, the account now spends tens of thousands of pounds per year in free advertising spend provided by Google.

This translates to over 50,000 clicks and nearly 600,000 impressions; traction that would have been missed out on without their Google Grant account.



2,371%

increase in revenue
YOY through PPC



1,790%

increase in transactions
through PPC



30%

increase in average
order value through PPC



118%

increase in grant
account clicks

"We have been working with Distract for over a year, in which time they've not only delivered new ideas and great results to our paid search efforts, but have also become a vital extension of our marketing team through their understanding of our goals and of our mission, allowing us to exceed expectations and targets."

David Lyall

Head of Enterprise Marketing, Action on Hearing Loss

OOPS...

My account was deactivated, what now?

The rules for Google Grant accounts are a little bit more stringent than most, so it's much easier to step over the line and get your wrist slapped by Google.

If you get your account deactivated, it's likely because you broke one of Google's rules for Grants accounts. They'll let you know what you did wrong, and if you fix what you did wrong they'll reactivate the account for you. If you don't have access to the email account associated with the account, you can see it warning as a notification in the top right of the interface indicated by the bell icon.

Get in touch with Google to reactivate your account here: [Click!](#)

It's also worth noting that an account may be suspended permanently for repeated violations or an egregious violation.

TOP TIP!

It's possible to save yourself some embarrassment and having your account deactivated by creating an automated rule to pause low-quality score keywords automatically. As Google's rule states that all keywords must maintain quality scores of 3 or higher, automating the process will save you a headache in the long run.

Summary

Google might be good for advertisers but they aren't very good at advertising themselves.

Google Grant accounts are an often untapped source of potential that more charities need to get involved in. They're a powerful tool that provide \$120,000 of free advertising per year. Who wouldn't want that?

With the right hands at the controls, Google Grant accounts can drastically improve the efficiency of a charity's marketing efforts.

If you've found this guide useful, whether you already run a Google Grant account or whether this is the first you've heard of it, why not get in touch with us here at Distract to learn more about how we can help your charity?

Email: grants@distract.co.uk to find out more!



Contact

If you have any questions, or would like to discuss anything in more detail, please get in touch.

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