

Applying for a Google Ad Grant.



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Who is eligible? If you are a registered charity with a website you will be eligible. (Exemptions apply to Government entities/organisations, hospitals, medical groups, academic institutions, universities).

Five Easy Steps

1. Gmail
2. Charity Digital
3. Google for Nonprofits
4. Google Ads
5. Google Ad Grants

1. Gmail

You will need a Gmail email for much of the process so we recommend you create a new one. You can always grant access to other emails once you are set up.



Create your Google Account

Continue to Gmail

First name	Last name
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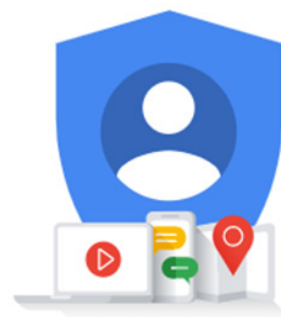
Username	@gmail.com
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You can use letters, numbers & periods

Password	Confirm
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Use 8 or more characters with a mix of letters, numbers & symbols

Show password



One account. All of Google working for you.

[Sign in instead](#)

Next

2. Charity Digital

WHAT you will need:

- Your Charity number*
- Your charity contact details
- Your charity's activity type

**If you are not registered with the Charity Commission but hold tax exempt status with the HMRC you can still apply but you will require supporting documents.*

Sign Up.

- Go to https://www.charitydigitalexchange.org/getting_started
- Select Charity Commission, add your charity number and see if your organisation is already registered – it likely will be – find out the person holding the login details in your organisation or request to take it over with Charity Digital.
- If you are not registered follow the steps to register yourself then the organisation.
- Once applied you should hear back within 48 hours.

Get a Validation Token.

- Once you've created a Charity Digital account, go to 'My Account'
- Click 'Add a New Token' and enter your details.
- You'll need this token for the next step.

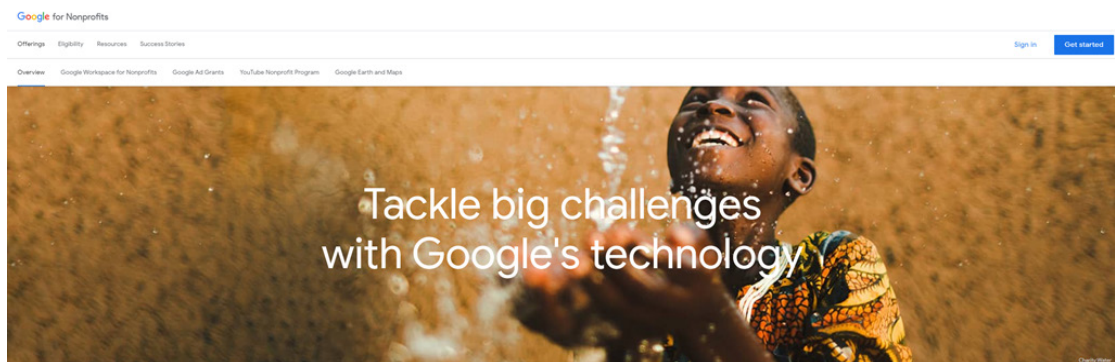
3. Google For Nonprofits

WHAT you will need:

- Your organisation's name, website, telephone number
- Your Gmail address
- A Charity Digital 'validation token' (code)

Sign Up.

- Go to <https://www.google.com/intl/en/nonprofits/> and click 'Get Started'
- Sign in with your Gmail
- Fill in the application form
- You will hear from Google within 10 days
- Whilst you are waiting move onto step 4.



Spread the word about your nonprofit's mission, engage new supporters, fundraise in more ways online—do all this and more when you join Google for Nonprofits.

4. Google Ads

WHAT you will need:

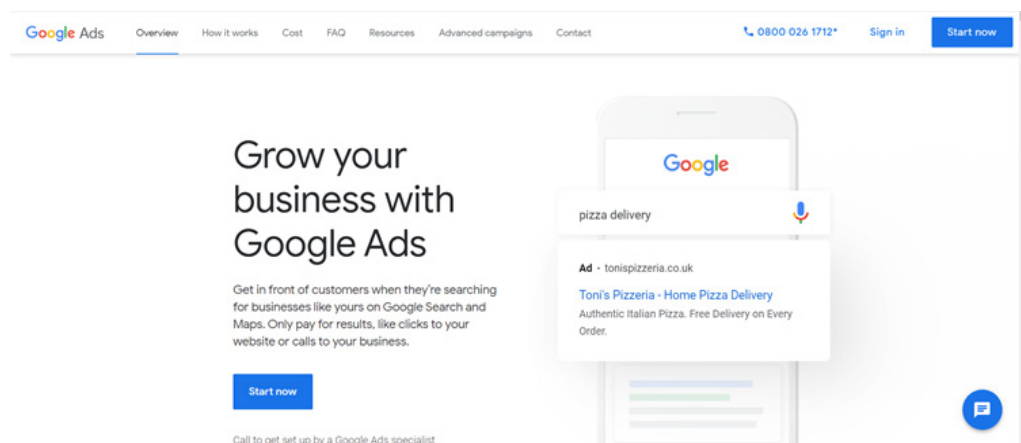
- Your Gmail address

Sign Up.

Go to https://ads.google.com/intl/en_uk/home/

Follow the steps to create a new Ads account using your Gmail email. It is ESSENTIAL that you make sure you set it up so that;

- There are NO billing details (however much Google prompts you)
- You set your currency to USD (this cannot be changed)
- There is one live Campaign, Ad Group, Keyword and Ad
- The url used in the Ad matches your charity's website.

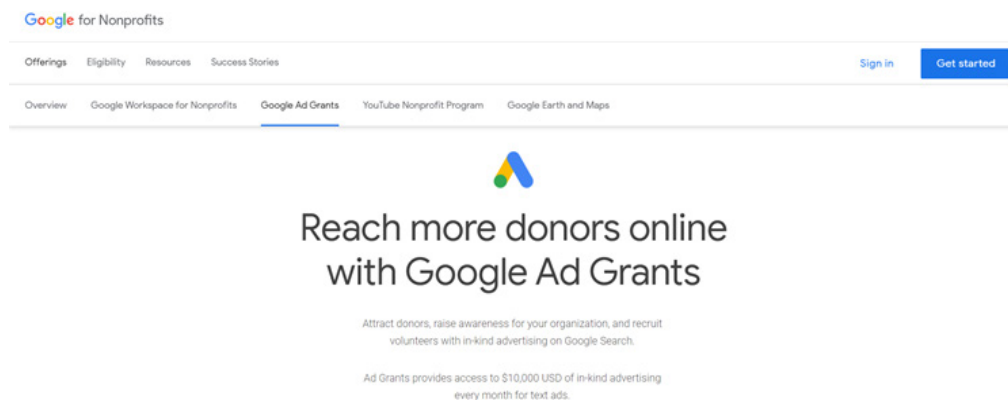


5. Google Ad Grants

Once you have been successfully enrolled into the Google for Nonprofits programme and have set up a Google Ads account as per step 4, you can now apply for the Google Ad Grant.

Sign Up.

- Log into your Google for Nonprofits account and click activate under Google Ad Grants.
- Complete the application form.
- You should hear back from Google by email within 10 days – it is often quicker. We've known Google to approve Grant applications within 24 hours!



The screenshot shows the Google for Nonprofits website. At the top, the text "Google for Nonprofits" is displayed. Below it, there is a navigation bar with links for "Offerings", "Eligibility", "Resources", and "Success Stories". On the right side of the navigation bar, there are "Sign in" and "Get started" buttons. Below the navigation bar, there is a secondary navigation bar with links for "Overview", "Google Workspace for Nonprofits", "Google Ad Grants" (which is highlighted), "YouTube Nonprofit Program", and "Google Earth and Maps". The main content area features the Google logo, followed by the heading "Reach more donors online with Google Ad Grants". Below the heading, there is a sub-heading: "Attract donors, raise awareness for your organization, and recruit volunteers with in-kind advertising on Google Search." and a paragraph: "Ad Grants provides access to \$10,000 USD of in-kind advertising every month for text ads."

6. Go Live.

Once you're set up, getting the most out of your Ad Grant can be an art. We've had years of experience optimising accounts and working out best practice and we'd love to hear from you if you have any questions.



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