



Marketing On A Shoestring: Google Ads Grants for Charities.



#GELSessions

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Delivering impact through **strategic thinking,
creativity and **collaborative partnerships** that
drive sustained success.**



Inspiring change through creativity.



We offer a strategic combination of:

Branding.

Graphic Design.

Marketing.

Websites.

Before we begin.

- ✓ **Questions will be at the end.**
- ✓ A PDF and recording of all the slides will be emailed to you after the webinar.





Marketing On A Shoestring: Google Ads Grants for Charities.



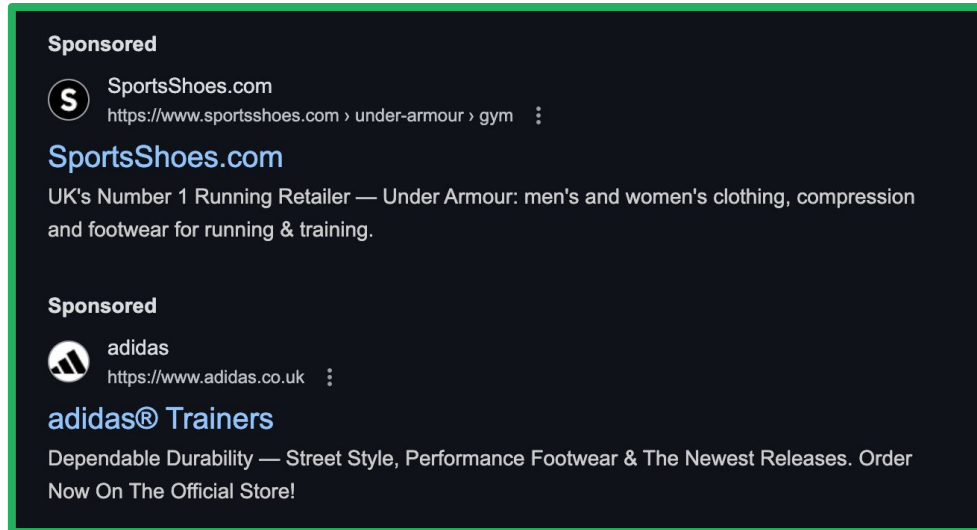
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What we're covering.

- 🔍 **What are Google Ads and the Google Ads Grant?**
- 🔍 **How can Google Ads help you reach your goals?**
- 🔍 How to make the most of Google Ads?
- 🔍 How to check your organisation's eligibility for the Grant.
- 🔍 How to get started with Google Ads.
- 🔍 Things to be aware of.


Google Ads.

Google Ads is a **pay-per-click (PPC) advertising platform** that helps businesses **promote their products and services**. You can use Google Ads to increase website traffic, raise awareness, and sell products.



The image shows a screenshot of two sponsored search results. The first ad is for SportsShoes.com, featuring a blue 'S' icon, the text 'SportsShoes.com', a breadcrumb trail 'https://www.sportsshoes.com > under-armour > gym', the title 'SportsShoes.com', and the description 'UK's Number 1 Running Retailer — Under Armour: men's and women's clothing, compression and footwear for running & training.' The second ad is for adidas, featuring the adidas logo, the text 'adidas', a breadcrumb trail 'https://www.adidas.co.uk', the title 'adidas® Trainers', and the description 'Dependable Durability — Street Style, Performance Footwear & The Newest Releases. Order Now On The Official Store!'


Sponsored

 SportsShoes.com
https://www.sportsshoes.com > under-armour > gym

SportsShoes.com

UK's Number 1 Running Retailer — Under Armour: men's and women's clothing, compression and footwear for running & training.

Sponsored

 adidas
https://www.adidas.co.uk

adidas® Trainers

Dependable Durability — Street Style, Performance Footwear & The Newest Releases. Order Now On The Official Store!

Google Ads Grant.

Google Ad Grants is a **free program that helps eligible nonprofits get their message to people searching for their cause.**

How it works.

- Nonprofits can create ads that appear on Google Search.
- Google pays for clicks on the ads, which can help nonprofits raise awareness, attract donors, and recruit volunteers.
- **Nonprofits can receive up to \$10,000 (£8,000) per month in in-kind advertising.**
- There is no spend requirement, so nonprofits don't have to spend all the money each month.








Everyone will be asking...



How can Google Ads help you reach your goals?

Reaching Goals.

Google Ads can help your non-profit by:

-  Increasing visibility.
-  Driving event registrations or footfall in shops.
-  Increasing brand awareness and widen your mission's reach.
-  Widening fundraising/appeal reach.
-  Increasing donations.

**But, how can you get the most
out of this platform?**

Increase Brand Awareness.

- Increase brand visibility and awareness by running ads when users are browsing content they're interested in.
- Introduce customers to new events or appeals.

How to achieve this:

- ✓ Use brand keywords. i.e Phyllis Tuckwell Hospice
- ✓ Use seed keywords, largely searched for. i.e Hospice
- ✓ Use general terms i.e Charity Shop



Increase Donations.

- Generate more donations by promoting products or services.
- Share your mission, messaging is just as important on Google Ads.
- Increase traffic to your website.

How to achieve this:

- ✓ Share your mission and use related keywords i.e Palliative Care
- ✓ Be brave when asking for support to keep your services running.
- ✓ Use location specific keywords i.e Hospice Care Farnham



Recruit New Supporters.

- Target ads to specific audiences
- Filter out customers you don't want to target
- Reach potential customers when they're searching for your products or services.

How to achieve this:

- ✓ Use specific keywords to target niche audience i.e Charity Golf Day
- ✓ Use location specific keywords i.e Golf Day Surrey



Check your eligibility.

“To **qualify for Google Ad Grants**, your **organisation must be an eligible non-profit**, have a **high-quality website that meets our website policy**, and be able to meet the program policies.”



Registered Charity.

✓ You must be a **registered Charity** with the charity regulator in England and Wales (Charity Commission), Northern Ireland (NICC), or Scotland (OSCR); or HMRC as charitable tax exempt charities or churches.

High-quality Website.

You must own your domain and your website must be of high-quality.





What does “high-quality” mean to Google?

- ✓ Robust and clear description of your organisation’ mission.
- ✓ Substantial content, updated events and information.
- ✓ Clear navigation, clear calls to action for a high quality user experience.
- ✓ Website must load quickly.
- ✓ Your site's content must be unique to your organisation.




Commercial Activity.


Commercial activity must not be the purpose of your website.

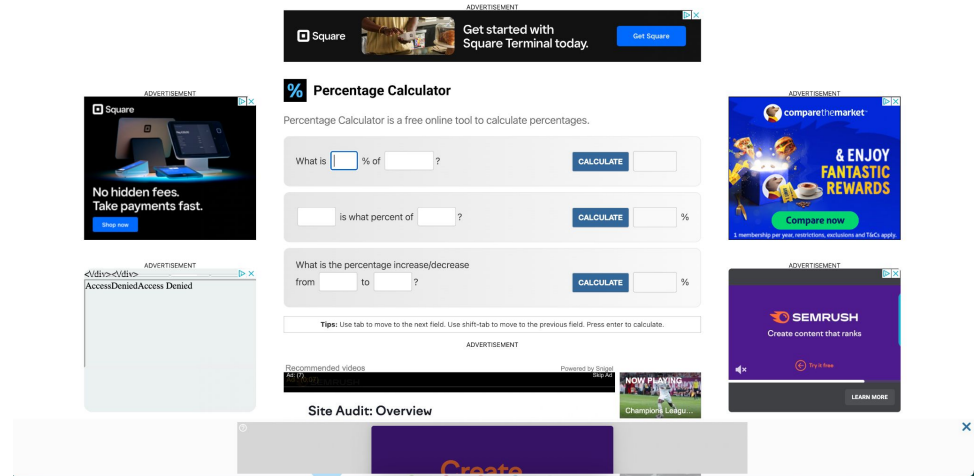
-  Sites resembling businesses or for-profit blogs / vlogs are not permitted
-  Any limited commercial activities must describe how they support your mission.
-  If your organisation charges for products or services, your website must describe how your organisation uses funds, for example, by disclosing an annual report.
-  Your organisation must serve the public in some way, rather than only those who pay for a service.

Limited Ads.

Your website must have a limited number of ads.

 Advertising on your organisation's website must be relevant to your mission and not be obtrusive to users.

 Your website may not host Google AdSense ads or affiliate advertising links. If you're required to link to an AdSense account to receive payments for the Android market, you're eligible as long as you don't display AdSense ads on your website.



Google's guidance sounds complicated but in reality, most non-profits will be eligible!

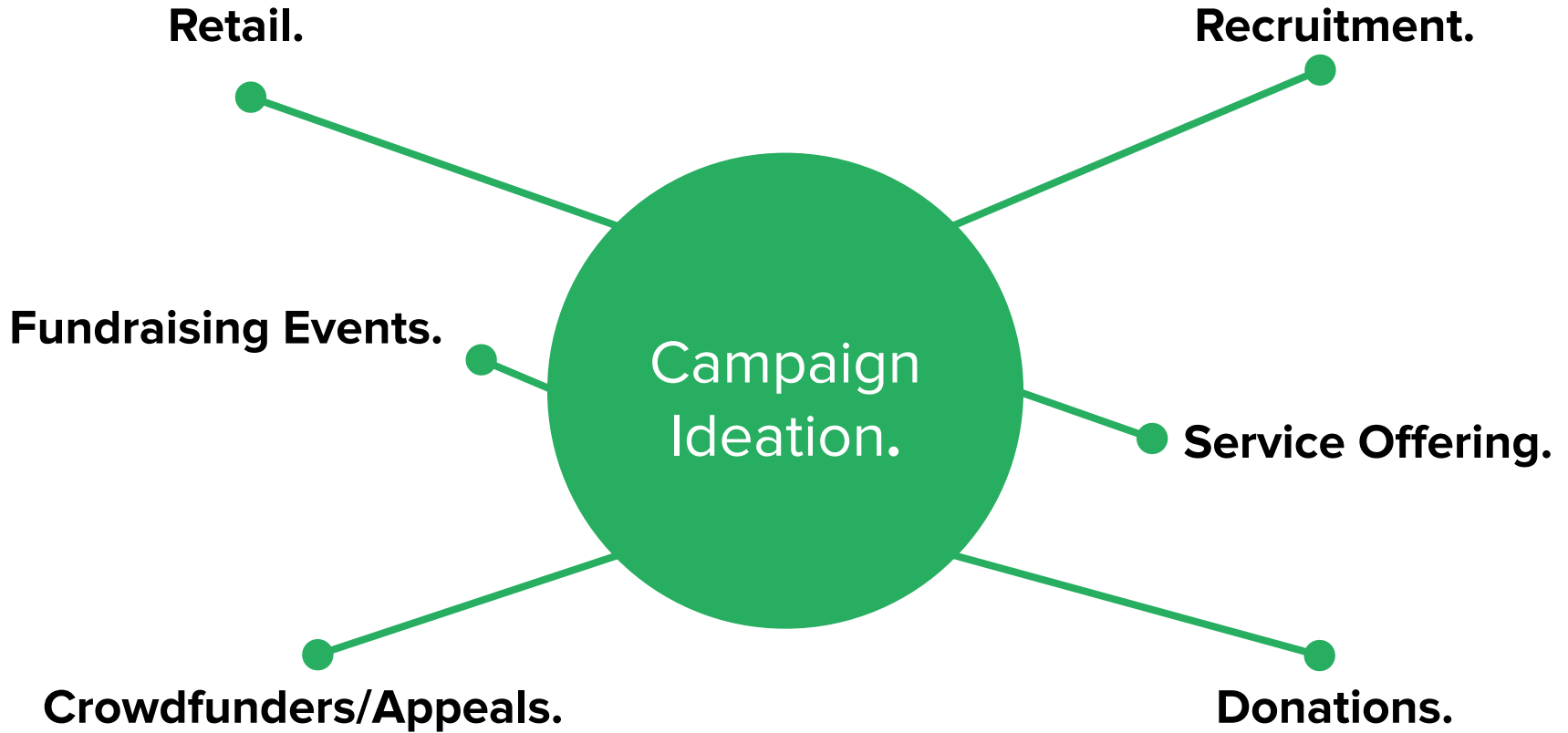


Getting started with Google Ads.

Applying for the Grant.

Application Process:

1. **Create a Google for Nonprofits account** (if Google is not your primary workspace).
2. Wait for **your organisation to be verified by Google's verification partner.**
3. You'll receive an email confirmation about your verification.
4. **Activate your Google for Nonprofits account.**
5. **Apply for the Google Ads Grant.**
6. **Open your Google Ads account!** 🎁



Copy: clear, concise, informative, engaging.

Design.

Optimising your
landing pages
for Google Ads.

Call To Actions.

User Experience.

**Clear Trackable
Conversions.**

One-way System.

Let's get to know the platform!

The Google Ads Dashboard.

Your campaigns.

Conversion tracking and goals.

Optimisation tools
i.e keyword planning.

The screenshot shows the Google Ads dashboard interface. At the top, there is a search bar and navigation icons. The main content area is divided into sections: 'Overview' (with filters for 'All campaigns' and 'Campaigns (0) Select a campaign'), 'Recommendations', 'Insights and reports', 'Campaigns', 'Audiences, keywords and content', and 'Change history'. A 'New campaign' button is prominently displayed. A modal window titled 'Welcome to Google Ads! Start running ads by creating your first campaign' is open, featuring a 'Set up a campaign' button. The left sidebar contains navigation options: 'Create', 'Campaigns', 'Goals', 'Tools', 'Billing', and 'Admin'. Annotations with green arrows point to various elements: 'Conversion tracking and goals.' points to the 'Goals' icon; 'Optimisation tools i.e keyword planning.' points to the 'Tools' icon; 'Your campaigns.' points to the 'Campaigns (0) Select a campaign' dropdown; 'Setting up campaigns.' points to the 'New campaign' button; and 'Keywords, assets, reports.' points to the 'Audiences, keywords and content' section.

Keywords, assets, reports.

Setting up campaigns.



The Google Ads Dashboard.

The screenshot displays the Google Ads dashboard interface. At the top, there is a search bar and navigation icons for Appearance, Refresh, Help, and Notifications. The user's profile information is visible in the top right corner.

The left sidebar contains navigation options: Create, Campaigns, Goals, Tools, Billing, and Admin. The main content area is titled "Overview" and shows a summary of campaign performance for the period of 1-31 Jan 2025. Key metrics are displayed in colored boxes: Clicks (1.61K), Conversions (405.88), Cost (\$9.81K), and CTR (9.24%). A line chart below these metrics shows the performance trends over time.

Below the chart, there are two recommendation cards. The first card, titled "Recommendation", suggests to "Measure values for your conversions" with a +6.6% improvement. The second card, titled "Optimisation score", shows a score of 93.4% and encourages increasing the score by applying recommendations.

Metric	Value
Clicks	1.61K
Conversions	405.88
Cost	\$9.81K
CTR	9.24%

Recommendation: Measure values for your conversions (+6.6%)

Optimisation score: 93.4% (Your optimisation score)



Setting up Conversions.

Pick your conversion type.

Select the kind of conversions that you want to track. ?

Website
Track actions on your website

App
Track actions on your app

Phone calls
Track calls from your ads or website

Import
Import data from Google Analytics or another source

Enter website domain name.

Enter the URL for the website where you want to measure your conversions

Scanning your website will determine if it's already set up to measure conversions. You may not be able to measure conversions on your website.

Website domain Scan

Conversion action details

Goal and action optimisation

Select the Goal category for this action

Page view

Conversion action optimisation options

Conversion name 21 / 100

Example: 'June new signups', 'Manager applications' or 'Big sales'

Pick goal and name action.

Set up with a Google tag | Email instructions to your webmaster | Use Google Tag Manager

Install the Google Ads conversion tracking tag

Use Google Tag Manager to [install the Google Ads conversion tracking tag](#).

Conversion ID
994922144

Conversion labels

Find below the conversion labels for the conversion actions that you have created

donation-confirmation
IZBKCLoZovkaEKDteob

Next steps

Make sure that you add a [Conversion Linker tag](#) and configure it to fire on all of your web pages.

If you use AMP pages, you'll need a separate container. Add this information to that container on your AMP pages as well.

Set up tracking through GTM or add code on your site directly to ensure conversions get tracked are.



Measuring Success.

Whatever your goal is, make sure you have a way of **tracking** it.

Integrate your donations platforms and CRM with Google Analytics to measure Return on Ad Spend (ROAS).

Creating Campaigns.

1. Choose your campaign objective (sales, website traffic).
2. Pick your conversion action (which you created previously).
3. Add your website URL.
4. Name your campaign.
5. Select your budget.
6. Choose your target location.
7. Create Ad groups (Made up of 3 ads.)


Creating Ads.

1. List your target keywords.
2. Add your Ads final URL (landing page).
3. Write headlines using target keywords.
4. Write descriptions.
5. Create sitelinks.
6. Add images.

Examples.

Sitelinks focus.

Sponsored


 pth.org.uk
https://www.pth.org.uk > hospice > donation

Phyllis Tuckwell Hospice
End of Life Care — Make a real, immediate difference to people living with an advanced or terminal illness.


- Location**
Directions To Our Business Locations.
- Contact Us**
Contact Us For More Information.
- About Us**
Find out more about our history, mission and our fundraising promise
- Donate In Memory**
A very special way of remembering your loved one. Find out more.
- Services**
Learn More About The Services We Offer.

Image & sitelinks.

Sponsored

 pth.org.uk
https://www.pth.org.uk > hospice > care


Phyllis Tuckwell Hospice - Hospice Care in Farnham
Make a real, immediate difference to people living with an advanced or terminal illness. Discover the many ways you can...



- Location**
- Contact Us**
- Our Shops**
- Volunteer Opportunities**
- Hospice Guildford**

Text-only.

Sponsored

 Next
https://www.next.co.uk > adidas > clothing

Adidas Samba | Next Day Delivery Before 8pm*
From Country Lanes To City Streets, Make Every Moment Count With Sportswear By adidas.



**Things to be aware of when running
Google Ads.**

⚠️ Your average Click-Through-Rate across all campaigns must stay above 5% or Google can revoke the grant.

➡️ Hence the importance of inspiring action throughout your ads with engaging copy and call to actions.

⚠️ You must be an active account manager. Checking into Google Ads every few days and optimising ads.

Why should you turn to Google Ads?

Whenever someone needs to make an internet search, Google is most likely the platform they turn to in order to find their desired information.

That's because, when compared to other search engines, Google leads the way with **81.95% of the market share**. In the UK alone, Google has a **market share of 93.51%**.

 [Market share of leading desktop search engines worldwide from January 2015 to January 2025](#)

 [Search engine traffic market share of Google in the United Kingdom \(UK\) from January 2018 to January 2025](#)

In summary.

- ✓ **Google Ads is a must-have tool for non-profits.**
- ✓ Always use Google Ads with a specific goal in mind.
- ✓ Go apply for the Grant!

Any questions?
Chat is now open.



GEL DROP-IN SESSIONS

Connect and collaborate.

Drop-in and have a chat with our team of experts.



Thursday, 27 March



12pm-5pm

Contact Details

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Thank you!