



What Elephants Know About Google Ad Grants

Robert Roth, PhD

Introduction

If you are looking to raise funds for a nonprofit cause, you need to know what elephants know about Google Ad Grants for nonprofits. Why, you ask???

Because elephants' brains have three times as many neurons as human brains and, according to many legends, they are extremely wise.

In Asia, the Hindu god Lord Ganesha (the god of wisdom) has the body of a human and the head of an elephant. And, in Gabon, Central Africa, legend has it that elephants are past human chiefs.

Whether you believe that elephants house the souls of legendary chiefs, or possibly not, it is still a good idea to take advantage of their legendary wisdom. The fact is that some elephant just may be, in fact, wiser than Artificial Intelligence.

So, to be sure I covered all my bases as I set about writing this ebook, I consulted with *both* several very wise elephants and also with Artificial Intelligence. My AI research was helpful, no doubt about it. But the elephants proved far wiser. So, in the next few pages, I will share what elephants know about Google Ad Grants for nonprofits.

Hope this information is helpful!

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Some Good News

The Good News about a Google Ad Grant is that, properly utilized, it can be a very powerful fundraising tool that connects with potential donors, raises awareness of the nonprofit and its mission, and generates donations, grants and other revenue.

A Google Ad Grant provides up to \$10,000 per month in free Google search advertising. And that is a very big deal, particularly for local and regional nonprofits.

Bottom line, a well-managed Google Search Ad campaign can generate a substantial return on fundraising investments.



Some Bad News

Some Bad News that ad grant recipients should be keenly aware of includes:

- ❑ **Not every Google ad campaigns produces a substantial return on investment.**
- ❑ **The ability of a campaign to attract funding** is highly dependent on the keyword optimization of both the Google search ads, and also of website landing pages.
- ❑ **Continuous website optimization** is critical for converting landing page visitors into signups for ongoing contact and, eventually, donors.
- ❑ **The cost of staff time** for creating and maintaining a Google ad campaign needs to be carefully considered because creating and maintaining an effective campaign requires a great deal of time.



It is important to recognize that retaining a well-qualified on-staff or freelance ad campaign manager is not inexpensive.

What Elephants Know About Google Ad Grants

These are typical rates for freelance management of nonprofit Google Search Ad campaigns. On-staff costs are generally higher.

- **Hourly rates for freelancers** typically range from \$50 to as much as \$200 per hour and clients or employers may be able to negotiate a 10% to 50% discount from a prospective campaign manager who is truly passionate about the nonprofit's mission.

In hiring a freelancer, or staff member, it is important to determine the individual's level of consumer marketing experience and specific experience in creating search ad campaigns and copywriting for website landing pages.

It is also important to consider that, depending on your work style and the work style of the campaign manager you do eventually hire, you will likely need to give up some degree of control over creative decisions. Before diving too deep into the hiring process, you should determine the amount of control you will want to retain by considering:

- **The scope of work** to be performed by your freelancer or new staff member. If the scope is broad, you will have less control over creative decision making. Your degree of control should be determined based on your new campaign manager's experience versus the depth of your own experience.
 - **If you have a great deal of creative experience**, you may want to retain more control over the creative decision making process. However,
 - **A campaign manager with extensive experience** can save you a great deal of time and money, but will require more control over the creative decision making process.
- **Throughout the search and interview process**, be clear about your expectations with respect to the extent of your involvement in setting, managing, and evaluating creative strategies and execution.
- **Always remember that you are the employer.** At "the end of the day" you must have final approval of strategy, budget, content, and responding to outcomes.

By following these tips, you can eliminate a great deal of bad news that can result from a less than productive campaign manager engagement.

Some Ugly News

The **ugly** news about hiring an ugly campaign manager is that they will take your money and then not deliver fundraising results.

A bad hiring decision can be a VERY UGLY PROBLEM that costs your organization a great deal of time, money and fundraising opportunity.

A few commonsense things you can do to protect yourself and your organization from making an ugly hiring decision include:

- ❑ **Research.** Learn as much as you can about your prospective hire. Read online reviews, check their website and LinkedIn profile.
- ❑ **Check out cause-related experience.** Make sure your potential hire has substantial experience with nonprofits pursuing analogous missions.
- ❑ **Test Compassion.** Make sure that the prospective manager truly understand your mission and is compassionate about supporting it.
- ❑ **Get everything in writing.** Once you decide to hire a candidate, get everything in writing . . . including the scope of work you anticipate them undertaking, their status as an employee or contractor, how they will be compensated, and how and where they will work including their in-office, hybrid or remote location.
- ❑ **Check out their portfolio.** Any copywriter worth is or her “salt” will have a robust portfolio that they are ready, willing and proud to share with you.



About the Author

Bob Roth (AKA Robert Roth, PhD) helps nonprofits drive their online fundraising campaigns to the top of the Internet.

Dr. Bob specializes in obtaining and managing **Google Ad Grants** (for up to \$10,000 per month), crafting **website landing pages** that maximize donor engagement, and creating **for-profit fundraising partnerships** that increase nonprofit audiences and impacts.



Dr. Bob's nonprofit fundraising work is informed and empowered by more than 30 years of both nonprofit and for-profit marketing management. His nonprofit work has touched more than **100 million people** and raised more than **\$40 million**. And his for-profit work has generated several hundred million dollars in equity value for corporations and their investors.

For-Profit Experience

In the for-profit sector, Dr. Bob has been honored to serve as:

- President and COO at Grand Canyon Railway
- Vice President Marketing for Del Webb Recreational Properties
- Vice President Marketing for Radisson Hotels
- Director of National Advertising for Holiday Inns

Nonprofit Experience

Concurrent with his for-profit marketing career, Bob Roth has been blessed to bring for-profit marketing skill set to serve a number of nonprofits including the ACCESSMed Foundation, Arizona Office of Tourism, American Humane Association, Arizona Small Business Association, Butte Opera House and City of Cripple Creek, CO, Coleville Tribes, Desert Stages Theatre, Frank Lloyd Wright Foundation, Sedona Chamber of Commerce, the Navajo Nation, and Utah Navajo Industries.

Need A Little Help?

If your organization is working to take your nonprofit fundraising campaign to the top of the Internet, Dr. Bob would be honored to help. Please contact me at bob-roth@outlook.com.