

Google Ad Grants



**Make *Exceptional* Nonprofit
Marketing *Affordable***

A White Paper by:
Robert Roth, PhD

Google Ad Grant Nonprofit Marketing Benefits

Participating in a Google Ad Grant program provides several critically important benefits for 501(c)(3) nonprofits including:

1. A Free Advertising Budget

- Up to **\$120,000/year** for free Google Search advertising.

2. More Online Visibility

- Reach a broad audience of potential program participants, donors and volunteers *at the moment* they are searching for opportunities to benefit from, and to support, your mission.

3. More Targeted Website Traffic

- Use keyword-targeted ads to attract Internet searchers who are most likely to engage with your cause and services.

4. Improved SEO Insights

- Identify the keywords that will deliver the greatest volume of visitors to both Google search ads and to their website landing pages.

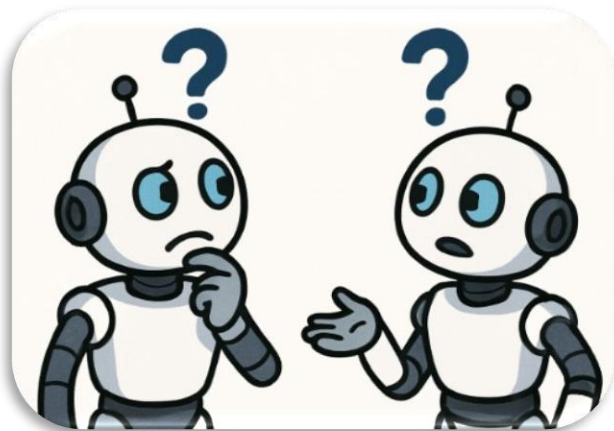


Seems Like a No-Brainer

Taking advantage of a Google Ad Grant seems like a no-brainer. But there's a problem.

The problem is that fewer than 3.0% of all U.S. based 501(c)(3) nonprofits are taking advantage!

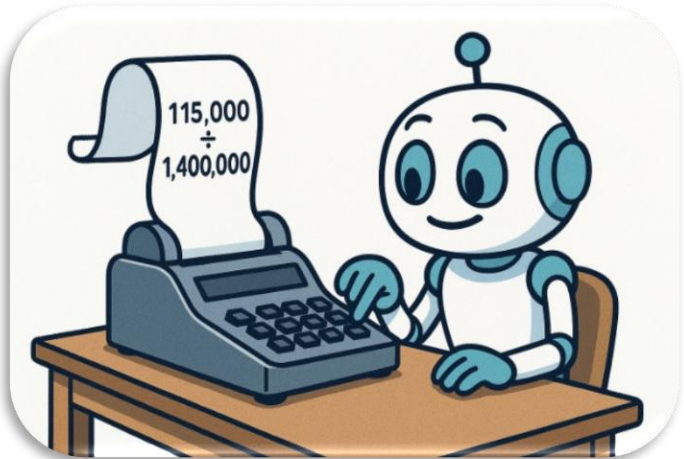
Let's take a look at the math (on the next page) . . .



Doing The Math

Doing the math we find that:

- The U.S. is home to approximately **1.4 million** 501(c)(3) nonprofits. And among them, only an approximate **115,000** are participating in the Google Ad Grant program, and
- Among all 501(c)(3)s that are currently registered in the Google Ad Grant program, it is likely that **fewer than 30%** are actively managing their campaigns.
- So, doing the math (multiplying $8.4\% \times 30\% = 2.5\%$), it appears that fewer than 3.0% of all currently registered Google Ad Grant participants are taking advantage of their Google Ad Grant to make their marketing program exceptionally productive and truly affordable.



So, why are as many as 97% of all U.S. based 501(c)(3) nonprofits missing out on the no-brainer Google Ad Grant opportunity?

The answer is “It’s Complicated.”

The Problem Is Complicated

Several of the complicated and interconnected problems that are limiting interest in the Google Ad Grant opportunity include:

1. Lack of Awareness

- Many nonprofits simply don't know that the Google Ad Grant exists. And among those that do know, the path to securing and managing a grant appears very complicated.

2. Misunderstanding

- Some nonprofits confuse the Google Ad Grant program with traditional Google Ads, assuming that participation will require high level digital marketing skills and a large marketing budget.

3. Mismanagement

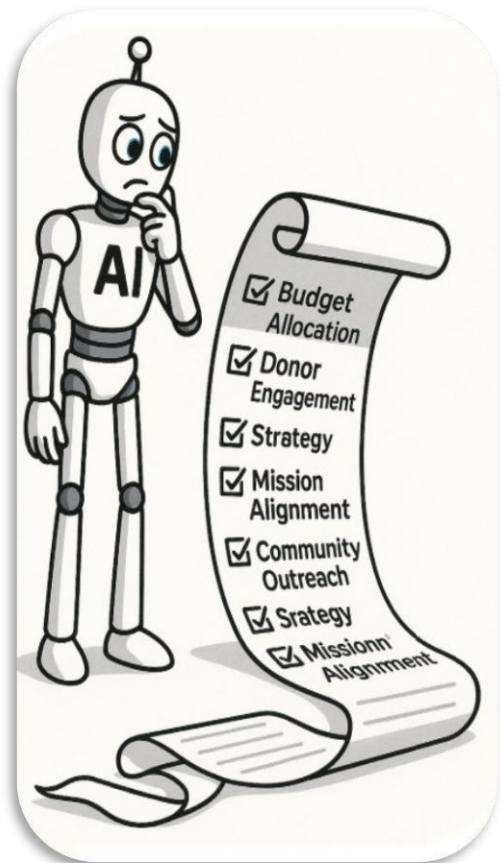
- Some nonprofits start a campaign, become frustrated or distracted, and give up.

4. No Clear Strategy

- Without a clear marketing strategy, ads get poor results which reinforces the belief that managing an ad grant is not worth the effort.

5. Time and Staff Constraints

- Nonprofits with limited budgets frequently assign marketing tasks to interns or volunteers who have limited digital marketing experience.



Solving these problems can make your nonprofit's marketing program **more productive** and more **Affordable**. So, let's get on with solving the problem (on the next page).

Solving The Problem

The shortest path to solving the problem is implementing a **Fast Track Digital Marketing Plan**.

A Fast Track Digital Marketing Plan

A Fast Track Digital Marketing Plan is a Roadmap for:

- **Understanding the marketing problems that AI can help solve**

AI can help with marketing research, donor segmentation, outreach personalization, content creation and end-to-end fundraising.

- **Auditing Marketing Data**

AI thrives on data. It is really good at evaluating marketing campaign performance and driving continuous improvement.

- **Defining Clear Marketing Goals**

Predictive analytics can help you set realistic program participation, mission driven impact, and donation goals.

- **Choosing the Right AI Tools**

AI can help you choose the right AI tools (such as Google Ad Grants, CRMs, research tools like Gemini and ChatGPT, Email & fundraising platforms and analytics like Google Analytics and Google Search Console).

So, What To Do Next?

What to do next is simple. Simply develop and implement a Fast Track Digital Marketing Plan!



About The Author

Hi! I'm Dr. Bob (AKA Robert Roth, PhD). I help 501(c)(3) nonprofits develop and implement **AI Advised Nonprofit Marketing** programs for nonprofits that are making a difference.



My Nonprofit Work

My nonprofit work has engaged more than **100 million** people and raised more than **\$40 million**.

Some of the nonprofit and government organizations that I have been honored to serve include the 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.

For-Profit Experience

My nonprofit marketing work is informed and empowered by my for-profit work which has generated **several hundred million dollars** in equity value while serving 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

Thank You

Finally, thank you for reading this White Paper and please do [contact me](mailto:bob-roth@outlook.com) at bob-roth@outlook.com, if your organization needs a little (or maybe a lot of) AI Advised Nonprofit Marketing support.

Marketing

by Dr. Bob