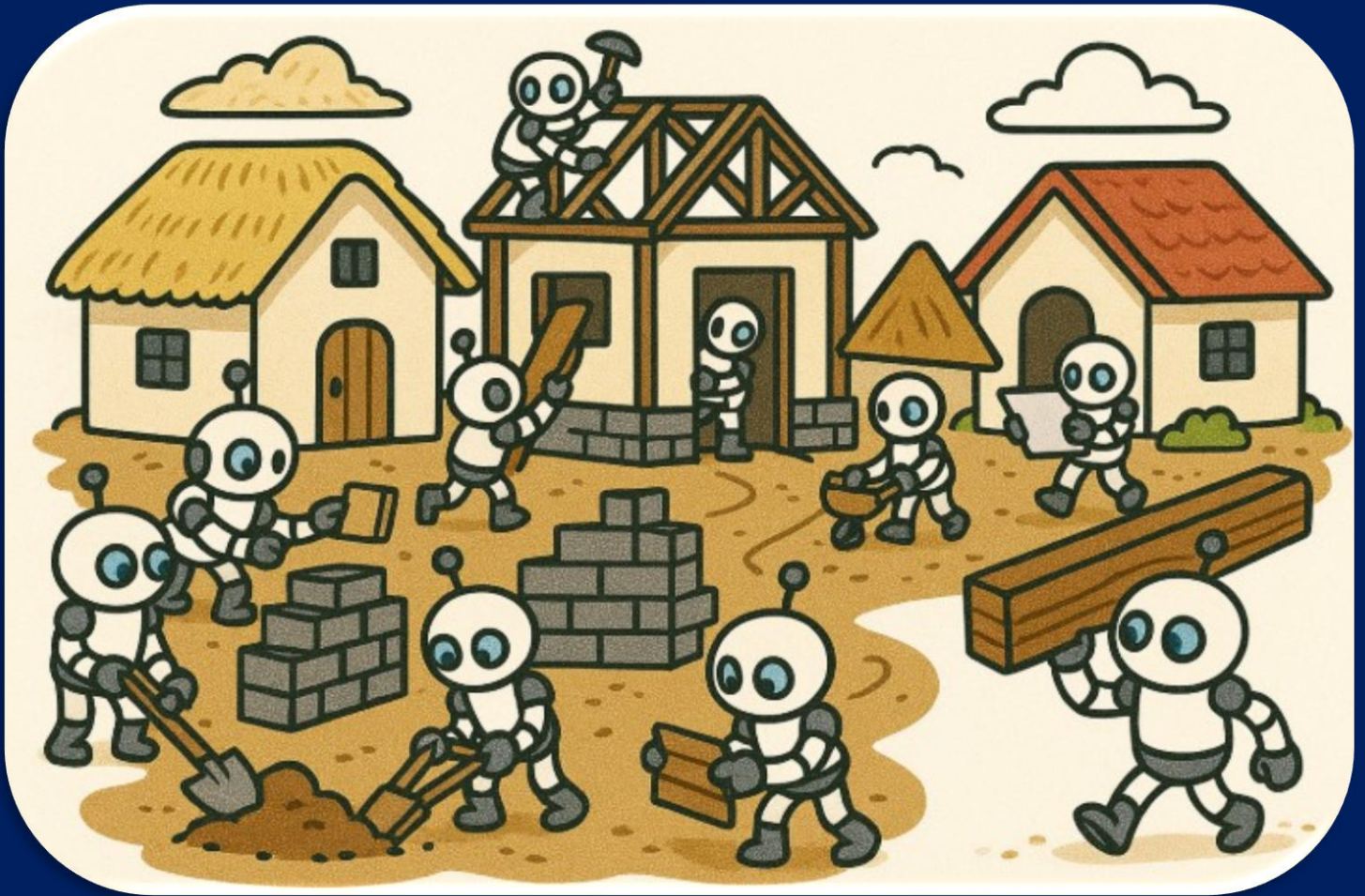


Why Google Ad Grants Are Unappreciated



And How Building A Village Can Solve The Problem

A White Paper by:
Robert Roth, PhD

Introduction

I'm Dr. Bob (AKA Ro0bert Roth, PhD). And I am a nonprofit marketing consultant who is working with an army of AI Robots to help nonprofits make life better for people, animals and our planet.

Over the years, I have taken advantage of Google's generous Ad Grants to take nonprofit outreach, donor, and volunteer recruitment campaigns to the top of the Internet.

Given the value of a Google Ad Grant, both my team of AI bots (that is what AI Robots like to call themselves) and I are very surprised by the extent to which the Ad Grant opportunity is unappreciated.

We wrote this White Paper to make nonprofit managers, and digital marketing agencies and consultants, aware of the extent to which the Ad Grant opportunity is unappreciated and how building a little Village building can fix the problem.

Why Google Ad Grants Should Be Appreciated

The Google Ad Grant should be appreciated and widely embraced because nonprofits that take advantage of an Ad Grant can:

- Receive a grant for up to **\$10,000** monthly, and **\$120,000** annually, and
- Leverage that grant to connect with new and wider audiences at the very moment they are searching for services and opportunities to make a donation.



A Google Ad Grant provides a valuable (actually priceless) opportunity to engage new program participants, volunteers and donors at the top of the Internet.

But there is a problem. The problem is that **fewer than 3.0% of all eligible nonprofits are taking advantage!** Let's do a little math (on the next page) . . .

Why The Google Ad Grant Is Unappreciated

Doing The Math

Aided by an army of AI Bots, I did a little math. Here's what we found out:

- The U.S. is home to roughly **1.4 million** Ad Grant eligible nonprofits. And among them, approximately **115,000** are participating in the Ad Grant program, and
- Among these eligible nonprofits **fewer than 30%** are actively managing their Ad Grant.
- So, doing the math (dividing 115,000 by 1,400,000 = 8.2%), it appears that only 8.2% of currently eligible nonprofits are participating in the Google Ad Grant program.
- And, doing a little more math (multiplying 8.2% X 30.0% = 2.5%), it appears that as few as 2.5% of all currently registered Ad Grant participants are actively managing their Ad Grant accounts.



In sum, the math suggests that **the Google Ad Grant opportunity is unappreciated by more than 1.3 million eligible nonprofits.**

So, what's the problem? More about that on the next page . . .

So What's The Problem?

The Google Ad Grant opportunity is widely underappreciated because of several complex and interrelated problems including:

1. Lack of Awareness

- Many nonprofits are unaware of the program and its value.

2. Complexity

- Managing a Google Ad Grant is complicated.

3. Compliance

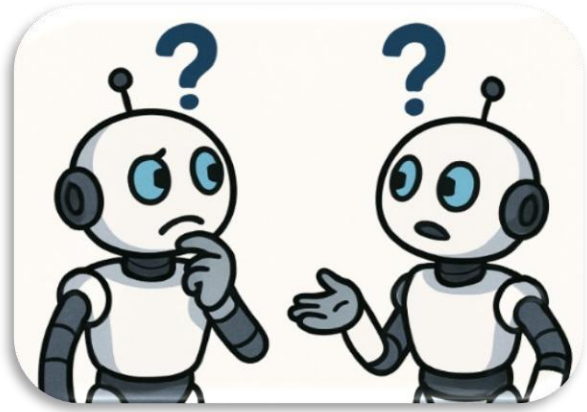
- Google Ad Grants have several very specific compliance policies and these requirements must be followed to maintain eligibility.
- Failure to adhere to compliance guidelines can result in account suspension or loss of the grant entirely.

4. Technical Requirements

- Having a functional and high-quality website that meets Google's requirements is a prerequisite for grant compliance.

5. Misconceptions

- Many nonprofits believe that the grant is only beneficial for large organizations that have a marketing staff and substantial budgets, and that
- Expert digital marketing agencies and consultants are few and far in between, and unaffordable.



In sum, **Lack of Awareness, Complexity, Compliance, Technical Requirements, and Misconceptions** are some of complex and interrelated problems that are causing the Ad Grant opportunity to be widely underappreciated.

Fortunately, building a Village can solve the problem.

Building A Google Ad Grant Village

Building a collaborative village that brings together nonprofit managers, Google team members, and expert and *affordable* digital marketing agencies and consultants can solve the problem by:

1. Enhancing Knowledge and Skill Sharing

- Nonprofit Managers can gain direct access to expert knowledge.
- Google Team Members, agencies and consultants can provide direct support, answer questions, offer guidance and build their businesses.

2. Improving Campaign Strategy and Optimization

- Digital marketing experts can help nonprofits develop keyword strategies, optimize conversion tracking, and take advantage of advanced bidding strategies, and
- Agencies and consultants can provide ongoing monitoring, reporting, and recommend adjustments to campaign strategies to maximize click-through rates, conversion rates, and overall impacts.

3. Enhancing Compliance and Account Management

- Agencies and consultants can ensure that nonprofits comply with Google's strict policies and guidelines and thereby reduce the risk of account suspension.
- Agencies and consultants can ensure regular campaign updates, which are crucial for maintaining eligibility and optimizing performance, get made.



Why The Google Ad Grant Is Unappreciated

4. Increasing Affordability

- Affordable agencies and consultants can make taking advantage of a Google Ad possible by taking on complex and time-consuming management tasks and ensuring that their clients fully utilize the \$10,000 monthly grant budget to reach and impact the largest possible audiences.
- Agencies and consultants can provide paced and digestible training to prepare nonprofit staff members and volunteers to management Ad Grants as they grow their skillsets.

5. Building a Supportive Community

- Nonprofit Ad Grant managers can connect with peers and share their experiences, challenges, and successes in utilizing Google Ad Grants., and
- Any and all village members can provide real-time support, troubleshooting, and direct and timely answers to one another's questions.

In sum, a collaborative Google Ad Grant Village can empower nonprofits to maximize the benefits of the Google Ad Grant program, driving greater impact and advancing their missions. A Google Ad Grant Village can make the Google Ad Grant opportunity widely known and embraced and well appreciated.

So Here's The CTA

As every nonprofit marketing guru is keenly aware, every marketing recommendation (which is what this White Paper is) should be concluded should be concluded with CTA (Call To Action). So, here it is:

**Let's forge ahead with building the
Google Ad Grant Village!**

And please do **contact me** if you would like to share more about Google Ad Grant Village Building!

About The Author

Hi! I'm Dr. Bob (AKA Robert Roth, PhD). And I am a consultant who works with 501(c)(3) nonprofits to develop digital marketing strategies that take their outreach, donation and volunteer recruitment campaigns to the top of the Internet.



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 at bob-roth@outlook.com, if you would like to join in building a Google Ad Grant Village.

Marketing

by Dr. Bob