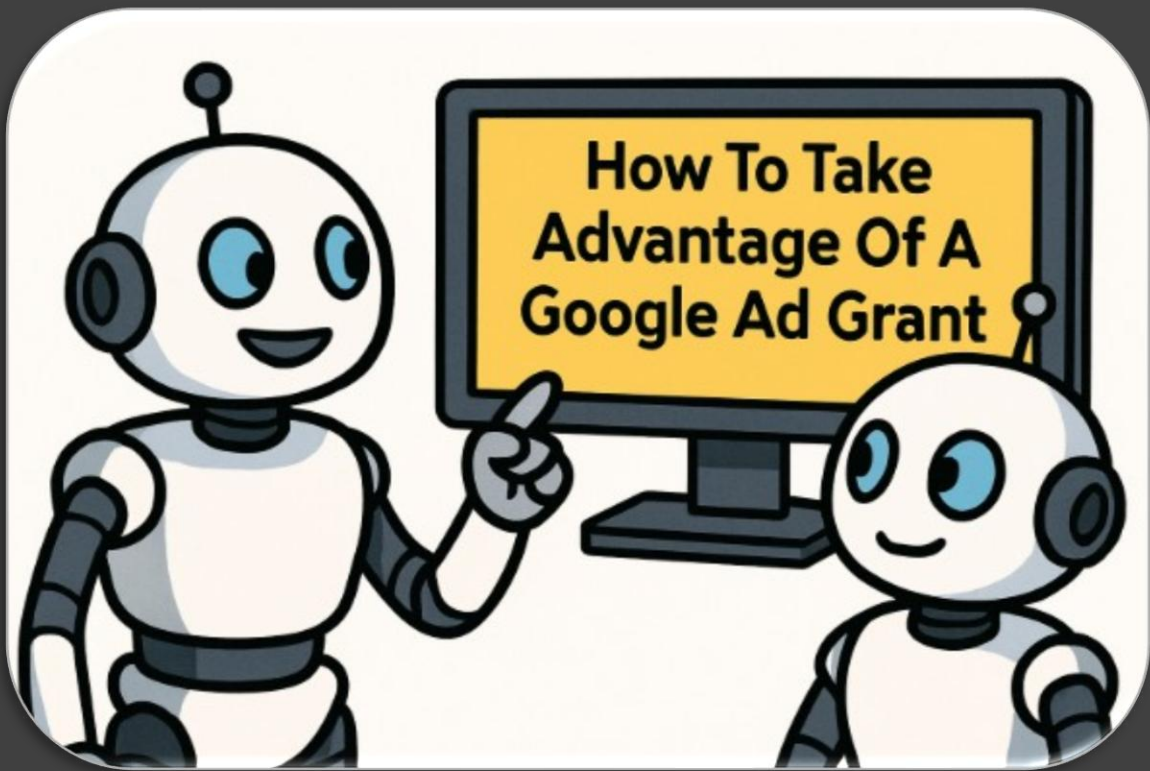


Energizing The Google Ad Grant Opportunity



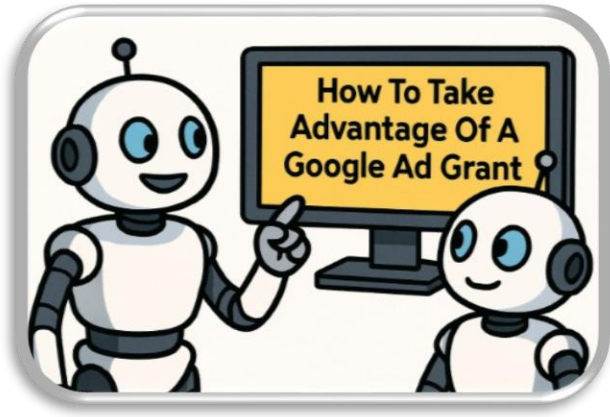
**Why Most Nonprofits Are Missing Out &
One Good Way To Solve The Problem**

**A White Paper by:
Robert Roth, PhD**

The Google Ad Grant Opportunity

For a 501(c)(3) nonprofit, taking advantage of a Google Ad Grant is a powerful opportunity to:

- Receive a search advertising grant for up to \$10,000 per month, and
- Connect with people as they are searching the Internet for ways to benefit from, and support, your organization's services

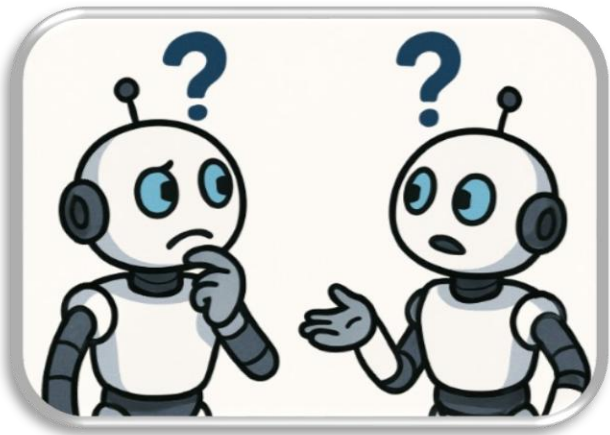


A Google Ad Grant can help a 501(c)(3) engage program participants, volunteers and donors at the top of the Internet.

So, here is a Question

Is your nonprofit taking advantage of a Google Ad Grant? The Answer is probably NOT because available data indicates 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.
- Doing the math (dividing 115,000 by 1.4 million = .082) it appears that only **8.2%** are Google Ad Grant participants. And based on available information it appears that about 30% of registered participants are actively taking advantage. So, doing a little more math (multiplying .083 by .03 = 2.46) it appears that **only about 2.5% of all 501(c)(3)s are actively taking advantage of A Google Ad Grant.**



Energizing The Google Ad Grant Opportunity

If your 501(c)(3) has not yet applied for a Google Ad Grant, or has received a grant but is not actively taking advantage of it, your organization is missing out on an exceptional opportunity to:

- Increase online Visibility
- Attract Targeted Website Traffic
- Raise Awareness for Your work
- Recruit Volunteers, and
- Promote Fundraising Initiatives

So, What's The Problem?

If your nonprofit is missing out on its Google Ad Grant opportunity, the problem likely results from several interrelated challenges including:

- **Simply Not Knowing**
Many nonprofits, especially those with limited marketing staff and resources, are simply unaware of the opportunity.

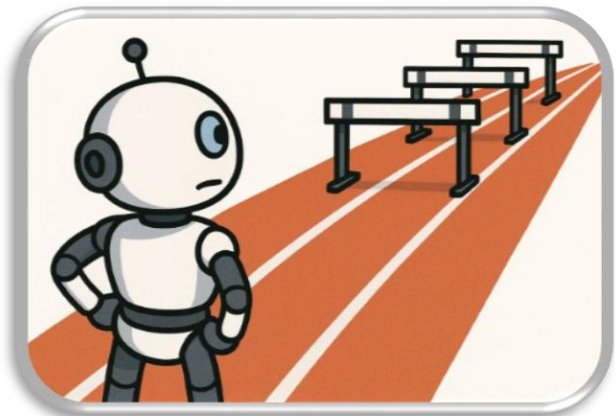
Resource Constraints

Most nonprofit lack the staff expertise and marketing budgets that are necessary for effectively managing a Google Ad advertising campaign and the closely integrated and search word optimized website landing pages that are essential components.

- **Complexity**

The process of applying for and managing a Google Ad account can seem daunting for anyone who is unfamiliar with digital advertising.

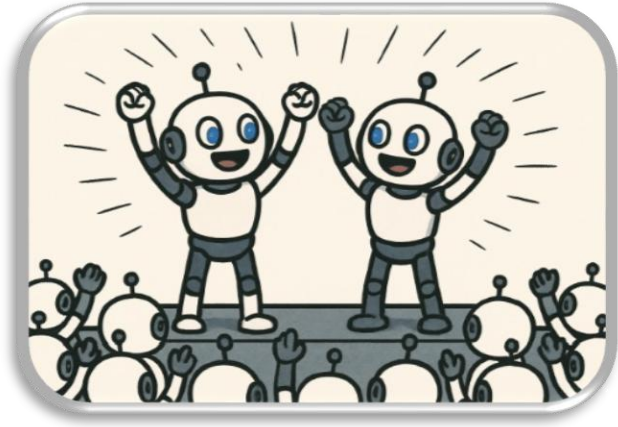
Overcoming these interconnected and often complex problems will require significant improvement in availability of affordable Google advertising and digital marketing expertise.



Solving The Problem Will Take A Village

Overcoming the hurdles that prevent nonprofits from taking advantage of the Google Ad Grant opportunity will require building a **collaborative village** that:

- **Creates awareness** of the Google Ad Grant opportunity
- **Engages managers, developers and fundraisers** in a digital marketing process
- **Brings together a village** of volunteers and deeply discounted consultants who are ready, willing and able to support nonprofits throughout the ad grant application and campaign development and management processes.



As an initial plan for village building, I propose four strategies:

1. **Create a Centralized Platform** or Community Hub that includes a website, forum and networking platform to serve as a central meeting point for nonprofits seeking help and experts willing to volunteer or offer affordable services.
2. **Define Goals, Roles and Tasks** that community participants can assist with, such as initial application support, campaign setup, keyword research, ad copy creation, performance monitoring, and reporting.
3. **Increase Awareness** of Google Ad Grant benefits through a digital marketing campaign, online discussion groups, and share success stories.
4. **Facilitate Collaboration** between nonprofit organizations, associations, and umbrella groups to recruit volunteer and affordable experts and to promote the Google Ad Grant opportunity.

So, Let's Get On With Some Village Building!

I wrote this White Paper as a first step toward engaging digital marketing consultants and nonprofit organizations in collaborative Google Ad Grant village building.

So, let's get on with building a collaborative village that helps nonprofits take advantage of their Google Ad Grant opportunities.



Thank You

Thank you for considering the information contained in this White Paper. And **please do contact me** if you would like to participate in a little (or maybe a lot of) village building!

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Marketing

by Dr. Bob