

Search Ads 101

Turn Search Traffic into Donations



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Land Acknowledgment

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the Coast Salish People, the Montreal offices are located on Kanien'kehà:ka (Mohawk) territory, and the land on which we operate in Toronto is the traditional territory of the Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.

Vision:

We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

Mission:

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

For charities, CanadaHelps builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

For Canadians, www.canadahelps.org is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

TRUSTED
SINCE 2000

\$1.6 BILLION
RAISED

2.6 MILLION
DONORS

24,000
CHARITY
PARTNERS

Google Ad Grants

Connecting people to causes through free Google ads



Date: April 8, 2021

Agenda

Proprietary + Confidential

1

Intro to Ad Grants and Digital Marketing

- 1.1 Why invest in digital marketing?
- 1.2 How can Ad Grants help?

2

Overview of Google Search & Maximizing Impact + Custom Donation Forms

- 3.1 How do I improve performance?
- 3.2 How do I track performance?

3

Getting Started with Ad Grants

- 2.1 How do I sign up?
- 2.2 How to set up my account?

4

Additional Resources

- 4.1 Customized performance & suggestions emails
- 4.2 Online, phone, and live resources

Intro to Ad Grants and Digital Advertising

A satellite view of Earth at night, showing the curvature of the planet and the glowing lights of cities and continents against the dark background of space.

4 billion

Internet users
worldwide

8 billion

Connected Devices

Search is a critical
touchpoint online

5.6 billion

searches on Google
every day



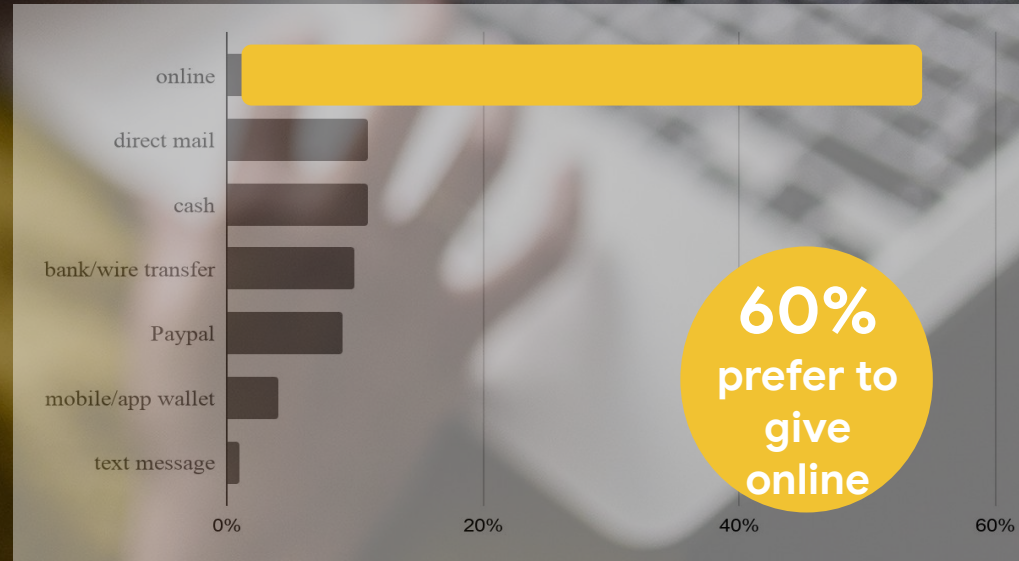
Search may be the beginning of a donor's journey

Donations given online



Source: Nonprofits Source, 2018 and 2018's Global Trends in Giving Survey

Preferred channels to give



Ad Grants connects people to causes through free Google Ads



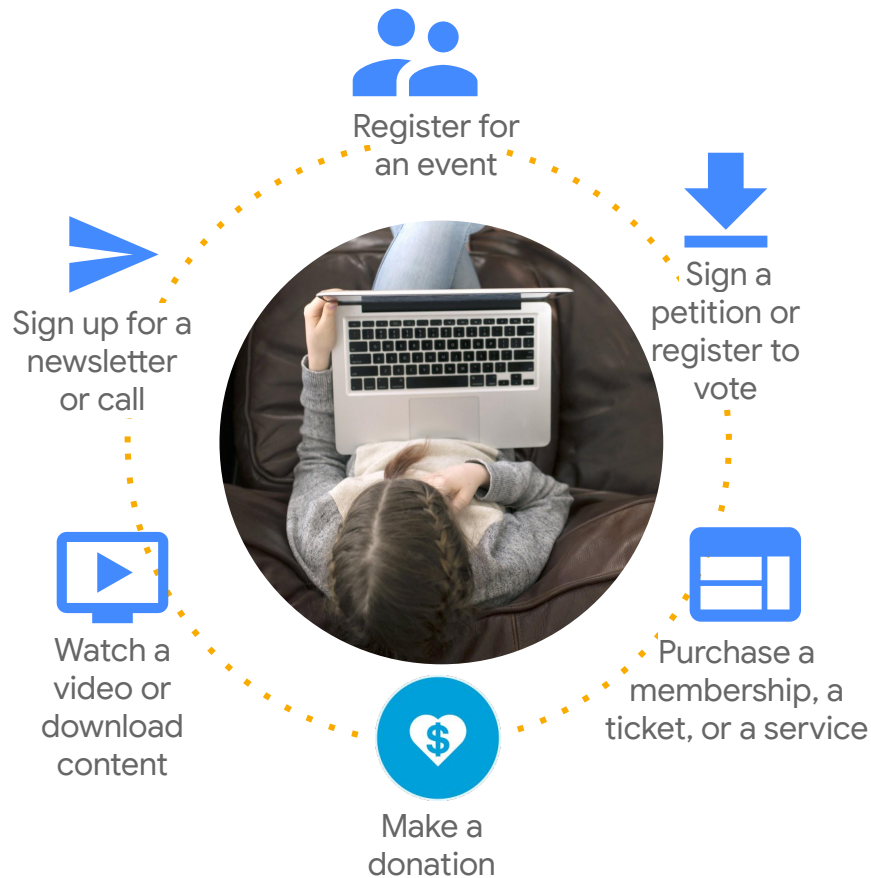
45,000
global nonprofits



with 1 billion
visits

Mission: Grow charitable giving and help nonprofits succeed by connecting people to causes:
with \$10,000 per month in free Google advertising, nonprofits can create meaningful ads to educate, attract donors and help people around the world.

Ad Grants helps nonprofits get results





Google Ad Grants connects people to causes online with free Google search ads

\$10B

given

115k

nonprofits

67

countries

Overview of Google Search

PAID RESULTS

Links to websites/content on a search engine's results page which are paid for i.e. these are ads. This is commonly known as Search Engine Marketing (SEM).

ORGANIC SEARCH RESULTS

Links to websites/content on a search engine's results page which are not paid for. They are surfaced by an algorithm. These are not paid ads.

Ad Grants offers Nonprofits exposure

Proprietary + Confidential

The image is a screenshot of a Google search results page for the query "donate old coats". The search bar at the top shows the query and the Google logo. Below the search bar are tabs for "All", "Shopping", "Images", "News", "Maps", and "More". The search results are divided into two main sections: "Search ads" and "Organic results".

Search term: donate old coats

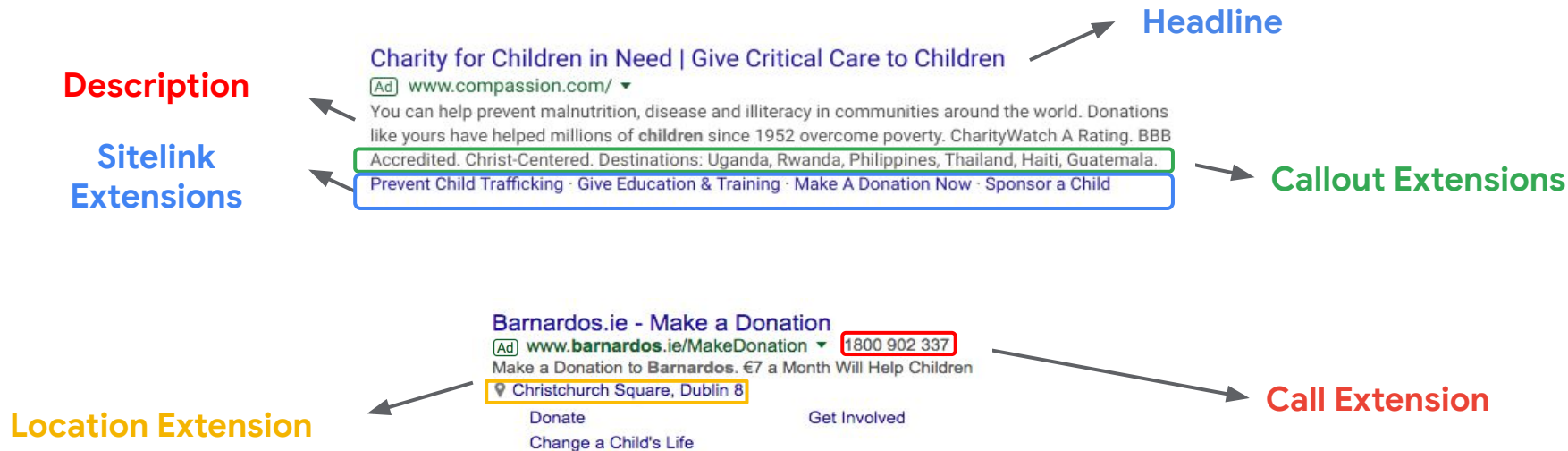
Search ads:

- Donate Gently Used Coats - Extra coat in your closet?**
(Ad) www.onewarmcoat.org/
Help someone stay warm today
Select a Nonprofit Partner: One Warm Coat
- Donate to Goodwill - goodwillches.org**
(Ad) www.goodwillches.org/
Get rid of unwanted clutter and donate to Goodwill today!
Store Locator · Get Directions
Donate Online · Hold a Donation Drive · Find Your Local Goodwill · Accepted Items

Organic results:

- One Warm Coat | No one should go cold this winter!**
<https://www.onewarmcoat.org/>
Donate a Coat. FIND A LOCATION NEAR YOU! Donate Funds ... If you are a registered nonprofit organization in need of free, warm coats for those you serve, ...
Donate Coats · Hold a Drive · About · The Need
- Warm Coats & Warm Hearts Drive | Burlington**
<https://www.burlington.com/warm-coats-warm-hearts-drive.aspx>
Donate a gently worn coat to help local families in need. Drop off at any Burlington location from November 1 through January 19. See site for details.
- 5 Places to Donate Your Old Coat This Fall | Mental Floss**

Basics of an ad



HOW DO I GET MY AD TO THE TOP OF THE PAGE?

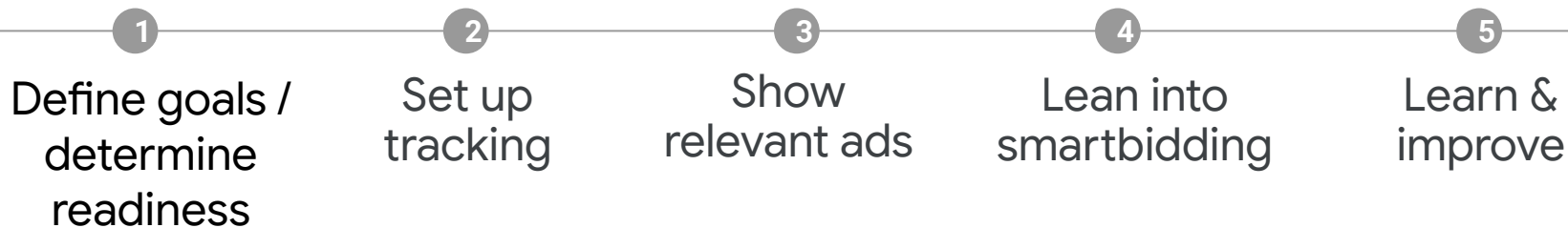
We use an auction! While 'what you're willing to pay' is one key element...you *can't* just pay to win top spot on a search, we consider other factors too.

**BETTER ADS =
CHEAPER ADS**

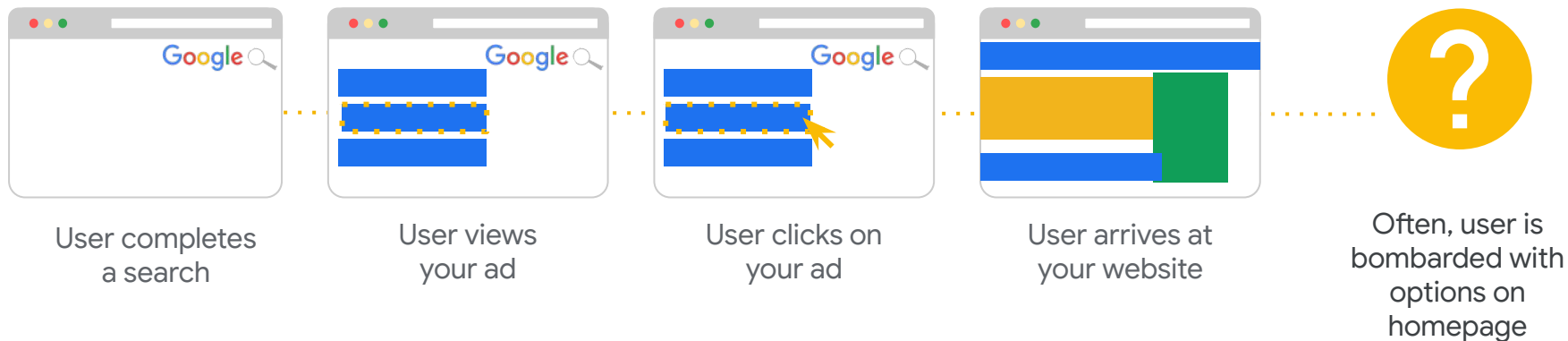
Ad Rank formula accounts for what you're willing to pay for a click on your ad, as well as how relevant that ad is for the user. You will be rewarded for relevance!

Maximizing Impact

5 main steps to successfully using Ad Grants



Define your goal: what do you want someone to do when visiting your website?



To note

Define your preferred actions and the highest potential paths for a user to complete those actions beyond visiting your site

Set up tracking: track your goals with (free!) Google Analytics

Google Analytics shows you what happens after a user clicks on your ads.

Training [here](#)

CAMPAIGN REACH

- ☒ How many people have seen my ads? Impressions
- ☒ How many of them clicked on my ads? Click-through rate

CAMPAIGN EFFECTIVENESS

- ☒ What do people like reading on my site? Google Analytics
- ☒ Did they review my video? Google Analytics
- ☒ Who signed up for newsletter? Google Analytics
- ☒ How many returned to donate? eCommerce Google Analytics
- ☒ How long did it take for them to donate? Google Analytics
- ☒ What do they come back for after donating? Google Analytics



Create relevant ads, skillshop- [here](#)

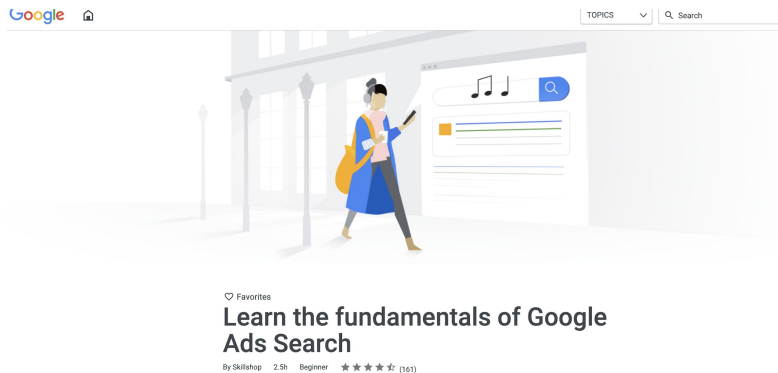
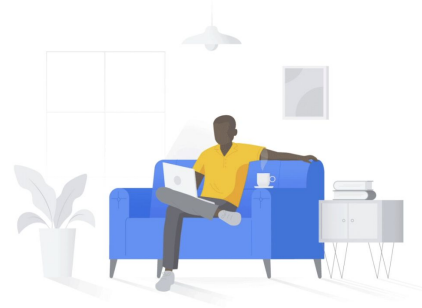
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Master the Google tools you use at work with free online training

Develop skills you can apply right away, with e-learning courses designed by Google product experts. Learn at your own pace and get Google product certified.

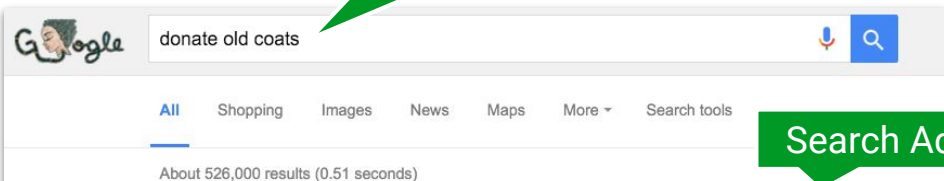
Get started



Google Ad Grants

Show relevant ads: what are keywords?

Search term



Search Ads

Donate Gently Used Coats - Extra coat in your closet?

(Ad) www.onewarmcoat.org/

Help someone stay warm today

Select a Nonprofit Partner: One Warm Coat

Donate to Goodwill - goodwillches.org

(Ad) www.goodwillches.org/

Get rid of unwanted clutter and donate to Goodwill today!

Store Locator · Get Directions

Donate Online · Hold a Donation Drive · Find Your Local Goodwill · Accepted Items

Old clothing? - Unsure what to do with them?

(Ad) www.greenamerica.org/Recycle-Clothes

Find out what you can do here:

Donate Coats - One Warm Coat

www.onewarmcoat.org/donatecoats/

Thank you for your interest in donating a coat for someone in need. Please Note: Most coat drives are held in the Fall and Winter months and can be found by ...

One Warm Coat

www.onewarmcoat.org/

Anyone can hold a coat drive. PreviousNext. 12. DONATE NOW ... Donate Coats. Find a drop off location near you. Learn more...

Donate Coats - Contact Us · Hold a Drive in Six Easy Steps · Our Story

A screenshot of the Google Ad Grants interface. The left sidebar shows the navigation menu with "Keywords" selected. The main content area shows the "Keywords" section. At the top, there are tabs for "SEARCH KEYWORDS" and "NEGATIVE KEYWORDS". Below the tabs, there is a filter icon and the text "Keyword status: All enabled". A table lists the keywords with columns for "Keyword" and "Status".

Keyword	Status
coat donation	Eligible
donate old coats	Eligible
donate used coats	Eligible

Keyword

Organic results

Identify keywords from a variety of sources

Website structure & upcoming events

Add keywords that reflect each portion of your website.

Think about upcoming planned programs and timely events.

Keyword Planner

Once you have a list of keywords, use the keyword planner to find similar keywords. Only choose keywords that are relevant to your organization.

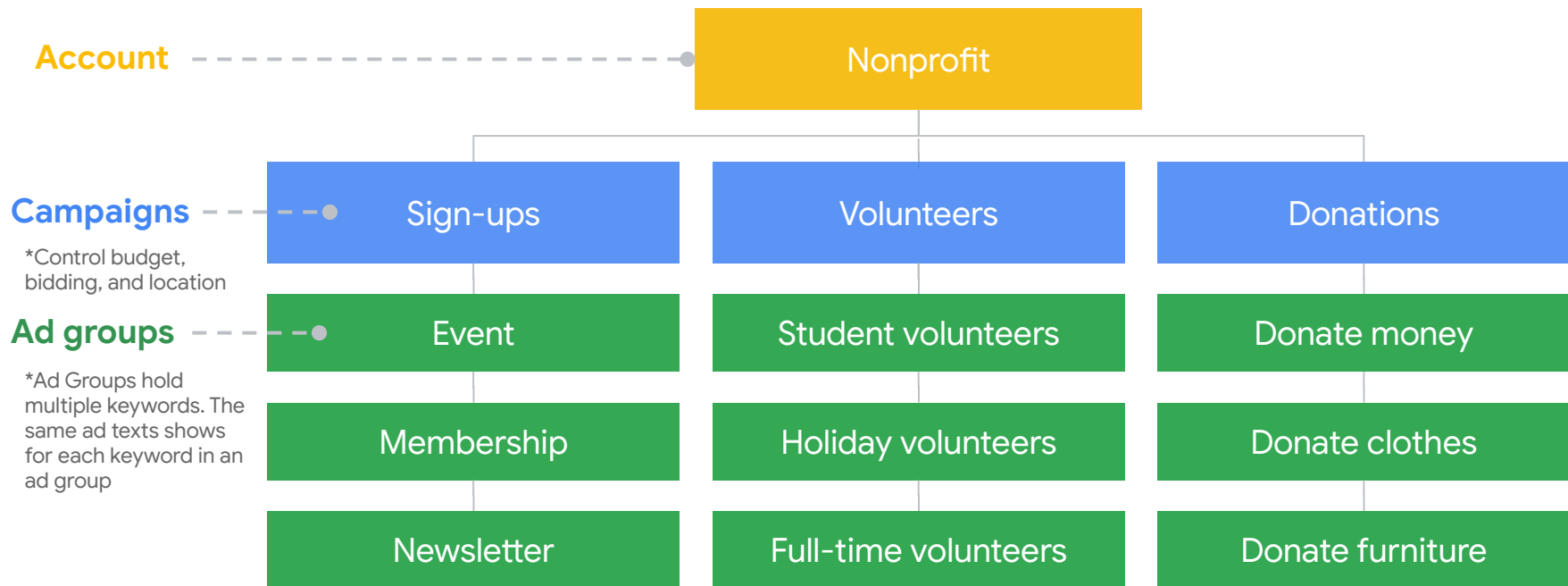
Use keywords in ad titles

Use the person's language, don't use brand in the title until known

Use relevant landing pages

Don't send to your homepage

Campaign structure is key in Google Ads



Create effective ads with extensions

Dynamic Sitelink Extensions

Charity for Children in Need | Give Critical Care to Children

www.compassion.com/

You can help prevent malnutrition, disease and illiteracy in communities around the world. Donations like yours have helped millions of **children** since 1952 overcome poverty. CharityWatch A Rating. BBB Accredited. Christ-Centered. Destinations: Uganda, Rwanda, Philippines, Thailand, Haiti, Guatemala.

Prevent Child Trafficking · Give Education & Training · Make A Donation Now · Sponsor a Child

Callout Extensions

Location Extension

Barnardos.ie - Make a Donation

www.barnardos.ie/MakeDonation 1800 902 337

Make a Donation to Barnardos. €7 a Month Will Help Children

Christchurch Square, Dublin 8

Donate
Change a Child's Life

Get Involved

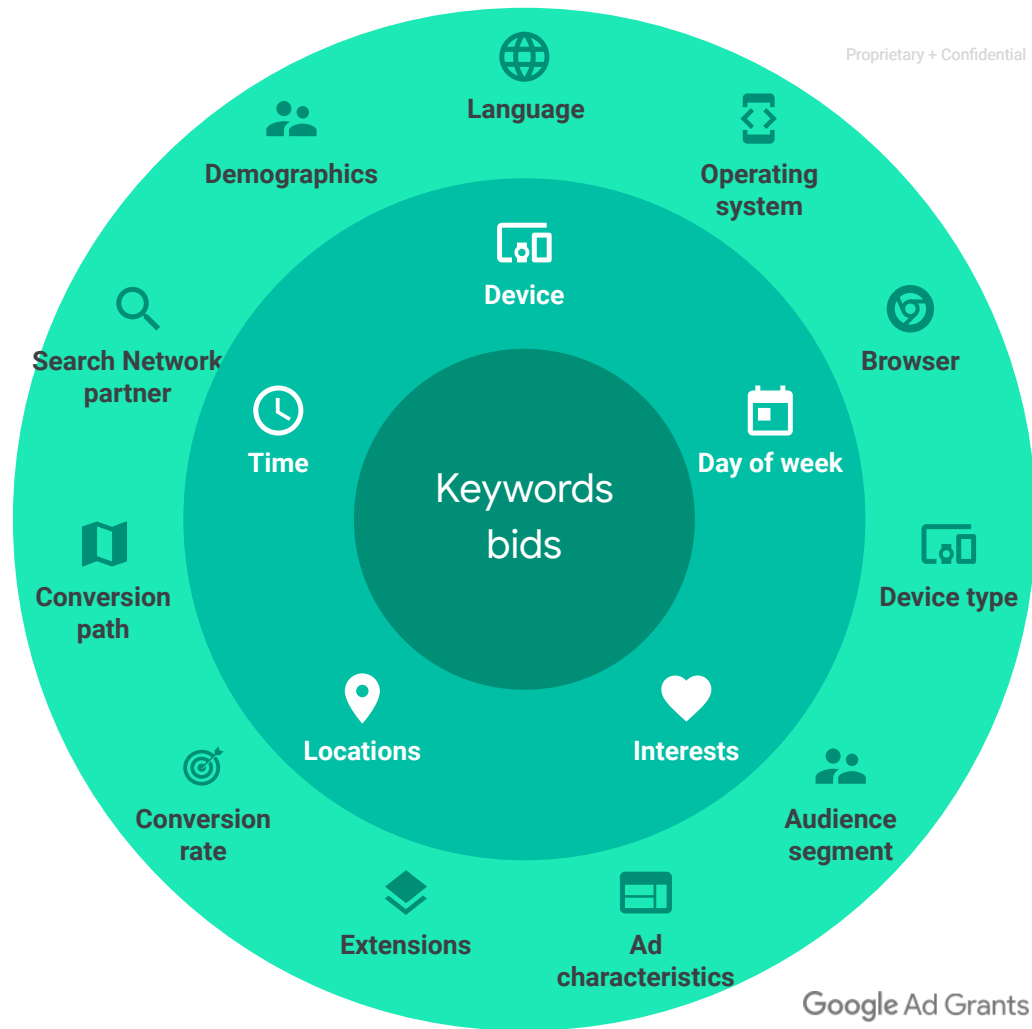
Call Extension

A few years ago
bidding was **pretty
simple**



Keywords
bids

Then mobile devices
came along...



With a large Ad Grants budget, **Maximize Conversions** is recommended of the 3 types of conversion-based bidding



Maximize Conversions

Get as many conversions as you can get with the budget you set



Target CPA

Get as many conversions as possible at a specific target cost-per-acquisition



Target ROAS

Get more conversion value or revenue at the target return-on-ad-spend you set

Smart Bidding utilizes machine learning to automatically set the best bid for each auction to maximize the number of conversions for your budget

Still with me? Let's go deeper...

Learn & Improve

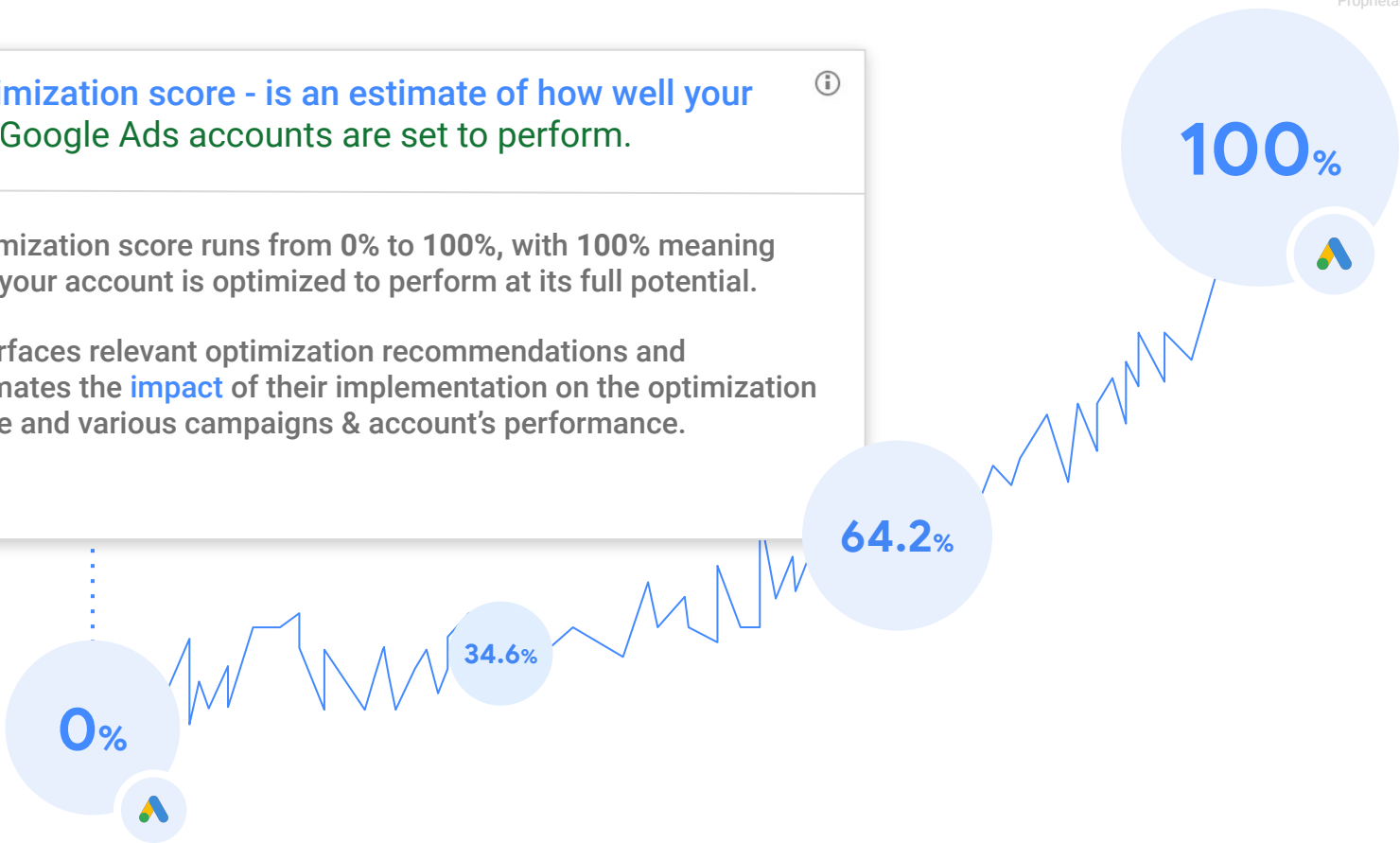
Optimization score - is an estimate of how well your

Ad Google Ads accounts are set to perform.



Optimization score runs from 0% to 100%, with 100% meaning that your account is optimized to perform at its full potential.

It surfaces relevant optimization recommendations and estimates the **impact** of their implementation on the optimization score and various campaigns & account's performance.



0%

100%

Google Ad Grants

Improve Keywords

Google Analytics

If your organization uses Google Analytics, check out your site referral paths to identify search terms that drive actions on your site - add them as keywords.

Optimization score

Check out Opti Score within the recommendations tab

Search Terms Report

The Search Terms Report shows how your ads performed on actual searches on Google.com. Use this report to find new variations of keywords to add to your account.

Google trends

External tool that shows how the world is searching

Mobile optimization

Test my site tool- [here](#)

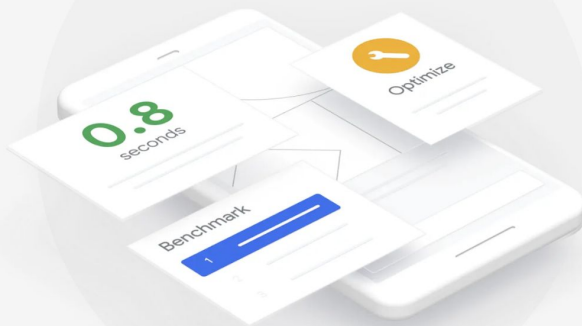
Think with Google



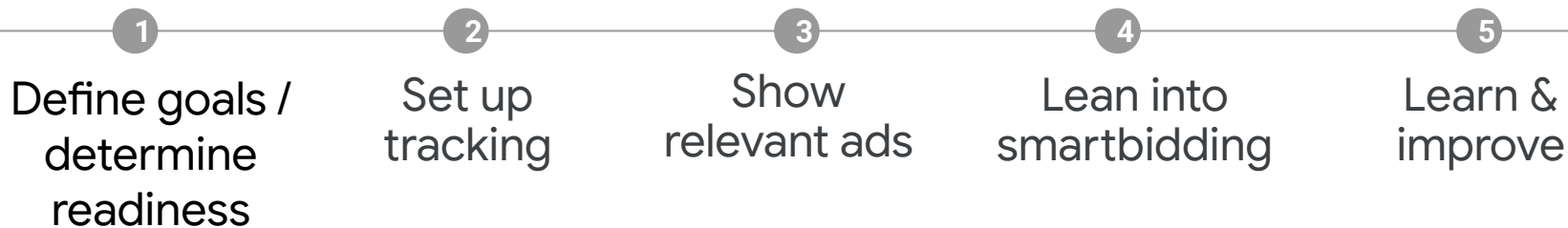
Test My Site

Improve your mobile site
to boost your business.

Enter your domain



5 main steps to successfully using Ad Grants



Custom Donation Form

Website 101

When designing home page:

- THREE seconds to first engage;
 - easy-to-read message- 'who are you & what do you do'
 - compelling video or photo
 - Do donors know they in the right place?
- THIRTY seconds (after initial three) to retain;
 - Bulleted lists
 - Highlight important content
 - Clear calls-to-action

Website 101

- A further THREE minutes (after thirty second test) to convert to donor;
 - Establish the need your charity answers
 - Prove the impact your charity makes.
- Messaging on your homepage;
 - pitch 70% of your content for new supporters
 - 20% for existing supporters
 - 10% to volunteers
 - Clear CTAs to go elsewhere.

MOST IMPORTANTLY- How can visitors support you: Where is your donate button?

Calls-to-action should be direct, powerful and highly visible. The fewer steps there are, the easier it will be for visitors to donate, sign up for an e-newsletter, or get involved in other ways.

- Donate button specifically;
 - One click to begin donation
 - Accent colour
 - Scrolling header
 - Button leads to embedded donation form
- Remove all barriers for donors!
- Ensure website is mobile optimized

Website Basics

1. Create a Donate Button
2. Create Donation Form



3. Either Embed or Link to your website

NAME	CREATED	FUND	AMOUNT RAISED	ACTIONS
Super Awesome Donation Form	15/04/2020		\$0.00	<div><div>VIEW</div><div>EDIT</div><div>EMBED</div><div>URL</div><div>DEACTIVATE</div></div>

Increasing Opportunities to Give

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COMMUNITY OWNED. COMMUNITY SUPPORTED.

THANK YOU FOR HELPING TO FEED YYC

Embed
your
giving
option
whenever
possible!

Make a donation

DONATION DETAILS

AMOUNT

Donate Now

Donate Monthly

\$

Amount

FUND

A General Donation

MESSAGE FOR CALGARY FOOD BANK (OPTIONAL)

DEDICATE YOUR DONATION

In memory of

In honour of

No dedication

Next



TRIBUTE GIFT

Make a donation as a meaningful gift for any special occasion. We will send a card with your special message to the person you dedicate your gift to. [Read more →](#)



A PLANNED GIFT

A planned gift to the Calgary Food Bank is a meaningful way to create your legacy to ensure that no one goes hungry in Calgary for years to come. Here are some different ways you can leave a gift. [Read more →](#)



A MONTHLY GIFT

As a monthly donor, you bring peace of mind to the Calgary Food Bank with a reliable donation that we can count on. [Read more →](#)



IN MEMORY GIFT

Make a donation in memory of someone who has passed away. We will send a card acknowledging your thoughtful gift to the bereaved family or friend. [Read more →](#)



HOST AN EVENT

Host an online fundraiser in support of the food bank. Food and funds can be raised in many ways – host a food drive, ask for donations at an established event or party, the possibilities are endless. [Read more](#)



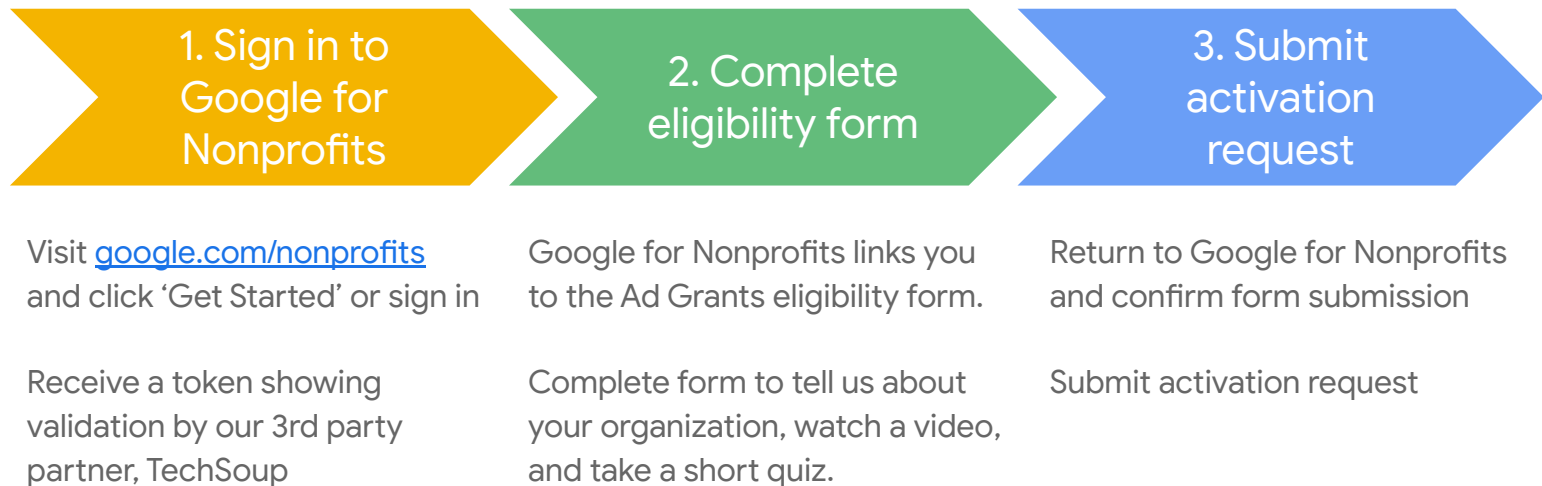
DONATE A CAR

You can turn your vehicle donation into generous dollars to feed YYC. Donate a Car will accept your vehicle for donation – running, or not! Old or new! [Read more →](#)

Provide
different
ways for
your
donors to
give

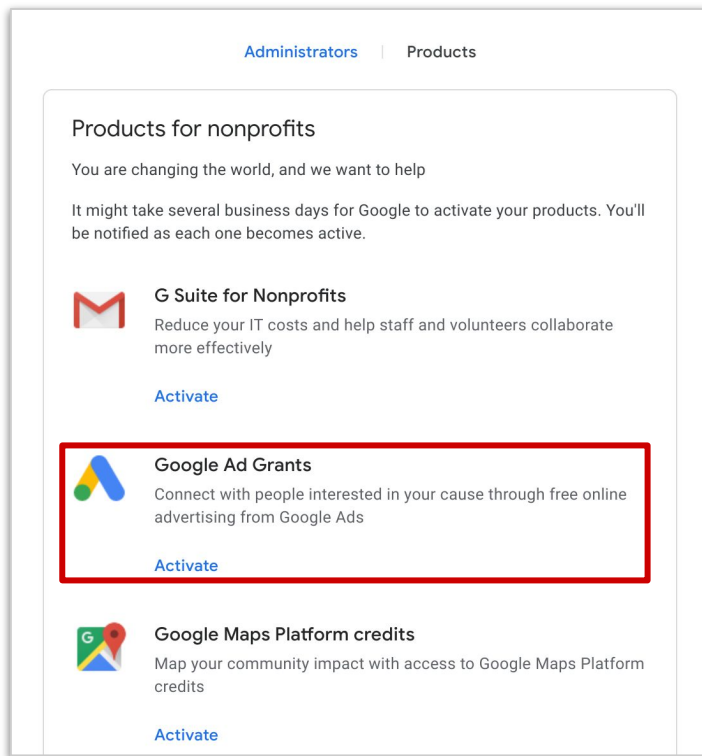
Getting Started with Ad Grants

Ad Grants activation process

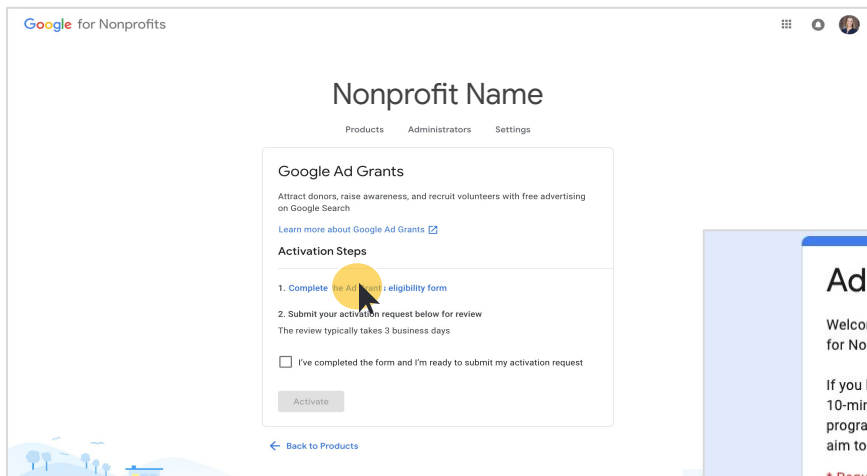


[Here](#) is a 5 minute that reviews how to apply for a Google for Nonprofits account and activate

Look for Ad Grants in the Google for Nonprofits portal



Complete eligibility form linked on Ad Grants activation page



Ad Grants Eligibility Form

Welcome to the Ad Grants eligibility form. If you have not been approved through Google for Nonprofits, please visit <https://www.google.com/grants/how-to-apply>.

If you have been approved through Google for Nonprofits, please fill out the form below. This 10-minute assessment is intended to identify organizations eligible for the Ad Grants program and to help us learn more about those organizations. With your responses, we'll aim to improve your experience and effectiveness to support your organization.

* Required

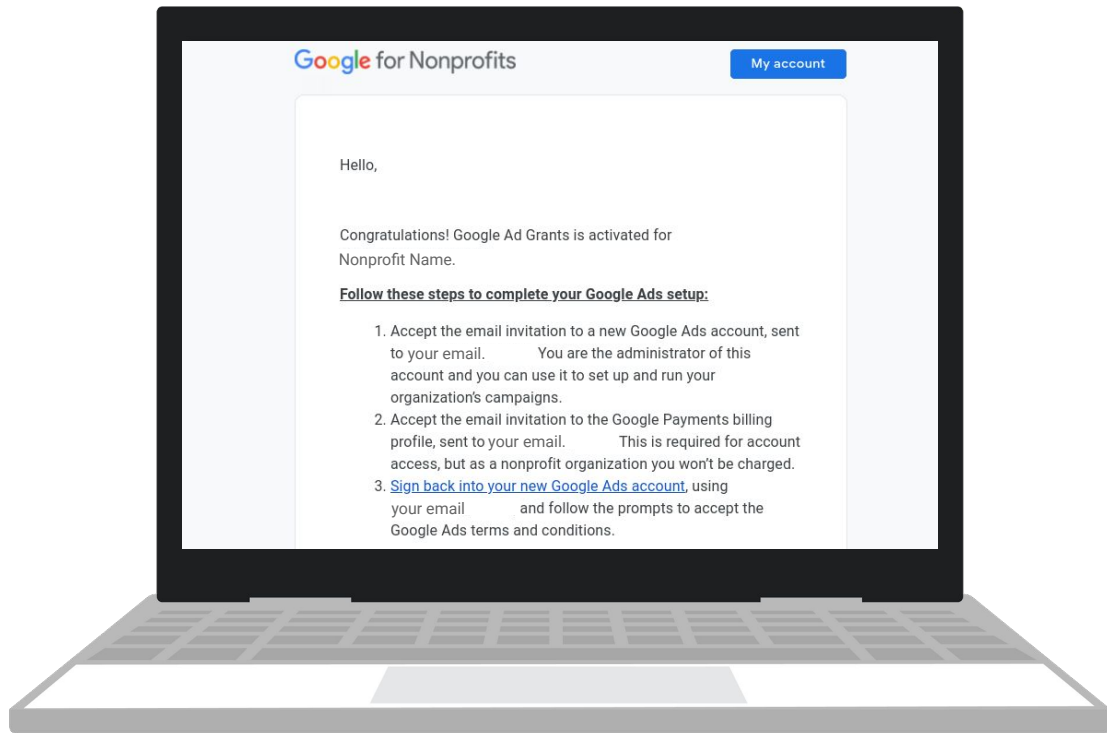
Ad Grants Eligibility Form

The following section will help us determine your organization's eligibility for the Ad Grants program.

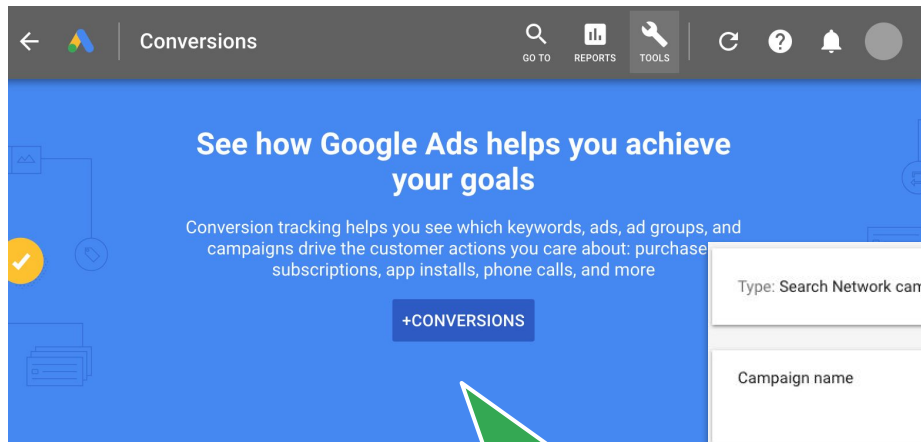
What is the name of your organization? *

Your answer _____

Our team will review your application, website, and invite you to access a new Google Ad Grants account



Once you receive approval, log in to your account and start setting up campaigns



Be sure to set up conversion goals to track meaningful actions on your website.

When creating campaigns, select 'Search Network' only and **Unselect** 'Include Google Display Network'

A screenshot of the Google Ads campaign creation form. The 'Type' is set to 'Search Network campaign' and the 'Goal' is 'Sales'. The 'Campaign name' field contains 'sample campaign'. Under the 'Networks' section, the 'Search Network' is selected with a checked checkbox, and the 'Display Network' is unselected with an unchecked checkbox. The 'Search Network' description states: 'Ads can appear near Google search results and other Google sites when people search for terms that are relevant to your keywords'. The 'Display Network' description states: 'Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet'.

Additional Resources

Ask us questions as a community

≡ Ad Grants Help

Help Center

Community

Announcements

My Profile

Welcome to the Ad Grants Help Community



Describe your issue

Featured posts

[View all featured posts →](#)



Testimonials from our Grantees - Learn how Ad Grants helped them succeed.

Hello Everyone! We wanted to share with you a series of inspiring testimonies by grantees such as yo...

0 Replies



Happy Birthday Ad Grants!

Learn more with our educational videos

The screenshot displays the YouTube channel page for Google Ad Grants. The interface includes a search bar at the top, navigation tabs (HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, ABOUT), and a grid of video thumbnails. Each video thumbnail shows a person in front of a Google logo background, with the video title, view count, and upload date below it.

Video Title	Views	Upload Date	Duration
Google Ad Grants: Connecting people to cause...	1K views	6 months ago	37:00
Melhorando a sua Taxa de Cliques (CTR)	166 views	6 months ago	32:21
Choisir, Revoir et Optimiser vos mots-clés	109 views	6 months ago	52:30
What is Maximize Conversions Bidding?	1.8K views	6 months ago	3:58
Google Ad Grants and Grow with Google: Connecting...	325 views	6 months ago	35:41
How do I create an automated rule?			8:29
Creating Effective Ads to Meet Your Goals	709 views	8 months ago	30:30
Comment Optimiser Votre Compte Ad Grants avec des...	212 views	8 months ago	50:47
Ottimizzare il tuo account per una migliore qualità degli...	206 views	9 months ago	45:56
Otimizando sua conta para melhorar a qualidade do...	243 views	9 months ago	34:42
Choosing, Reviewing, and			37:30
Fixing Common Tracking			44:00
Nutze den Qualitätsfaktor als Grundlage für Konto Optimierungen		10. April 2018	53:51
Improving Your CTR			30:41
Welcome to Google Ad			4:59

Connect with Google Canada volunteers for support on Ad Grants and WorkSpace

- Onboarding: Support to register for the Google for Nonprofit program
- Ad Grants: account audits for existing ad grants campaigns
- Workspace: one to one consult to onboard and use Google Workspace

Sign up [here](#)



Sign up for Google Ad Grants Nonprofit Marketing Immersion program to receive hands-on help for 4-6 weeks

Ad Grants partners with verified university professors and their students who are studying digital advertising to help nonprofits without charge as part of their hands-on learning.



Resources

- ❑ Website:
google.com/grants
- ❑ Ad Grants Online Community Forum:
support.google.com/grants/community
- ❑ YouTube Channel:
youtube.com/GoogleGrants
- ❑ Ad Grants Certified Professionals Directory:
bit.ly/adgrantsagencies
- ❑ Student volunteers:
get.google.com/onlinechallenge
- ❑ Google Ads customer service:
1-866-2-Google
- ❑ Help Center:
support.google.com/grants

Ad Grants program eligibility

To be eligible for the Ad Grants program, organizations must:

1. Qualify based on the nonprofit country requirements.
2. Acknowledge and agree to the application's **required certifications** regarding **nondiscrimination, donation receipt, eligible organization type**, and **usage**.
3. Have a high quality website with substantial content that shows the organization's mission.
4. Be engaged to maintain a high quality account.

The following organizations are not eligible:

1. Governmental entities and organizations.
2. Hospitals and healthcare organizations.
3. Schools, academic institutions, and universities, and junior companies.