

Google AdWords Grants for Nonprofits



What is Google AdWords Grants for Nonprofits?

Google Ad Grants is the nonprofit edition of AdWords, Google's online advertising tool. Google Ad Grants empowers nonprofit organizations, through **\$120,000 per year in-kind AdWords™** advertising, to promote your mission and initiatives on Google search result pages.

What You Get

- **\$120,000 per year in-kind AdWords™ advertising**
- Increased exposure of your mission, goals and programs.
- Regular updates to your AdWords account to maintain compliance with Ad Grants requirements.
- Monthly insight into the effectiveness of your website and AdWords efforts.

What We Do

- Assist in Google Ad Grant application.
- Setup of Google AdWords Grant account.
- Professionally manage your Google AdWords account.
- Configure & verify web site goals in Google Analytics.
- Prepare monthly reporting on the performance of your advertising and website visitors.

Qualification

Find your nonprofit size in the the table below.

If your gross receipt/revenue range is:	\$5,001 - \$100,000	\$101,000 - \$9,000,000	\$10,000,000 +
Then, your nonprofit qualifies as:	Small	Intermediate	Large

What It Costs

Small Nonprofit	Intermediate Nonprofit	Large Nonprofit
\$99 per month	\$395 per month	\$795 per month
SETUP FEE \$475	SETUP FEE \$575	SETUP FEE \$675

To get started call us at (336) 303-1834 or, visit us at: www.whypeopleclick.com

Note: Nonprofit must have current 501(c)(3) status, as assigned by the Internal Revenue Service, to be considered for the Google for Nonprofits program. It can take some time from when your organization receives your IRS notification of this status until your EIN appears and is updated in the Guidestar database. To be considered for the Google for Nonprofits program, your tax status must first be updated in the online database; copies of IRS letters are not sufficient for this requirement.