

Grant Professor “SUCCESS” Series

GOOGLE GRANTS

**How To Get
\$10,000/Month And
More From Google**



Written By Phil Johncock, MA, MMs, GPC

GOOGLE GRANTS

How to Get \$10,000/Month And More From Google

By

Phil Johncock, The Grant Professor

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Introduction

Imagine what you could do with \$10,000 per month of in-kind advertising every month from Google. You could....

1. Recruit more volunteers,
2. Attract more donations online,
3. Get more people to attend your special events,
4. Share stories of the great work your nonprofit is doing, and
5. Much more!

Whatever sector your nonprofit finds itself -- arts, education, environment, human services, etc. -
- you could probably use help with getting the word out. Right!

Google Grants is a great tool.

Google wants your nonprofit to reach prospective donors, volunteers and supporters in a relevant, accountable way. More than 170 million people use the Internet in the United States. Google's network reaches 80% of these. You can target potential donors and volunteers by neighborhood, city, state, or country. It is available in 38 different languages and 250 countries.

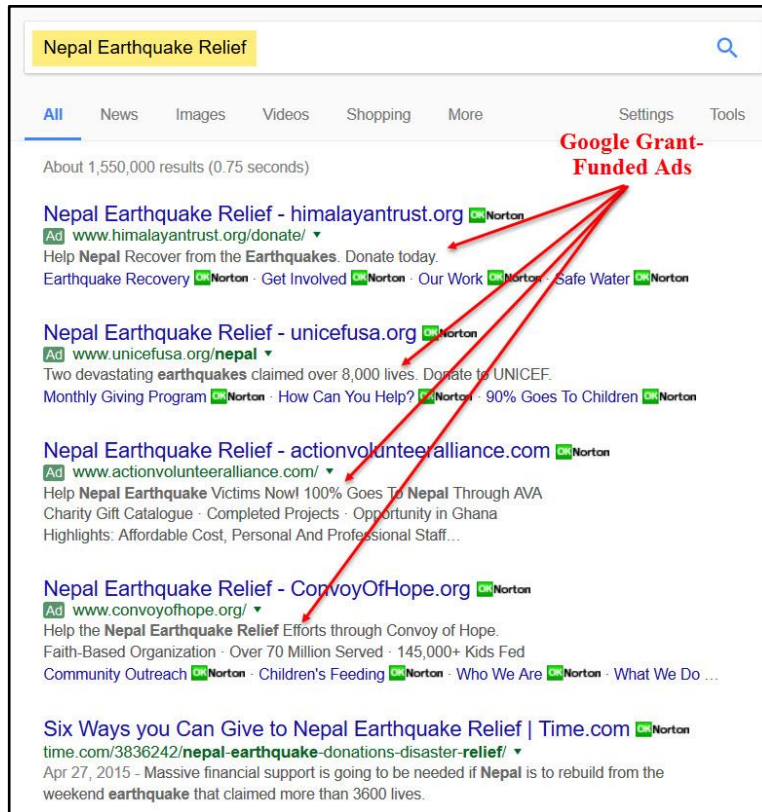
Google shows ads to potential supporters when they're actively searching for what nonprofits like yours have to offer. Your ads are being placed when decisions are being made. Many donors and volunteers conduct online research prior to donating and volunteering.

Google gives grants starting at \$10,000/month in free AdWords marketing to eligible nonprofits from the U.S. with current IRS 501.c.3. Status and charities from 49 other countries.

Google AdWords are the sponsored ads you see at the top and side of a page when you do a Google search for something.

Here's an "emergency relief" example...

When the 8.1 magnitude earthquake hit Nepal in April 2015, nearly 9,000 people were killed and 22,000 injured. People around the world wanted to help. One of the first things they might do is type these words into their Google search engine: "Nepal Earthquake Relief." When I search right now, Google Grant-funded ads show up on top:



The sponsored ads you see at the top and side of the page are ads paid by businesses. Every time someone clicks on the ad, the business is charged. This is called pay-per-click (PPC). It is a great way for businesses to advertise their products and services when people may be searching.

PPC advertising is how Google makes it money.

A Google Ad Grant allows eligible nonprofits to run ads based on their missions. But, instead of charging your business for the “click” when someone clicks on your ad, Google pays! The cost of clicks adds up to \$329/day or \$10,000/month.

Now, here’s the exciting news:

If you reach a 90% spend for three consecutive months, Google will increase your grant to \$40,000 per month! By “spend” I mean that you spend at least \$9,000/month, then Google will increase your grant up to \$40,000/month.

In this book, you will discover if your nonprofit is eligible for a Google Grant. In addition, you will learn specifically what you need to do to apply for and get approved for your own Google Grant.

In this book, I'll also share with you best practices such as this one: your website landing pages should include specific "calls to action" so you can convert this increased traffic to your website into donations, volunteers, subscribers, etc.

Let's get started!

Enjoy!

Phil Johncock
The Grant Professor
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Tip 1 - What Is a Google Grant?

Google gives grants of up to \$10,000 per month in free AdWords marketing to [eligible nonprofits](#). US charities must have current IRS 501.c.3. status. AdWords campaigns may be targeted to your nonprofit mission, goals and objectives. The result can be thousands of new visitors to your website each month who can donate, volunteer and discover more about the great things you're doing.

What Can You Use Google Grants For?

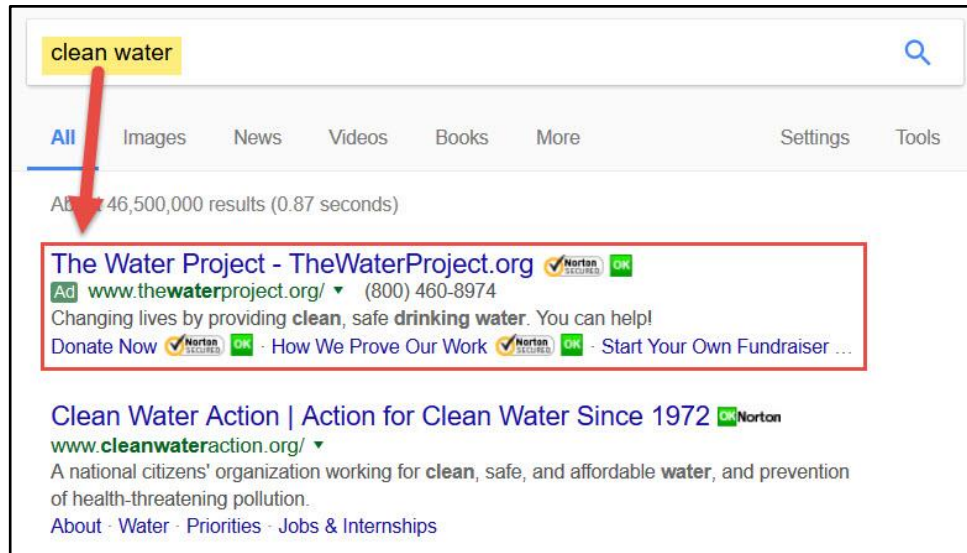
Google Grants allows eligible nonprofits to...

1. Increase cash donations
2. Increase awareness, PR and media exposure
3. Increase number of event registrations
4. Increase in-kind donations
5. Increase number of new volunteers
6. Increase your mailing list subscribers
7. Increase number of social media fans
8. And more to fulfill your mission!

For a donation example, according to Google, “in 2015, charity: water (the name of the nonprofit) launched its annual September fundraising campaign with the theme of #NothingIsCrazy, encouraging everyday people to do extraordinary things to raise money for clean water. With the help of Google tools, the campaign inspired almost 1,900 individual fundraisers and raised \$1.8 million, which brought clean water to more than 60,000 people in developing countries.”

Mission-Based Campaigns

A Google Grant allows you to set up ads and keywords and phrases like “clean water” that reflect the mission of your nonprofit organization and are relevant to your nonprofit's programs and services:



In other words, if the mission of your business is “to bring clean and safe drinking water to every single person on the planet” then the ads (describing your programs and services) and keywords (what people type into their Google search) should match your mission. If you intend to promote products or services, the sales and/or proceeds must directly support the nonprofit.

What’s your nonprofit’s mission?

Now, let’s turn to whether or not your nonprofit is eligible for applying for a Google Grant.

Tip 2 - Determine IF Your Nonprofit Is Eligible

50 Countries

Currently, more than 20,000 nonprofits across more than 50 countries have received Google Grants. In order to qualify for a Google Ad Grant, your nonprofit must be based in one of these 50 countries:

Argentina	Hong Kong (English)	Philippines (Filipino)
Australia	Hong Kong (Cantonese)	Poland
Austria	Hungary	Romania
Brazil	India (English)	Russia
Belgium (Dutch)	India (Hindi)	Serbia
Belgium (French)	Indonesia	Singapore (Chinese)
Belgium (German)	Ireland	Singapore (English)
Botswana	Israel	Slovakia
Bulgaria	Italy	Slovenia
Canada (English)	Japan	Spain
Canada (French)	Kenya	South Africa
Chile	Korea	Sweden
Colombia	Luxembourg (German)	Switzerland (French)
Croatia	Luxembourg (French)	Switzerland (German)
Czech Republic	Mexico	Switzerland (Italian)
Denmark	Macau	Taiwan
Egypt (Arabic)	Malaysia	Thailand
Egypt (English)	Netherlands	Turkey
Finland	New Zealand	Vietnam
France	Norway	United Kingdom
Germany	Philippines (English)	United States

Which Organizations Are NOT Eligible for Google Grants?

Governmental entities and organizations, hospitals and medical groups, schools, childcare centers, academic institutions and universities are not eligible for Google Ad Grants, but philanthropic arms of educational institutions are eligible.

Google for Nonprofits Program



G Suite for
Nonprofits



Google Ad Grants



YouTube Nonprofit
Program



Google One Today



Google Earth
Outreach

Google Ad Grants is one of the products included in the Google for Nonprofits program. To qualify for Google Ad Grants, your organization must:

1. Begin by applying to [Google for Nonprofits](#).
2. Hold valid charity status. Please see the Google For Nonprofits site (google.com/nonprofits) for definitions of charity status in your country.
3. Acknowledge and agree to Google's required certifications regarding nondiscrimination and donation receipt and use.
4. Have a live website with substantial content.

How Do You Maintain Your Eligibility?

To maintain your eligibility for Google Ad Grants, your organization must:

1. Link your ads to one (and only one) website domain, which should be the same one that was approved in your initial application.
2. Actively manage your AdWords account by logging in once a month and making at least one change to your account every 90 days.
3. Your ads and keywords should match your organization's programs and services.
4. Strictly commercial advertising is prohibited. If you're promoting products or services, 100% of the proceeds must go directly to supporting your program.
5. Your ads must not link to pages that are primarily composed of links to other websites.
6. Your ads may not offer financial products (like mortgages or credit cards), nor can they request donations of cars, boats, or other property.
7. Your site can't display Google AdSense ads or affiliate advertising links.

Tip 3 - Traffic & Conversion

Before you apply for your Google Grant, it's helpful to understand the two most important concepts of Internet marketing:

1. Traffic
2. Conversion

Traffic

The more frequently your ads (that you will design) will appear next to Google search results, the more people will be aware of your cause. This MAY translate into more donations and more volunteers — the lifeblood of every nonprofit.

In other words, Google Grants increases traffic by sending more and more visitors to your website, which is great, right!

Yes, it's great IF your website is ready for the traffic. No, it's not great IF your website is unable to convert thousands of new visitor to your site into the things your nonprofit needs most like:

1. Cash donations
2. Awareness, PR and media exposure
3. Event registrations
4. In-kind donations
5. Volunteers
6. Mailing list subscribers
7. Social media fans

Conversion

The key is for your nonprofit not to waste the new traffic. In fact, if your nonprofit agency is not willing to “get ready” for the increased number of visitors, I would suggest that you not apply for a Google Grant. Why? Because the purpose of a Google Grant is to give you free Google AdWords that will ultimately send more traffic to your website. Your job, then, is to “convert” that traffic into what you need.


How do you do that?

You can start by having “landing pages” that have specific “calls to action” that also do well in converting your new traffic into donations, volunteers, etc. Landing pages are any webpage that someone “lands” on after clicking on the link in your Google ad. They don’t have to be expensive landing pages, just ones that are functional, good enough to convert traffic.

Examples

Let’s take a look at a few examples of what nonprofits are putting on their landing pages:

Cash Donations

 **Special Olympics**

[Sign Up Now](#)

Language: English ▾

Region: North America ▾

[WHAT WE DO](#)

[WHO WE ARE](#)


[GET INVOLVED](#)

[SPORTS & GAMES](#)

[SUPPORT OUR WORK](#)

[SEARCH](#)

[DONATE](#)



Make a Difference

Please donate and help us get one more athlete onto the playing field.

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ Other \$


☐ Yes, make this a monthly recurring donation.

[DONATE NOW](#)

Donate with confidence on our secure server.

Awareness, PR and Media Exposure


Featured Press



New Models to End Extreme Poverty

From combat operations in Iraq to Stanford Business School to rural Ethiopia, Jake Harriman traces his personal path toward sustainable solutions to poverty in this podcast.


[LISTEN TO PODCAST](#)



How local can you get?

Devex President and Editor-in-Chief Raj Kumar explores localization of international development by comparing and contrasting Nuru International and the Millennium Villages Project.

[READ ARTICLE](#)



Linking Extreme Poverty and Global Terrorism

Jake Harriman shares why founding Nuru was the path he took when he was awakened to the link between lack of choice and global insecurity.

[READ ARTICLE](#)

Event Registration

FREE
parking
and shuttle
service!

Michelson Found Animals Adopt & Shop. PRESENTS

PAWS in the PARK

(ing lot)

A PET ADOPTION EVENT!

MAR
05

Paws in the Park(ing lot) Adoption Event

by Michelson Found Animals Adopt & Shop

Free

REGISTER

In-kind Donations

Donate Food

We need your help to feed our neighbours!

HOW TO ORGANIZE A FOOD DRIVE

CHECK OUT OUR MOST NEEDED ITEMS

FOOD INDUSTRY DONATIONS

MEET OUR TOP FOOD DONORS

Volunteers

e.g., environment or mentoring
e.g., 90210 or New York, NY

Welcome
Your Activities

Join us in creating an ethic of service throughout Nevada!

Nevada Volunteers welcomes you to our VolunteerMatch system! Just enter your zip code or city and find opportunities to fit your interests that are located near you.

"The road to daily happiness is not hard to find, it's what we do for others that brings us peace of mind."

- Unknown Source

5 reasons to VOLUNTEER:

1. Develop new skills
2. Help a cause that lights you up
3. Meet new people
4. Connect with your community
5. Expand your horizons

Mailing List Subscribers

Subscribe To Our Newsletter

Signup Today For Our Newsletter!

I will never give away, trade or sell your email address. You can unsubscribe at any time.

Social Media Fans

Tip 4 - Apply for “Google For Nonprofits”

As long as your nonprofit has at least one landing page to start with for cash donations; awareness, PR and media exposure; event registrations; in-kind donations; volunteers; mailing list subscribers; social media fans or other goal related to your mission, then you’re ready to apply for “Google For Nonprofits.” Once you follow these two steps, you’ll be ready to apply for your Google Grant.

Step 1 – Determine Your Eligibility

Visit this website to see if your nonprofit is eligible and if Google Ads Grants is a good fit for you:

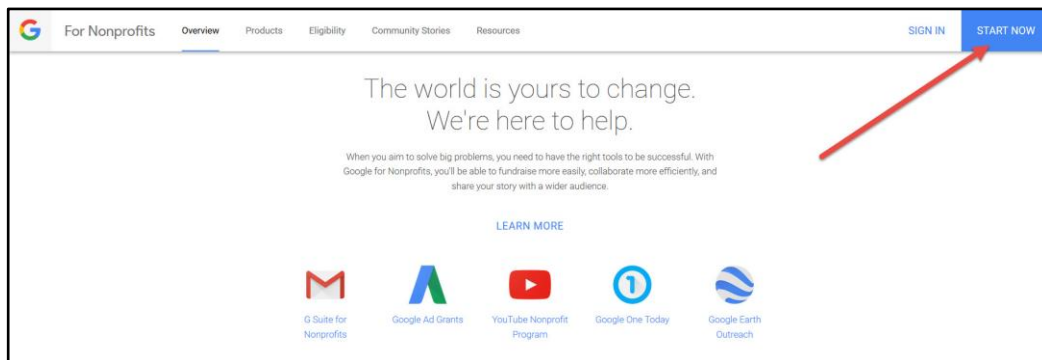
google.com/nonprofits/eligibility

If your agency is eligible and it is a good fit, move to Step 2 - Apply.

Step 2 – Apply

Click the Start Now button at the top of the Google for Nonprofits webpage:

google.com/nonprofits



Check boxes to certify terms and enter your TechSoup validation token (needed to verify eligibility for Google For Nonprofits):

Membership application

1. Certify terms

* I certify that:

- ☒ My organization does not discriminate on any unlawful basis in either hiring/employment practices or in the administration of programs and services.
- ☒ My organization does not discriminate on the basis of sexual orientation or gender identity in hiring/employment practices.
- ☒ My organization may receive this donation under its own policy and applicable laws and regulations; this donation will not negatively impact Google's current or future ability to do business with my organization; and this donation will not be used to corruptly influence any government official to obtain or retain business or any improper advantage.

2. Enter your TechSoup validation token

Google works with [TechSoup](#) to verify eligibility for Google for Nonprofits.

[Get a validation token](#) from TechSoup. Problems? [Send feedback](#).

TechSoup Validation Token *

Your validation token will look something like 123a4567@1b234c5de6789000.

CONTINUE

The Google for Nonprofits Program includes the following free products (explained below):



G Suite for Nonprofits



Google Ad Grants



YouTube Nonprofit Program



Google One Today



Google Earth Outreach

G Suite for Nonprofits

Includes apps like Gmail and Google Drive (spreadsheets, forms, documents, slides) to connect with co-workers.

Google Ad Grants

Free Google AdWords advertising to raise awareness and engage supporters.

YouTube Nonprofit Program

Develop more compelling video and content to give supporters more ways to connect.

Google One Today

Find new donors and make it easy for them to give to your cause.

Google Earth Outreach

Use custom maps and global location data to bring your nonprofit's story to life.

In the next Tip 5, you will learn how to apply for a Google Ad Grant once your application to the Google for Nonprofits Program has been approved.

Tip 5 - Apply for Your Google Grant

Step 1 - Setup Your Google AdWords Account

You need to sign up separately for an AdWords account, visit the AdWords homepage at [AdWords.Google.com](https://adwords.google.com). Click **Start now to begin**, then follow the guided steps to complete your account setup.

If you have an existing Google Account, you'll be able to use that account for AdWords. Note that any existing Google account you enter must not have previously been linked with AdWords.

Note: When you set up an account, you're asked to select a permanent time zone and currency for the account. Your timezone and currency settings can't be changed after you setup your account, so please choose carefully.

Activating an AdWords Account

Once your AdWords account is created, activate your account by creating your first campaign and providing your billing information.

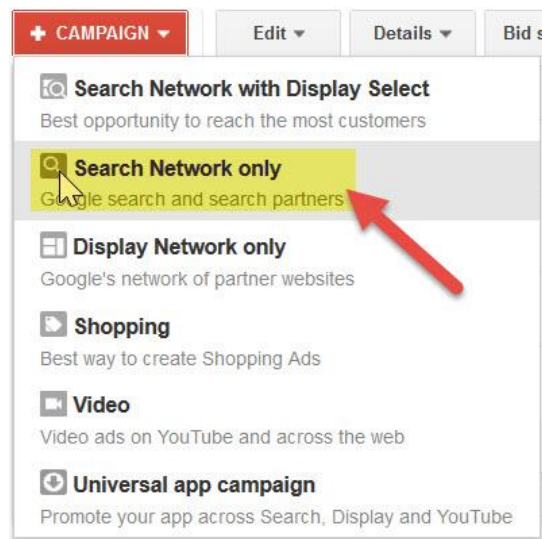
WARNING: When you are asked to enter your billing information, do not enter your credit card information when asked! If you do, you will be charged for the ads running on your account. Leave the information blank.

1. First, follow these steps to create your ad campaign:
2. Sign in to your account at [AdWords.Google.com](https://adwords.google.com).
3. Click Create your first campaign.
4. Follow the guided steps to create your campaign. See Step 2 information below.
5. Next, when you are asked to enter your billing information, do not enter your credit card information when asked! If you do, you will be charged for the ads running on your account. You don't want to do this. Leave the information blank.

Step 2 - Set Up Your First Google AdWords Campaign

When setting up your Google AdWords campaigns in the US, make sure to select the following limits:

1. A daily budget limit of a total of \$329 USD for all campaigns, which is equivalent to about \$10,000 USD per month
2. A maximum cost-per-click (CPC) limit of \$2.00 USD should be set
3. Select only keyword-targeted campaigns
4. Select only to include text ads that appear on Google search result pages, in positions below the ads of paying advertisers. Your ads will be entirely text-based (no videos or images).
5. They'll appear only on Google search results pages, in positions below the ads of paying advertisers.
6. All campaigns must be keyword-targeted.
7. Select "Search Network only" option when you set up your campaign(s).



Keywords

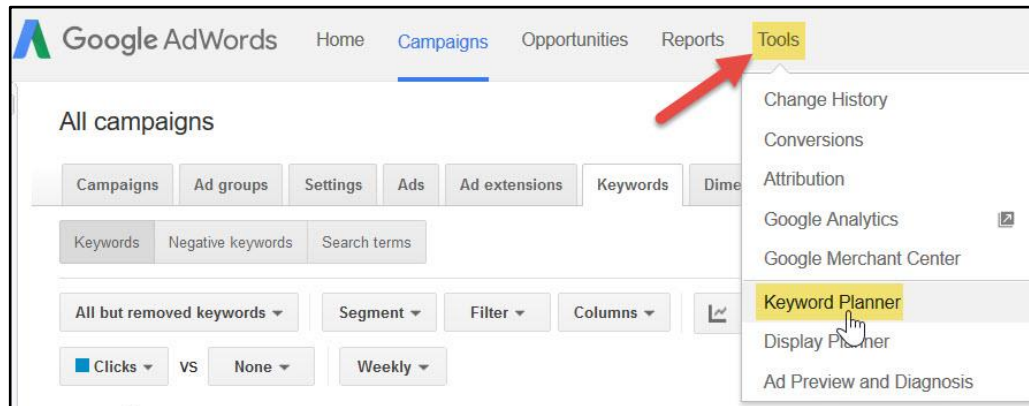
After creating an account, you then create your ad and enter a list of user search queries -- called "keywords" -- that can trigger your ad to be shown.

Keyword targeting is Google's traditional advertising model, whereby you select keywords that can trigger their ads to appear on Google search pages and on the Google Display Network.

Keyword Tools

To help you identify relevant keywords and to simplify the process of adding them to your ad groups, AdWords offers the Keyword Planner. You can access this tool from the Tools tab at the

top. This Keyword Planner will provide additional keyword ideas, including synonyms and spelling variations. You can build relevant keyword lists, review traffic estimates, and add your keywords directly to your ad groups from your Keyword Planner.



Ad Group

Here's how to create an Ad Group (sets of related ads, keywords):

1. Sign in to your AdWords account at [AdWords.Google.com](https://adwords.google.com).
2. On the All online campaigns page, click the name of the ad campaign that will contain your new ad group.
3. Click the + New ad group link that is just above the buttons at the top of the ad group table.
4. At this point, you can choose to create your ad group in the context of the tabs in your account (we'll walk you through the steps), or you can click the Switch to one-page form link, which will let you fill in all the relevant information on one page.
5. If you want continue in the context of your account, name your new ad group. Click Save and continue.
6. You'll be taken to the "Ads" tab. Choose the type of ad you want to create first, then follow the instructions to create your ad and your destination URL. Click Save and continue. The system will check your ad, then take you to the next page.

Your new Ad Group is now active. The ads in this new ad group are available to begin running on the keywords you've chosen. To add managed placements to this ad group, click the Networks tab.

Ads

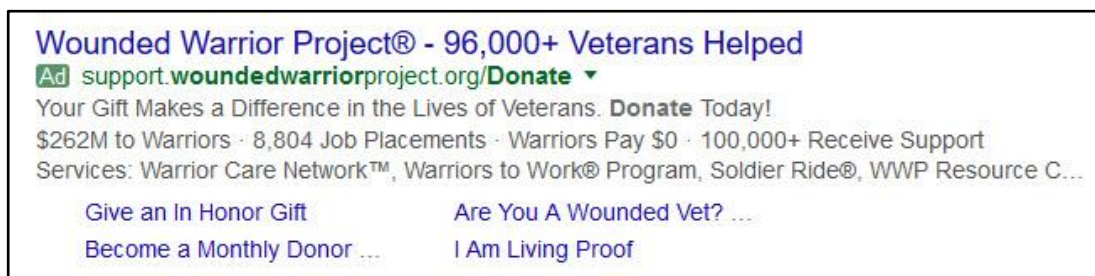
Google AdWords offers a variety of ad formats. However, Google Grants can only be used for "text ads." A typical AdWords text ad looks like this:



Text ads generally contain the following elements:

1. **Headline** (25 characters, including spaces): The title attracts users who might be interested in your products or services.
2. **Description** (two lines of up to 35 characters each, including spaces): These two lines contain your product, service, and other details (such as promotions). The content in these lines should be clear enough to communicate your intent and compelling enough to convince the user to click your ad and visit your site.
3. **Display URL** (35 characters, including spaces): This line indicates which website the user will visit if he or she clicks your ad.
4. **Destination URL** (up to 1024 characters): This is the actual page where users land when they click your ad. The URL won't appear in your ad. Many advertisers link their ads to particular destination pages within their website, but use the simpler URL of their homepage as the display URL.

Here's an actual example of a Google Ad for a nonprofit you may know:



Certain wide characters and double-byte characters will reduce the number of characters permitted per line.

As a rule, all your ads should:

1. Clearly and accurately represent your site.
2. Emphasize the unique benefits of your product or service.

Creating Text Ads

To create or edit a text ad, go to the Ads tab of your account. Note that your ad text must fit within the required character limits and not appear cut off.

AdWords text ads are subject to AdWords advertising policies and may be disapproved if they aren't in compliance with these guidelines. Disapproved ads may not run.

Here are two suggestions:

1. Punctuation and symbols: Among other requirements, ads may only contain a maximum of one exclamation point.
2. Link: These policies relate to the display and destination URLs in your ad. For example, the display URL must be accurate, and links to your website must allow users to enter and exit the landing page easily.

Below are some specific tips from Google to help you create compelling ad text.

Create simple, enticing ads.

What makes your product or service stand out from other nonprofits and related businesses? Highlight these key differentiating points in your ad. Be sure to describe any unique features or promotions you offer.

Use a strong call-to-action.

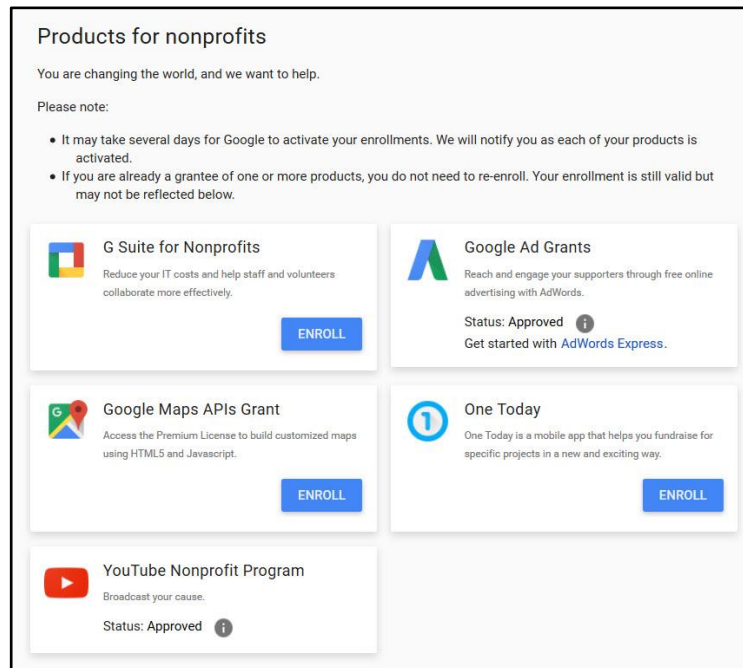
Your ad should convey a call-to-action along with the benefits of your product or service. A call-to-action encourages users to click on your ad and ensures they understand exactly what you expect them to do when they reach your landing page. Some call-to-action phrases are Donate, Volunteer, Call today, Order, Browse, Sign up; while "find" and "search" may be accurate verbs, they imply that the user is still in the research mode, and may not encourage the user to perform the action you'd most like them to take.

Include one of your keywords in your ad text.

Find the best performing keyword in your ad group and include it in your ad text, especially in the title. Whenever a user types that keyword and sees your ad, the keyword phrase will appear in bold font within your ad on Google. This helps draw the user's attention to your ad and shows users that your ad relates to their search.

Step 3 - Log Into Your Google for Nonprofits Account & Enroll

Once you have set up your first Campaign (with keywords, ad group, ad), return to your Google For Nonprofits account: google.com/nonprofits. Sign in. Then, click on the Enroll button next to Google Ad Grants. In the example below, it has been approved:



Once your application is submitted, the Google Grants committee—comprised of Google employees—reviews your application and approves or denies your application.

They will confirm that your agency meets the eligibility requirements and review your website.

You are notified of the decision by email. According to Google, “You will know within four months or less whether or not you will receive a Google Grant award.” For my last four clients, their Google Ad Grants were approved within 24 hours.

Then, start spending!

Tip 6 - Understanding the Lingo

Using Google AdWords for the first time may be overwhelming. It may feel like you're learning a new language. In reality, you are. Here are some of the most commonly used terms and definitions used by Google:

Keyword

The keywords you choose are the terms or phrases you want to prompt your ad to appear. For example, if you bring clean and safe drinking water, you can use "clean drinking water" as a keyword phrase in your AdWords campaign. When a Google user enters "clean drinking water" in his or her Google search, your ad could appear next to the search results.

Campaign & Ad Group

AdWords accounts are organized into campaigns and ad groups. You start with one campaign, which has its own daily budget and targeting preferences. You can have multiple campaigns running and might choose to create one campaign for each product or service you want to advertise. Within each campaign, you have one or more ad groups, which are sets of related ads, keywords, and placements.

Impression (Impr.)

The number of impressions is the number of times an ad is displayed on Google or the Google Network. Monitor your impressions to see how many people your ad is shown to.

Click

If a customer sees your ad and clicks on it to learn more or to do business with you, it is recorded in your account as a click. Monitor your clicks to see how many people choose to enter your website from your ad.

Clickthrough Rate (CTR)

Your clickthrough rate (CTR) is a metric that helps show how your ads are performing. The more relevant your ads are, the more often users will click on them, resulting in a higher CTR. The system calculates your CTR as follows: $\text{Number of ad clicks} / \text{number of impressions} \times 100$.

Cost-per-click (CPC)

Under the cost-per-click (CPC) pricing model, AdWords charges you for each click your ads receive. You won't incur any costs if your ad is displayed and users don't click it. CPC bidding is the default for ads running on Google and the Search Network. Most advertisers also choose it for their campaigns that focus on getting a direct response from their audience, whether a donation, volunteer sign-up, or other action.

Maximum cost-per-click (maximum CPC)

The highest amount that you are willing to pay for a click on your ad. For Google Grants, your maximum CPC is \$2.

Quality Score

Quality Score is the basis for measuring the quality of your keyword and ad and determining your cost-per-clicks (CPCs). Quality Score is determined by your keyword's clickthrough rate (CTR), relevance of your ad text, historical keyword performance, and other relevancy factors. The higher your Quality Score, the lower the price you'll pay per click.

Optimization

An optimization is the process of creating/editing keywords and ad text (or adjusting other parts of the account) to improve the performance of AdWords ads.

Tip 7 - Set Up Your Advertising Goals

If you're new to online advertising, it is helpful to establish your advertising goals.

Here are some questions that Google suggests you ask your business.

1. What does your company (or department) do? Do you have different product lines and services? What are they?
2. Who's your primary audience (target market) for your products and services? Who are your clients? Do you need to reach different audiences with separate sets of keywords or ads?
3. What are you trying to do with your marketing? What do you want people to do (donate, visit, volunteer, download, subscribe)?
4. What results would you like to see? What would you consider a good return on your investment (ROI)?

Conducting an Organizational Needs Analysis

You can perform an organizational needs analysis to determine your agency's current online marketing involvement, learn about your company/organization landscape, know who the decision makers are, and uncover company pain points.

Information about organizational needs can be obtained through a variety of research methods: individual research, everyday conversations, and formal assessment calls. Google suggests the following questions as a good warm-up to any conversation and provide you with the necessary background information to build future questions:

1. Are you currently doing any marketing for your business?
2. What are your marketing goals?
3. What are your best-selling products or services?
4. Where else are you running ads online? Offline?
5. Do you evaluate the return on your marketing investment?
6. Do you have a website? Who is your web manager?
7. Who handles marketing strategy for your business?
8. How do you determine your marketing budget?
9. Do you have a seasonal business?
10. Do you have brick-and-mortar stores or offices?
11. Who are your competitors?
12. What's your target audience?

Tip 8 - Account Management

Once your AdWords account has been activated for a Google Grants, there are still some requirements for actively managing your account.

What is Google's policy?

If you don't meet the following requirements, your account may be paused or cancelled without notification:

1. Sign in to review performance **at least once a month**
2. Make one or more changes to the account **at least once every 90 days**.
3. This policy is important because the performance of any AdWords account can change over time. An account that is performing well one month might not perform well the next month, making it necessary to check the account regularly.

To be informed about mandatory updates to the program, including changes relating to this policy, make sure that the email address used for notifications in your Google AdWords account is up-to-date and checked regularly. Learn how to update your email address for notifications.

What types of changes meet this policy?

The changes made to your account should be based on analysis of performance in your account or adjusting the goals of your ads and campaigns.

Here are some examples of qualifying changes in your account:

1. Adding, editing, or deleting keywords
2. Adding, editing, or deleting ad text
3. Creating a new campaign or ad group

What should you do if your account has been turned off?

If your account has been turned off because you haven't met the requirements for active management, you can contact the AdWords team if you'd like to have the account turned back on. Once the account is reinstated, you'll need to continue following the policies mentioned above.

Tip 9 - Best Practices for Optimizing Campaigns and Ad Groups

Here are a few important steps and strategies Google would like you to consider for any account optimization:

Know your goals

Before anything else, you need to understand your advertising goals: What do you want to achieve with your ads and how will you know if you succeed? For example, does a particular campaign aim to generate donations, increase traffic to your website, increase social media fans, increase volunteers or increase awareness of your charity? If you're focused on donations, for instance, you'll want to know how valuable a click is (amount of donations received) rather than just how many clicks you're getting.

Measure the results

After performing an optimization, track what effect your changes have had. Your conversion rates, CTR, first page bid estimates, and other statistics can be good indicators of how well your ads perform. For most advertisers, the key measure of success is the return on investment (ROI). Use [conversion tracking](#) and [Google Analytics](#) to see which ads and keywords are most profitable.

An easy way to identify performance changes in your account is to create [custom alerts](#) for the metrics you want to measure. Once you've created an alert and specified the parameters of what you'd like to monitor, we'll automatically notify you when those metrics change within your campaigns and ad groups.

Experiment and adapt

Allow your ad performance to educate you about effective strategies for achieving your goals. As you observe your ads over time, you might notice things that are working especially well or not so well. For example, if you find users aren't responding to a particular ad text, delete that ad and try something else.

It's important to remember that optimization changes can take a few weeks to perform to their full potential. This is usually due to the time it takes for new or edited keywords and ads to build up their recalculated Quality Scores. Therefore, wait at least two weeks before analyzing the impact of your optimization. Also, wait a few weeks before making any other large changes to that campaign.

Tip 10 - Increase Your Google Grant

As mentioned earlier, your Google Ad Grant pays for up to \$329/day or \$10,000/month in Google AdWords marketing. When you reach a 90% spend for three consecutive months, Google will increase your grant to \$40,000 per month!

Therefore, one of your goals should be to spend 90% of your Google Grant for three consecutive months. This requires regular monitoring, testing and creating new campaigns based on the results you are getting.

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