

# Google Ad Grants For Charities & Nonprofits



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# Unlock Your Google Ads Grant - Up To \$10,000 Per Month

## What is Google Ad Grants?

Under its Google Ads Grants Program, Google rewards non-profit organisations and charities up to \$10,000 a month to spend on AdWords advertising - over £7,700 per month of PPC for free!

## What is PPC?

PPC stands for Pay-Per-Click, a form of internet marketing in which you only pay when your ad is clicked. PPC is one of today's essentials for marketing departments, and operates predominantly on Google. Advertisers bid on keywords and Google picks the 'winner' of the bid based on a variety of factors, including quality and relevance of their keywords and ad campaigns, as well as how much they are willing to bid.

## How Can PPC Help Your Charity?

For charities and nonprofits, having a strong marketing strategy is essential to building brand awareness, getting the word out about your cause and influencing contributors. PPC targets audiences that are actively looking for charities or have an interest in your cause with relevant ads. Once audiences have been targeted, using captivating ad copy and strategic bidding to ensure high rankings, they are taken to your site with a higher propensity to convert, whether that be through donations, completing enquiry forms, or signing up to an event.

## Are You Eligible?

All of Google's grantees must meet certain criteria in order to qualify for the Google Ads Grants, and must keep the qualification active. Your organisation should hold valid charity status, and acknowledge and agree to Google's certifications regarding nondiscrimination and donation receipt. In addition, you must have a high-quality website with relevant and accurate content and good use of imagery and video. To get approved, enrol in Google for Nonprofits and complete the [Ad Grants pre-qualification process](#).

## Need A Hand?

[Search Seven](#) can help at every step of the way - from helping you enrol, applying for the Grant, setting up the account with Google, all the way through to campaign creation & on-going management of the Google Ads campaigns themselves.

If eligible for the Grant, Search Seven offer two options depending on your requirements:

- **Option 1** (*We offer a charity day rate of £550 - instead of our usual £750*)

Account build (Grant application support, campaign structure, keyword research, ad grouping, ad copy writing & creation, extensions & tracking)	£825 one off fee
Two month's account management & reporting	£1,100 (£550 per month)
Full day PPC (online) training to enable in-house management of the account	£800 for 4 delegates (£1200 for max. 6 delegates)
<b>Total</b>	<b>£2,725 +VAT</b>
Ongoing ad-hoc consultancy	£550 per day (1 day min p/m)

- **Option 2**

Account build (Grant application support, campaign structure, keyword research, ad grouping, ad copy writing & creation, extensions & tracking)	£825
Full PPC management & reporting at charity discount rate	Bespoke depending on size, complexity and goals, from 1 day a month - £550

## Who Have We Worked With?

Search Seven have worked with a variety of charities in a wide range of sectors, helping them access their grant accounts and developing their online presence through Pay-Per-Click advertising.



## Google Ad Grant Case Study



Avert is a HIV and AIDS charity whose vision is a world with no new HIV infections, and where those living with HIV and AIDS do so with equality and the support they need.

Their mission is to ensure widespread knowledge and understanding of HIV and AIDs, in order to reduce infections and improve the lives of those affected.

### Objective:

Review and ongoing management of Google Ads Grant account to increase relevant traffic.

### Solution:

Search Seven established a new PPC strategy, including a full structure and keyword refinement based upon search behaviour research. With this strategy, we created highly relevant ads that improved performance and made use of the full Google Grants budget.

**1200%**  
Increase in CTR

**39%**  
Reduction in CPC

**466%**  
Increase in Clicks

It's been great working with Search Seven over the last 7 years. Their work has helped us increase the reach and impact of our digital channels and they are always on top of the latest developments and upcoming trends."

- Florence Roff, Digital Marketing Officer - Avert

## Search Seven Charity Ethos

Charity sits at the heart of Search Seven. From day one, founder Gavin Willis pledged to donate up to 7% of the company's annual profits to charities and local community projects, and it's a fundraising initiative we are still running today.

In 2020 we set ourselves the goal of bringing our fundraising total to £77k by the end of 2021, which we called the #share77k campaign. This was to mark our 10th birthday as a purpose driven agency, supporting several charities chosen by the team, including our flagship charity Rockinghorse Children's Charity.

We're delighted to say that we achieved this target, and have started 2022 with further events that now see us up to £80,000 raised for charities and community projects! Our new landmark campaign is the [#S7100 Charity Campaign](#) where all staff members are fundraising for charities close to their hearts.

## About Search Seven

Originally founded in Brighton & Hove by Gavin Willis in 2011, Search Seven is now a remote-first agency with a team of 14, all with a determination to provide a digital marketing service that leads to real, measurable success for our clients.

Our highly committed team of specialists come from a variety of backgrounds, both in-house and agency side, all have expert knowledge of PPC (Search, Display & Social), SEO, Content Marketing, CRO and Social Media.

For more information on our services, please contact [info@searchseven.co.uk](mailto:info@searchseven.co.uk) or call our friendly team on **01273 329122**



Award winning  
agency



7% of profits  
go to charity



Experienced  
team