

## Free Google Advertising worth upto £375,000 for UK charities

This is the first of a series of free tips, information and advice offered to UK based charities to help them improve their fundraising results.

The series of free tips and advice is part of our forthcoming book 'The Fundraising Blueprint' which will be published mid next year.

We welcome any comments, questions or feedback you may on this series to help us improve the free advice services we offer to charities.

### **Have you ever wondered how many charities manage to obtain huge levels of advertising on the internet?**

Google Grant Passport gives Charities and Non Profit Organisations a jump start into the Google Grant advertising program. This grant account has to be proactively managed to meet Google standards, ensuring continuing access to the Google Grant advertising fund for the long term.

### **What is the Google Grant?**

Google Grants is a unique in-kind donation program awarding free AdWords advertising to select charitable organisations. Google supports organisations sharing their philosophy of community service and endeavours to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy and the arts.

The Google Grants programme empowers over 4,000 organisations to achieve their goals by helping them promote their websites via advertising on Google. Google ads appear when users search on Google. For example, when you search for "world poverty" on Google, text ads related to world poverty appear on the right hand side. When you click one of the ads, you are brought to the website being advertised.

Organisations that receive a Google Grant are awarded an in-kind online advertising account which can be used in a variety of ways, including general outreach, fundraising activities and recruitment of volunteers. Google Grants participants have found much success with the programme. For example, the US Fund for UNICEF's e-commerce site, Shop UNICEF, experienced a 43 per cent increase in sales over the previous year. While CoachArt, "supporting children with life-threatening illnesses through art and athletics programmes has seen a 60 to 70 per cent increase in volunteers".

## How much is it worth?

For UK based Charities it starts from £75,000 of Google Adwords Advertising per year. But could rise to £310,000\*\* with pro-active management (subject to exchange rates)

The grant is actually provided in US dollars so is subject to exchange rates. In dollars, it is currently\* worth \$120,000 per year or \$10,000 per month. This can rise to \$480,000 per year if the program is **pro-actively** managed and deployed.

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## Qualification

To qualify a non-profit needs the following:

- Your organisation must have charity status in the UK, registered with the Charity Commission of England and Wales, the Office of the Scottish Charity Regulator or by the Inland Revenue to be considered for a Google Grant.
- You must have a website and your ads must link to a page on your website.
- The keywords that you target must be relevant to your programmes and services.
- Your website cannot display revenue-generating ads, such as Google AdSense or affiliate advertising links, while participating in Google Grants.
- The ongoing, Pro-active management of your advertising campaign is your organisation's responsibility once your account is active.

## **For Further information visit:**

- General information about Google Grants: <http://www.google.com/grants/details.html>
- New to google grants? Click here: <http://www.google.com/grants/new/index.html>
- How other organisations have benefitted: Click on the following link to read more: <http://www.google.com/grants/grantees/testimonials.html>
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- **We welcome any comments, questions or feedback you may on this series to help us improve the free advice services we offer to charities. Feedback may be given through [www.fundraisingexperts.co.uk](http://www.fundraisingexperts.co.uk)**