HOW TO APPLY FOR THE GOOGLE AD GRANT

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1 Meet the eligibility criteria

To be granted a Google Ads grant you must be a nonprofit organisation and hold a current valid charity status. In the UK this means you must be registered with the charity regulator in England and Wales (Charity Commission), Northern Ireland (NICC), or Scotland (OSCR; or HMRC as tax-exempt and Gift Aid eligible. Not in the UK?

Click here to check what Google requires for your country

There are a few exceptions to this rule, you don't qualify for the Google Ad Grant if you are a:

- Hospital or healthcare organisation (nonprofits working in the healthcare space, such as cancer research or aphasia awareness still qualify.)
- Government entity or organisation
- School, academic institution, or university (Check out Google For Education for a program built to help support schools.)

You also must acknowledge and agree to Google's required certifications regarding nondiscrimination and donation receipt and use — and have a live website with what Google calls "substantial" content.

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Once you are sure you are eligible to receive the Google Ads grant, then the next step is to register and validate your organisation with TechSoup. TechSoup is a company that supports nonprofits, charities and libraries. They partner with Google to help bring technology, tools and other resources to nonprofits at a discounted rate. To get started:

1. Go to the TechSoup registration page
2. Choose the country in which your organisation is based and your preferred language.
3. You may have to set up an account with Charity Digital who are a partner of TechSoup in the UK.
4. Click New Member, register, and agree to the terms and conditions. In some cases, it may take up to 30 days to validate and Techsoup may contact you to request additional information or documentation. You will need to wait until TechSoup validates your organisation before you can proceed with your application.
5. Once your organisation has been validated, log in and you will be presented with a TechSoup Validation Token that looks something like this: 385c476@YourOrgName. Copy this code and include it in your Google Nonprofits.

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3 Enrol in Google for nonprofits

Once you have a validation token. You will now need to sign up for Google for Nonprofits. You'll need to have this set up before you can apply for the Ad Grant. Being a Google Nonprofit also gets you other Google perks, including:

- Special features on YouTube, like a donate button and video annotations that link to your site
- Free Google apps, like Gmail and Google Drive under your domain
- A listing on One Today, Google's mobile fundraising app

To enrol in Google For Nonprofit, you'll need your UK Registered Charity number and your TechSoup validation token. When you have both of these pieces of information go to the Google for Nonprofit registration site.

- A listing on One Today, Google's mobile fundraising app
- Agree with Google's statements about non-discrimination
- Insert your validation token
- Fill out your personal contact and organisation info and agree to be contacted by Google. Make sure you're signed in with an email address that you check often (especially if you're using a shared company email address) since this is where Google will send important announcements about your Google Ad Grant account
- Submit and wait for an answer! Google should approve your application within a few days and will send you an email when they do.

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4 Apply for the Google Ad Grant

Once you're accepted as a Google Nonprofit, you can apply for Google Ad Grants. Simply follow the Ad Grant enrollment guide to make sure you're not missing any steps:

Login and create your Google Ads account. You can do this as soon as you're approved for the Google for Nonprofits program:

- Sign in to your Google for Nonprofits account
- Click Activate under Google Ad Grants
- Fill out the eligibility form.

This assessment is provided by Google to confirm that your organisation meets eligibility requirements, gain a better sense of your goals, and improve your Ad Grant experience.

- After completing the assessment, return to Google for Nonprofits and navigate back to Google Ad Grants. Click Activate again, and check the box indicating that you have completed the eligibility form.
- Click Activate one final time to submit your account for review

Once Google reviews your account, they will respond with further instructions. Account reviews are usually completed within 3 business days.

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5 Set up your Google Ads Accounts

Once your account has been reviewed, you simply need to set up your Google Ads account. When you are setting up your account, including any campaigns you create you need to make sure you're complying with all of the Ad Grant requirements, these include:

- You or a manager must log in to your account and make changes or optimisations at least every 2 months
- Have at least one goal/conversion set up in Google Universal Analytics or Google Analytics 4 so you can measure the impact of Google Ads traffic to your site. If you are unfamiliar with Google Analytics 4 check out our Guide to GA4.
- Only send traffic to the website you applied with
- Maintain an account-wide 5% clickthrough rate
- Maintain a keyword quality score of 2 or higher
- Complete Google's Survey about the impact of the program (usually at the end of the year)
- Maintain a monthly spend of $10,000 USD

I hope this guide is helpful and free to reach out to us on social media or via email if you want to help with your Google account, or for more on the Google Grant check out our page.

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