

# Introduction Google Ad Grants

1 hour webinar for Victim Support Europe



## Agenda

- What is Google Ad Grants?
- How can my organization apply for Google Ad Grants?
- Tips & Tricks in the application process
- What does a Google Ad Grants campaign look like?
- What can you expect from Google Ad Grants?

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## Let's have a look at the search engine results page...

Google search results for "victim support europe". The search bar shows "victim support europe" and the results page displays a sponsored result for "Victim Support Europe - No victim left behind" and an organic result for "Victim Support Europe". A yellow money bag icon with a dollar sign is placed next to the sponsored result. The sponsored result includes a title, a description, and several links like "About us", "What we do", "Discover Victims rights", and "Download policy papers". The organic result includes a title, a description, and a link to "Our members".

- Which type of results do you see on this Search Engine Results Page?
- Difference between
  - Paid & Organic
  - SEA & SEO
- What is your opinion about the 'Sponsored' result?

## What is the search query is more generic...

The screenshot shows a Google search interface. The search bar contains the text "support for victims of human trafficking". Below the search bar, there are tabs for "Images", "News", "Videos", "Books", "Maps", "Flights", and "Finance". The search results show "About 26.300.000 results (0,33 seconds)". The first result is from "stophumantrafficking.be" with the title "What is human trafficking? | Belgian helpline for victims of ...". Below this, there is a "People also ask" section with two questions: "What can we do to help victims of human trafficking?" and "What are the needs of victims of human trafficking?". The second result is from the "U.S. Department of State (.gov)" with the title "20 Ways You Can Help Fight Human Trafficking".

- The search query does not contain the brand name
- What if your text advertisement could be visible here?
- Would you be ready to pay for the click?
- What is your opinion?

## Agenda

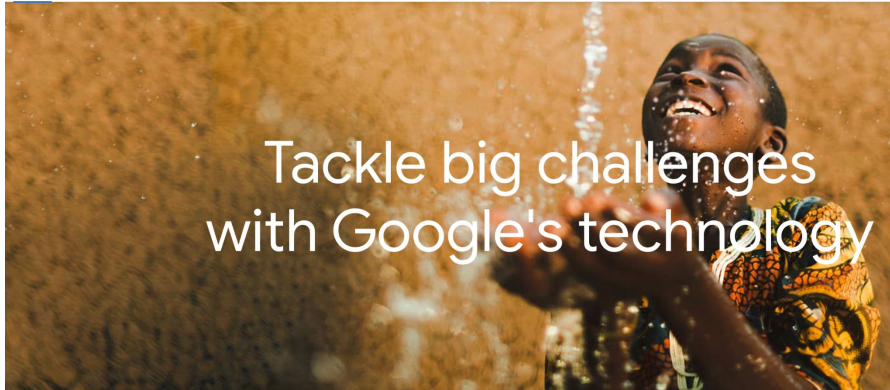
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## Introducing Google For Nonprofits

Google for Nonprofits

Offerings Eligibility Resources Success Stories

Overview Google Workspace for Nonprofits Google Ad Grants YouTube Nonprofit Program Google Earth and Maps



Sign up for free if you are an eligible nonprofit organization

- No school or academic institutions
- No hospitals
- No governmental organization

## Signing up for Google For Non Profit is 'relatively' easy

- The process depends on the **country** where your organization is registered
- You have to make sure that you have
  - the nonprofit official registration number as an organization
  - physical address
  - online contact information (e-mail)
  - Legal proof of existence of the nonprofit organization (e.g. Memorandum of association, Deed of incorporation, etc.)
- The partner organization **Percent** is responsible for the verification
- The process takes around **5 business days**

## Which programs available for Google For Nonprofits?



### Google Workspace for Nonprofits

Help your nonprofit collaborate more effectively with smart, secure business apps like Gmail, Docs, Calendar, Drive, and Google Meet, so you can focus on what matters.

[Learn more](#)



### Google Ad Grants

Attract donors, raise awareness for your organization, and recruit volunteers with in-kind advertising on Google Search.

[Learn more](#)



### YouTube Nonprofit Program

Unlock the power of video storytelling, so you can reach a global audience and amplify your cause. Plus, make it easy for supporters to give with YouTube Giving features (currently available in the U.S.).

[Learn more](#)



### Google Earth and Maps

Develop compelling data visualizations to track and share your organization's impact. Plus, use Google Maps Platform to help people locate community programs and resources closest to them.

[Learn more](#)

## Sign-up for the Google Ad Grants Program

### How Google Ad Grants works:

- You'll receive \$10,000 USD of in-kind advertising budget from Google each month
- You'll be able to create text-based ads
- You'll get access to tools to help you build effective campaigns
- Your text ads will be visible on Google Search when people look for information related to your nonprofit

The screenshot shows the Google for Nonprofits dashboard for 'Victim Support Europe'. Under the 'Google for Nonprofits products' section, the 'Google Ad Grants' card is highlighted with a teal arrow. The card includes the Google Ad Grants logo, the text 'Run ads on Google Search at no cost so that you can reach a new audience that's searching for info about your cause', and a 'Get started' button.

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- **Tips & Tricks in the application process**
- What does a Google Ad Grants campaign look like?
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## Validation of your Google Ad Grants request

### Some tips

- Google will check your [website](#) and the mission of your organization
- Once approved: Google will send an **email** to accept the invitation to your account
  - From: [ads-account-noreply@google.com](mailto:ads-account-noreply@google.com)
  - Subject: *Accept your invitation to access a Google Ads account*
- Email might end up in 'spam' or 'unimportant'
- **Never, ever, ever create a new account and/or add your own credit card information**



### Accept your invitation to access a Google Ads account

Ads account. has invited you to access the following Google

Google Ads account name: B  
Google Ads customer ID: 884 198  
Access level: Standard

To access the account, click the 'Accept invitation' button below and complete the steps on the next page.

ACCEPT INVITATION

Standard users will be able to make changes to campaigns and billing information, and can run reports. [Learn more](#) about all of the corresponding features available for this access level.

If you don't want to access this account, you may [decline the invitation](#).

## Keep track of the application process

### Some tips

- Check your application status on your Google For Nonprofits account
- If disapproved: find an email with more information from [googlefornonprofits-noreply@google.com](mailto:googlefornonprofits-noreply@google.com)
- If approved:
  - check the account ID and make note of it
  - Always use the same login email address
- Never, ever start to make your own Google Ads account and/or add your own credit card credentials

Victim Support Europe

Product Administrators Settings

Google for Nonprofits products

**Google Workspace for Nonprofits**  
Powering non-profits to be faster, smarter and more collaborative  
[Get started](#)

**Google Ad Grants**  
Run ads on Google Search at no cost so that you can reach a new audience that's searching for info about your cause

Status: **Approved**  
Customer ID: 763-389-3692

[Sign in to Ad Grants](#)

Get started with Ad Grants

- Set up your website for success
- Launch a successful Ad Grants campaign

## Google Ad Grants invitation accepted, what is next?

- Log in to [ads.google.com](https://ads.google.com)
- Ensure that you use the **same email address** for logging in (check your mails)
- Check the current email addresses that are known to Google For Nonprofits in the administration section
- **Tip:** add at least one 'generic' email address for the organization to keep access secured at all times

Victim Support Europe

Product Administrators Settings

**Current Administrators**

The following people have been approved to manage your organisation's Google for Nonprofits account

An account administrator can:

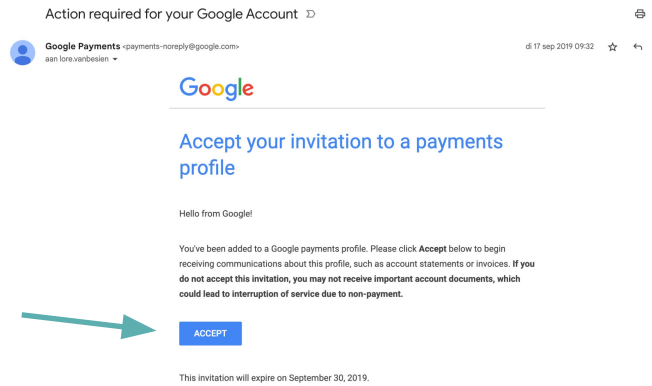
- See information associated with your Google for Nonprofits account, including the names and email addresses of other administrators, organisation information and activated products
- Maintain full control over the Google for Nonprofits account, including removing you as an administrator and activating Google products

Lore Va	
lore@e	
Title: Ad grant specialist	
Levent AI	
i@gmail.com	
Marina Ki	
svse@gmail.com	
Title: Communications Officer	

[Add administrator](#)

## Accept Payment Profile... what is this?

- A second email is sent when you accept access to your Google Ad Grants
- Email:
  - From: [payments-noreply@google.com](mailto:payments-noreply@google.com)
  - Subject: “Action required for your Google Account”
- **Tip:** Invitation expires quickly, so take action the same week



## I still got lost.... What now?

- Make a list of email addresses that could have been involved
- Check all inboxes (incl. spam) on:
  - [googlefor nonprofits-noreply@google.com](mailto:googlefor nonprofits-noreply@google.com)
  - [payments-noreply@google.com](mailto:payments-noreply@google.com)
  - [ads-account-noreply@google.com](mailto:ads-account-noreply@google.com)
- If still lost: use the '[I lost access to my Google Ad Grants account](#)' form
- Check your (spam) inbox regularly for the responses

The screenshot shows the "Ad Grants Help" page. At the top, there is a search bar with the text "Describe your issue". Below the search bar are links for "Help Center", "Community", and "Announcements". Underneath, there are three tabs: "Setup and basics", "Manage your account", and "Troubleshooting and support". The main content area displays the "Ad Grants account access form". It includes a section for "\* Required field" and a prompt: "Please select the appropriate category:". There are three radio button options: "I know my login email", "I know my 10-digit customer ID", and "I don't know any account information".



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- What can you expect from Google Ad Grants (in the long run)?

## Welcome to 'Smart Campaigns'

The screenshot shows the Google Ads interface for 'All Smart campaigns'. At the top, there is a navigation bar with 'Google Ads', the user's name 'Lore Van Besien - AdSpeci...', and various utility icons (Settings, Refresh, Help, Notifications) along with the time '4:38:25'. Below the navigation bar, the main content area is titled 'All Smart campaigns'. A teal arrow points to a blue '+ New campaign' button. To the right of this button is a 'Last 30 days' filter. Below the button is a form for creating a new campaign, with a status indicator 'In progress' and buttons for 'Resume draft' and 'Discard'. Below the form is a table of existing campaigns. The table has columns for campaign name, status, cost, impressions, and clicks. A teal 'DEMO' box is overlaid on the right side of the table.

Campaign Name	Status	Cost	Impressions	Clicks
A .....	Active	\$3.98	336	5
E:.....e	Active	\$14.17	635	30

## Step 1: Connect (or not) to Google My Business

Let's get started! Set up your campaign quickly by linking accounts

Yes, use info from this Business Profile

No, don't use this info

Next

Check 'No', if you don't want to connect both tools

## Step 2: write down your business name

What is your business name?

Your business name

This helps us show your ad when people search for you by name

Back

Next

As you would want to appear to searchers

## Step 3: choose a landing page for your text advertisement

Where should people go after clicking your ad?

Your website

<https://victim-support.eu/>

Consider what you're advertising, and enter the most relevant page of your website. This might be your homepage, or a more specific page.

This is not always the homepage

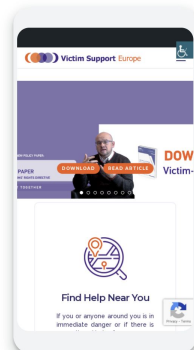
Back

Next

## Step 4: Scanning your website, learning about your business

Thanks! People come here after they click your ad

Mobile Desktop



The system scans your website

## Step 5: Conversion data - Link to GA4 (if possible)

Measure how effectively your ads achieve your goal with conversion measurement



- 🎯 Understand your visitor engagement
- 📈 Measure and monitor results
- 🔧 Optimise for better performance
- 🎯 Make data-driven decisions

Google Analytics goals can be easily imported as 'conversions' in Google Ads

Back

Skip for now

Get started

## Step 6: Write your ad

Now it's time to write your ad

The more headlines and description lines you provide, the more combinations we can show over time

### Headlines

Adding 3 headlines or more will help your ad performance

Headline 1  
Victim Support Europe 0 / 30

No victim left behind 0 / 30

Find victim support nearby 0 / 30

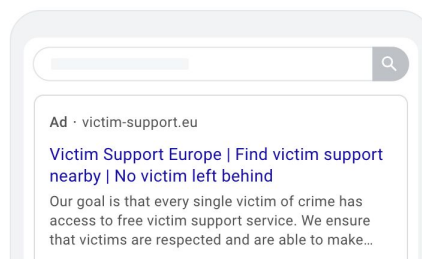
### Descriptions

Adding 2 descriptions or more will help your ad performance

We ensure that victims are ... 0 / 90

Our goal is that every single v... 0 / 90

### Ad Preview



Assets can be shown in any order, so to make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad. [Learn more about text ads in Smart campaigns](#)

## Step 7: add extra headlines, description and information

Add headline

Add description

More headlines and  
description lines  
=  
more combinations  
will be tested

Show a call button in your ad

Belgium ▼

Phone number

## Step 8: Provide relevant keyword themes

Add keyword themes to match your ad to searches


Selected keyword themes:

+ New keyword theme

Suggested keyword themes:

- + Victims of Crime
- + Victim Support Jobs
- + Crime victim service
- + Domestic Violence Victim Support
- + Victims of Crime Compensation
- + Victim Advocate
- + Non-Profit Victims' Services
- + Victim Compensation
- + Victims of Domestic Violence
- + Domestic Abuse Helpline
- + Counseling/Psychology
- + Crime Victim Compensation
- + Advocacy/Legal Supports
- + Harassment/Stalking Victim Support
- + Burglary Victim Support

Pick only relevant  
suggestions  
or  
write your own  
keyword themes

 For best results, limit to 7-10 keyword themes

## Step 9: Decide where you want your ad to appear

Up next, show your ad in the right places

- Advertise near an address  
 Advertise in specific postcodes, cities or regions

Belgium X

Add a postcode, city, county or country



You can select a perimeter or one/multiple cities, regions and even countries

Your ad shows to people in the locations you set up, and to people interested in these locations. [Learn more about locations](#)

Back

Next

## Step 10: Enter your budget

Set a budget to get the results that you want

- Select a budget option  
 Enter your own budget

US\$4.1

daily average - US\$125 monthly max  
Get an estimated 130 - 320 ad clicks each month



You only pay for clicks on your ad. Some days you might spend less than your daily average, and on others you might spend more. But over the month you won't pay more than your monthly max. [Learn more about costs and payment details.](#)

Back

Next

- Go with suggested budget (choose the highest option for Ad grants)
- Or enter your own daily budget

Tip: \$10K /month = max \$329 /

# Step 11: Review your campaign

Review your campaign to be sure it's right

**Campaign name**  
Victim Support Europe

**Campaign goal**  
Website traffic

**Your website**  
https://victim-support.eu/

**Business name**  
Centre Sportif Mounier

**Ad text**

**Headlines**  
Victim Support Europe | No victim left behind | Find victim support nearby

**Descriptions**  
We ensure that victims are respected and are able to make their voice heard. | Our goal is that every single victim of crime has access to free victim support service.

**Ad Preview**

Ad - victim-support.eu

**Find victim support nearby | Victim Support Europe | No victim left behind**

Our goal is that every single victim of crime has access to free victim support service. We ensure that victims are respected and are able to make...

Assets can be shown in any order, so to make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad. [Learn more about text ads in Smart campaigns](#)

Adjust via pencil icon, if need

# Your campaign is 'pending', but will be live soon !

< All campaigns

Victim Support Europe

Pending All ads go through a quick policy check. This usually takes one working day.

Last 30 days

US\$0.00 Spend in the last 30 days

Impressions 0 How often your ads were shown	Clicks 0 Actions on your ads	Conversions 0 Get Act
---	------------------------------------	--------------------------------

View performance details

Create more campaigns, if requ

## Still need help?

- Help is provided throughout this process
- Look in the footer of the page
- Look for the chat icon



### Need help?

Call for free ad setup help at **0800-58796**

Mon-Fri 09-18 (GMT +1)

[More help options](#)

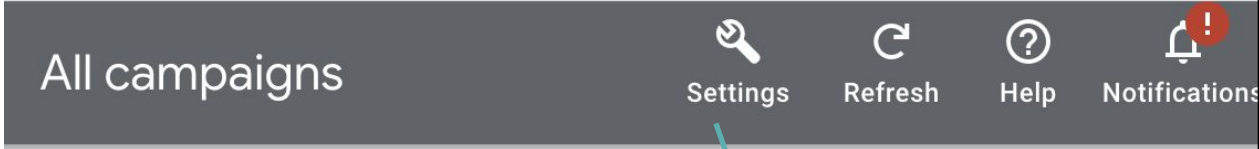
 Chat with us

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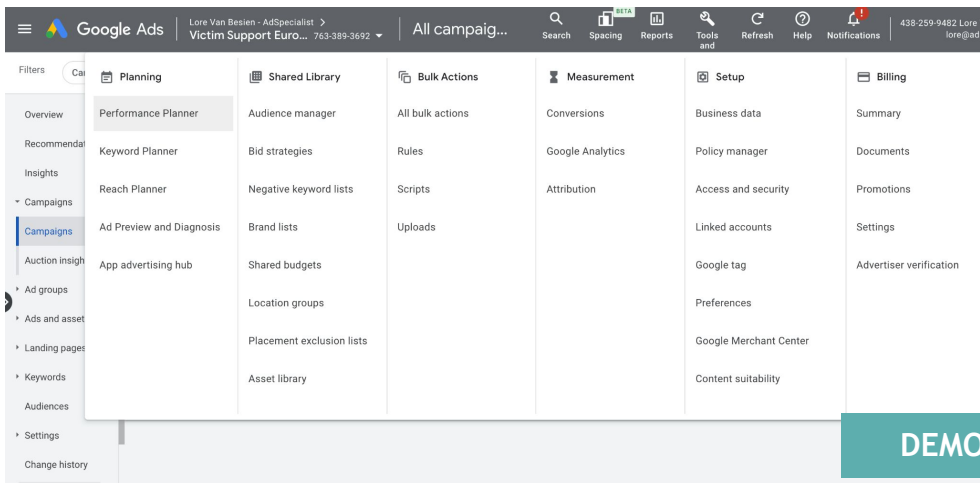


# Google Ads : Next level's Expert Mode



- Billing & payments
- Access and security
- Preferences
- Switch to Expert Mode

# Demo in the Expert Mode interface



# Search campaign with ad groups for more control

Ad Groups

Last 30 days

10 Sept - 9 Oct 2023

+ Add filter		Search	Segment	Columns	Reports		
<input type="checkbox"/>	Ad group	Status	Target CPA	Conversions	Cost / conv.	↓ Impr.	Clicks
<input type="checkbox"/>	VSE - Brandname	Eligible	—	0.00	US\$0.00	48	20
<input type="checkbox"/>	Victim of crime	Eligible	—	0.00	US\$0.00	5	1
<input type="checkbox"/>	eu victims rights directive	Eligible	—	0.00	US\$0.00	0	0
<input type="checkbox"/>	Victim Support	Eligible	—	0.00	US\$0.00	0	0
Total: Ad groups in your current view				0.00	US\$0.00	53	21
Total: Campaign				0.00	US\$0.00	53	21

# Keep track of your organization's goals

Download Publications & Brochures

30

↓ -31.8%

Download Files

22

↑ 266.7%

Download Templates

110

↓ -8.3%

Consult FAQs

12

↓ -78.6%

Consult Your Rights Pages

2,655

↑ 16.2%

Click Contact Phone

10

↑ 66.7%

Click Contact Mail

5

↓ -28.6%

Start complaint

18

↑ 20.0%

Click CTA Flight Calculator

8

↓ -11.1%

Click CTA Webshop Check

71

↑ 22.4%

Subscribe Newsletter

13

0.0%

\*Figures are pure for illustrative purposes

Calculate the impact of your campaigns

QUESTIONS ?

THANK YOU!