

***MAKE THE
IMPACT YOU'VE
ALWAYS WANTED***

GOOGLE GRANTS | NONPROFIT GUIDE

SIXFIVE

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We Admire Your Work

We appreciate all the work that nonprofit organizations do for our communities on a local, regional, and global scale. It's a sector where meaningful work produces meaningful results.

We know that each organization has unique goals. As a community-driven company, we hope to partner with impressive organizations like yours to take advantage of the Google Grants program to help achieve your mission.

The Google Ad Grants program provides an incredible opportunity to all nonprofits wishing to boost their online presence. Along with access to powerful technology, using the Google Adwords platform, thousands of nonprofit organizations around the world have been able to increase their awareness, outreach, and impact.

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What is Google for Nonprofits?

When you aim to solve big problems, you need the right tools to be successful.

The Google for Nonprofits Program offers registered non-profits access to free versions of paid Google products and special features designed for nonprofits. One of these features includes \$120,000 a year in credited Google Advertising (that's where we come in, we will share more later!).

With Google for Nonprofits, you will be able to fundraise more easily, collaborate more efficiently, and share your story with a wider audience.

Here are the main offerings of Google for Nonprofits:



G Suite for Nonprofits

The free version of the G Suite cloud-based productivity suite, including Gmail, Docs, Calendar, and more.



Google Ad Grants

Promote your website on Google Search results pages through in-kind advertising.



YouTube Nonprofit Program

Access exclusive resources, features, and programs designed to maximize your organization's impact on YouTube.



Google One Today

A free fundraising app where all the money raised goes directly to you and your cause.



Google Earth Outreach

Develop custom maps, contextualize your story and share 360 images through freely available mapping tools.

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What Is This Free Advertising You Speak Of?

The Google Ad Grants program offers registered nonprofit organizations \$120,000 in annual ad spend on Google Adwords FREE of charge. It is an unique chance to take advantage of free advertising and help your nonprofit increase website visits, donations, event attendance or to fill employment and volunteer opportunities.

The Ad Grants program offers you \$10,000 USD a month in ad spend through Google AdWords, which equals \$329 a day!

So, what is the catch? Google has created an amazing program, but it does have some restrictions to make sure nonprofits don't compete with their main stream of customers and revenue.

- First of all, you must be eligible for the program (we delve into eligibility later in the document)
- Google Grants lets you use search/text ads, meaning that someone has to search for something before you can display an ad
- You must login to your account once a month and make changes at least once every 90 days

So, there are some limits. We have highlighted some more on the next page. It takes a lot of knowledge and experience to navigate around these restrictions and successfully advertise as a nonprofit.

In fact, the average nonprofit who takes advantage of Ad Grants only spends about \$330 a month out of the \$10,000. They struggle to create impressions and end up missing out on over \$9,500 in free advertising each month.

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What Is Google AdWords & Why Should We Use The Grant?

- 3.5 Billion Daily Searches
- 1.2 Trillion Yearly Searches
- Top 3 ad spots take 40% of all clicks
- 45% of people can't tell difference between organic listing and ad
- Google Search Ads display above the organic results on the Search Engine Results Page (SERPs).
- You only pay for the clicks, not for when the ad is shown.
- AdWords is quick to get results
- AdWords is scalable
- AdWords is measurable
- AdWords is flexible

Here is a sample ad (you can see the organic result below):

Pillar Nonprofit Network™ | The Voice Of The Nonprofits.

www.pillarnonprofit.ca/ (519) 433-7876

Providing Leadership & Support For The Nonprofit Sector. Make An Impact With Us.
Verge Capital · Advocacy & Awareness · Information & Resources · Nonprofit Training.

Job Opportunities

Looking For Job Opportunities?
Our Members List Jobs Daily.

Volunteer Opportunities

Want Volunteer Opportunities?
We Can Help. Learn More Now!

Contact Us.

Have An Inquiry Or Feedback?
We're Here For You. Contact Us Now!

About

Connecting Pillars To Create Impact
We Strengthen The Non-Profit Sector

1. Pillar Nonprofit Network

www.pillarnonprofit.ca/

What are you looking for? Whether you're looking for volunteer opportunities, networking events or a job in the nonprofit sector, we can help. Volunteer · Events · Jobs ...

DS: 0 TS: 0 Get Trust metrics with free SEMrush account - Connect

L: 1.94K LD: 5.03K T: 2.19K Rank: 1.11M Age: wait... whois <> source

Rank: 1.43M Adv Disp Ads: 0 Pub Disp Ads: 0

Job Opportunities

Job Title: Child-minder Reports to:
Coordinator of Specialized ...

Programs & Services

Pillar is seeking proposals for an
organization to co-design and ...

Volunteer Opportunities

Volunteer Opportunities - Events -
Volunteer - ...

About

Pillar Nonprofit Network strengthens
individuals ...

Events

Pillar Nonprofit Network 201 King
Street London, ON, N6A 1C9 ...

Jobs

Executive Director - WIL Employment
Connections WIL ...

More results from pillarnonprofit.ca »

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What Are The Restrictions?

Effective January 1st, 2018, here are the updated restrictions Google has made for accessing and continuing to benefit from the program:

Account structure

- Ad Grants accounts must have specific geo-targeting to show ads in locations relevant to your nonprofit.
- At least 2 active ad groups per campaign each containing a set of closely related keywords and 2 active text ads
- At least 2 sitelink ad extensions

Performance

- All Ad Grants AdWords accounts must maintain a **5% click-through rate (CTR) each month.**
- If the CTR requirement isn't met for 2 consecutive months, your account will be cancelled.

Mission-based campaigns

The following keywords and queries for serving Ad Grants ads are not permitted:

- Branded words that you don't own like "YouTube" or "Google" or names of newspapers or other organizations
- Single-word keywords Note terms with dashes, periods, or special characters are not treated as single-word keywords
- Overly generic keywords including names of places, events, and people
- **Keywords with a Quality Score of 2 or less**

That's where we come in. So who are we?

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Who is **SIXFIVE**?

SixFive is a growing company in London, Ontario that was established with community in mind. In 2016, we had an opportunity to join Western University's Propel Summer Incubator Program, where we received a grant for funding and office space. We were able to witness the power of grants firsthand and understand just how big of an impact they can have for an organization.

As summer 2016 concluded, we began our search for an office location where we could grow our business organically. Our team discovered Innovation Works, run by Pillar Nonprofit Network, London's first co-working space dedicated to social innovation. We had the opportunity to become a founding tenant at Innovation Works London, and to build and customize our office space to our specific needs, adding such features as an infinity green screen for multimedia production to help us expand our services.

Since the end of 2016, we have continued to grow and expand our business, adding several members to their team with expertise in design, videography, marketing, and development. The work has shifted from primarily website development and branding to results-driven marketing. We use powerful, targeted advertising and user experience design to drive traffic to sites and convert them to valuable action.

To date, Sixfive has worked with over 50 businesses and registered nonprofits to create effective advertising campaigns, stunning websites, and powerful content. In our first year of full-time operation we received a nomination for Community Engagement from TechAlliance and Corporate Social Responsibility from the London Chamber of Commerce. Working with Google, Sixfive helps charitable organizations gain access to \$10,000 USD a month in free advertising, helping them increase volunteers, event attendance, awareness, and impact in the community.

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The Benefits of Working With **SIXFIVE**

At SixFive we know we are able to bring our clients and partners a lot of value. Here are some of the many benefits we offer:

Full Google Adgrants Application

We apply for the Google Ad Grants program on your behalf. No need to stress! If you are eligible, there is a 100% success rate.

Great Support

You'll be appointed a personal Google certified account representative to specifically work on your account. We never outsource any of our work!

You'll Work With Talented Marketers

From deep Adwords knowledge to website design expertise, our team makes sure every dollar you spend is effective as it can be.

You'll Spend More

The average organization only spends \$360 of the \$10,000 a month. That is over \$9,500 wasted! We help you make the most of your Google Grant.

Monthly Performance Reporting

We keep you up-to-date with what we're doing and send a report every month so you can see how effective your ads are.

Free Access To G-Suite

We Will Help You Take Advantage Of The Free access To The Google Suite (Gmail, Drive, Documents, Spreadsheets, Presentations, Surveys, Calendar and Sites).

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Eligibility (Am I Eligible? Please Say Yes!)

Eligibility guidelines

Organizations that meet the following criteria are eligible to participate in the Google for Nonprofits program:

Registered as a nonprofit organization in one of the approved countries. All organizations must be registered with the local TechSoup partner in their country and be validated as a nonprofit organization.

While philanthropic arms of educational organizations are eligible for Google for Nonprofits, schools, academic institutions, and universities are not eligible for the program.

In addition, the following organizations are not eligible for Google for Nonprofits:

- Governmental entities and organizations.
- Hospitals and healthcare organizations.

I Am Eligible! What is the Process?

For Those New To Google Grants

1. We will apply for Google Grants on your behalf
2. During the waiting period, we'll schedule a call or meeting to learn more about your objectives as charity.
3. When you are approved, our team will perform keyword research create a strategy tailored to your organization.
4. We'll schedule a final call to discuss our proposal, review the ads prior to going live, and set future meetings.
5. The ads go live! You'll start to receive reporting which we will review in meetings to improve your adgrants further.

Previous Google Grants Users

1. If your account is active, we'll sync it with our Adwords Manager Account. If it's inactive, we'll connect with Google to reactivate it.
2. We'll schedule a strategy call to learn more about your goals as a nonprofit organization.
3. We'll usually do a major overhaul. Most existing accounts have not been properly created or optimized.
4. Based on your current account, our team will perform keyword research and create a strategy tailored to you.
5. After our proposal is approved, the ads go live! You'll start to receive reporting which we will review in preset meetings to improve your adgrants further.

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I'm New To Google Grants. Is There Anything Else I Need To Do?

If you are not a member of TechSoup Canada, you'll need to register with TechSoup Canada and get validated before you can apply for Google for Nonprofits. [Click here](#) for more details on how to register with us. If you are currently a member of TechSoup Canada, you'll need to create/log into a Google Account.

All Canadian charities and nonprofits must first register with TechSoup Canada. Based on the information and documentation you provide at registration, we will validate your organization's legal status and activities. Once we have validated your organization, you can apply for Google for Nonprofits using a validation token.

How long does validation with TechSoup Canada take?

They will process your application and confirm your TechSoup Canada account within 7-10 business days of receipt of any necessary documents. Expect to receive an email with the subject line "Your organization has been qualified."

Once your TechSoup Canada account is approved, you can generate validation tokens in your account.

About TechSoup Canada

TechSoup Canada was formed in 2009 as a collaborative effort of the Centre for Social Innovation, TechSoup and the Information Technology Association of Canada. This initiative was made possible through a seed funding from the Ontario Trillium Foundation.

To date, TechSoup Canada has over 31,400 members and has helped the Canadian nonprofit sector save over \$362 million on technology investments.

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Google Grants Case Study: Pillar Nonprofit/Innovation Works

Mission

Pillar Nonprofit Network strengthens individuals, organizations and enterprises invested in positive community impact and support more than 610 nonprofits, social enterprises and social innovators by sharing resources, exchanging knowledge and creating meaningful connections across the three pillars of nonprofit, business and government. They also own Innovation Works, a co-working space dedicated to social enterprise.

Marketing Goals

Pillar Nonprofit Network is always looking improve engagement from the public through community events, the co-working space, and stories of their success. They have a job and volunteer portal that they want to highlight. They also want to promote Innovation Works and help sell more co-working memberships and increase event attendance.

Impact of Google Ad Grants

SixFive's work to set up Google Grants for Pillar Nonprofit has resulted in over 300,000 impressions, over 15,000 clicks and over 2,300 valuable conversions in just six months. These include direct phone calls, volunteer and job listing responses, and people signing up and booking tours to see the space.

We continue to optimize the ads and make sure Pillar Nonprofit Network and Innovation Works thrives through the power of digital search.

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Testimonials

We are passionate nonprofit supporters.

Here are some of the nonprofits and social enterprises we have helped below.

“As a small social enterprise organization, SixFive created an amazing still very affordable website that carries all the purposes I envisioned it for. Their customer service skills, positive attitude, and professionalism made my whole experience a great one. I would give SixFive a 5-star rating!!”

Adriana Medina
COFOUNDER,
ONEYOUTH.CA

“SixFive contributed greatly to the success of our National Forest Week marketing activities including the striking design of our Hug Me Promotion posters seen all across London and the full production of an amazing video which captured people’s love for trees and the spirit of National Forest Week. I highly recommend SixFive and their talented people.”

Sheila Creighton
MARKETING COORDINATOR,
REFOREST LONDON

“SixFive was great at asking questions to nail down exactly what I was looking for in my marketing strategies. They were well informed and had lots of terrific ideas.”

Wanda Davis
FOUNDER,
ELEMENTS OF HEALING

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Our Services

SixFive uses Google Grants to create an effective strategy for our non-profit partners, helping them increase donations, attendance, and awareness.

In order to do this, we have created extremely fair priced packages so that we can have a sustainable business and offer the expertise and support needed to take full advantage of Google Grants.

Below are the packages we offer. Our plans offer a variety of options to suit a variety of different organizational needs. Between guiding the setup, implementing ads effectively, and continuously monitoring your account to make sure you are succeeding, we know there is a ton of value packed into each one of our price points.

Our Plans & Pricing

The Essentials	The Impact	The Spotlight
For smaller organizations	For medium sized organizations	For large organizations
Application & setup	Application & setup	Application & setup
Conversion Tracking	Conversion Tracking	Conversion Tracking
Google analytics integration	Google analytics integration	Google analytics integration
Monthly account optimization	Bi-Weekly account optimization	Weekly account optimization
Monthly reporting	Monthly reporting	Monthly reporting
•	Landing page hosting & design	Landing page hosting & design
•	Ad Split Testing	Ad & Page Split Testing
Personal account representative	Personal account representative	Personal account representative
Initial strategy meeting	Quarterly strategy Meeting	Monthly strategy meeting
•	1 New Campaign a Month	2 New Campaigns a month
6 month minimum term \$1000/mo for 6 months.	6 month minimum term \$1500/mo for 6 months.	6 month minimum term \$2000/mo for 6 months
\$1000 \$900/mo for 1 year.	\$1500 \$1350/mo for 1 year.	\$2000 \$1800/mo for 1 year.

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Thank You

We truly appreciate the opportunity to discuss our Google Grants Program service with you.

Please feel encouraged to contact our team by email at succeed@sixfive.co or by phone at (519) 854-6565 for any inquiries.

We know how important the work you do is to our community and the world as a whole. We would love to be a part of that journey with you.

Let's Succeed Together.