

Google AdWords

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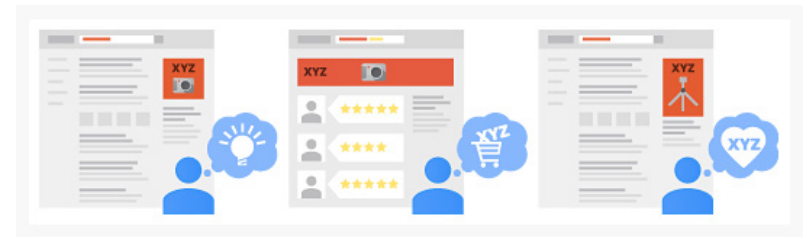
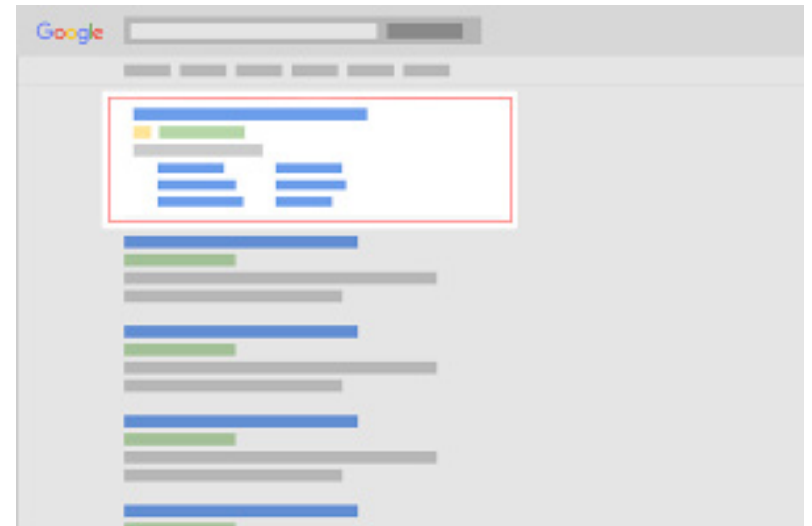
Google Ad Grants
AdWords for nonprofits

Google AdWords

AdWords is the advertising platform anyone wishing to run ads through Google uses. It allows clients to access the powerful advertising tools Google has and run an advertising campaign across the Search Network and Display Network.

The Search Network includes, predictably, searches - text ads you create in service to your campaign show in the search results of others based on relevance and ad quality, much like how organic results are rated. Better ads rank higher and cost less.

The Display network includes Google owned sites like Gmail and YouTube, letting you display video ads to a wide audience, but also includes over two million sites that run the gamut of interests from news to weather.



Google Ad Grants

AdWords for nonprofits

Ad Grants is basically AdWords for nonprofits. Google gives in-kind grants of \$10,000 in AdWords advertising to a non-profit organization per month, as long as the organization remains eligible. Every organization wishing to earn grants must prove eligibility and maintain it with each passing month.

Much like AdWords, Ad Grants focuses on getting well-made ads directed to the right people - it helps you with a suite of metrics to dial in your ads to reach the groups most likely to donate and shows you high-performing and low-performing ads. Additionally, the structuring of Ad Grants helps facilitate donations. By making it easier to donate, people become more likely to do so.

WHAT TO KNOW



**AdWords For
Nonprofits**



**Grants Of Up to
\$40,000**



**Must Prove
Eligibility**



**Helps Facilitate
Donations**

GETTING APPROVED & HOW WE'LL HELP



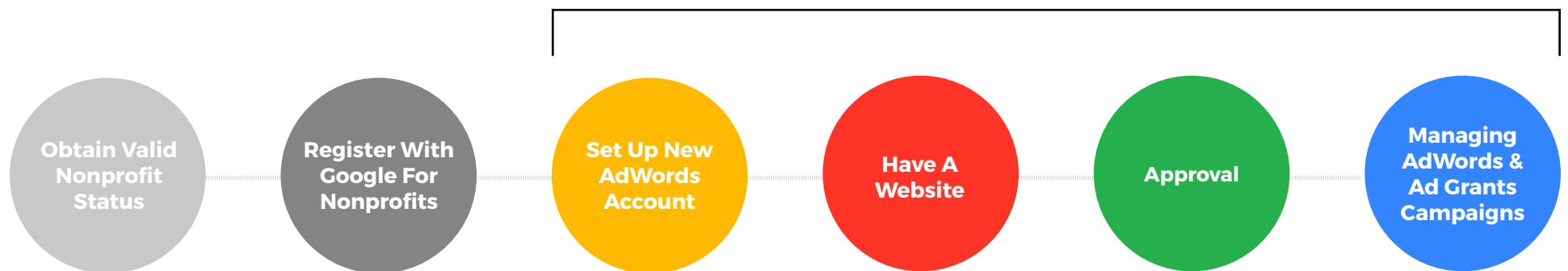
Approval for a grant requires the organization be registered with Google for Nonprofits before anything else can happen.

Following registration, the organization must hold valid nonprofit status to continue with the grant process.

Following all of this, a new AdWords account (which we can set up for you) and a live website (with substantial content; for an additional fee, we can help here too) is required to establish eligibility for approval.

Maintaining your eligibility is another story - it requires management of your new AdWords/Ad Grants campaign - and we can help with that.

WHERE WE HELP YOU





Staying eligible has a host of extra conditions, and almost all of them are related to AdWords and proper management of the campaign that runs to promote your organization.

We'll keep your ads properly linked, actively manage your account, and ensure that all of your ads and keywords are pertinent to your organization, as irrelevant keywords are a major red flag to Google. The ads we make for your organization will also be carefully curated to not step on the myriad toes that Google has stretched out. This includes avoiding ad copy that is commercial in nature, promoting services or products that don't have proceeds going purely to the organization, and a fair bit more (because Google is very serious about to whom it gives Ad Grants.)

HOW TO STAY ELIGIBLE



**Actively Manage
Your Account**



**Use Relevant
Keywords**



**Avoid Ad Copy That Is
Commercial In Nature**



**Avoid Ad Copy That
Promotes Products
Or Services That
Don't Benefit The
Organization**

INCREASE GRANT SPENDING WITH GRANTSPRO

NewLeaf does our best to manage your campaign - in doing so, we also strive to earn your organization entrance into the Google Grantspro program. This raises the amount you are allotted in AdWords from \$10,000 to \$40,000 monthly.

The program is competitive, allowing only a fixed number of organizations to benefit from it at any one time, and simply being eligible is not enough - each application is individually considered, so having good numbers makes for a better chance at earning admission.

Conditions for eligibility include, but are not limited to: hitting budget cap repeatedly, high clickthrough rates, tracking conversion installation (and at least one conversion), and most importantly: bi-weekly maintenance. As an official Google AdWords Partner that's where NewLeaf comes in.

AVAILABLE FUNDING

GRANTS PRO

\$40,000

MONTHLY
GRANT SPEND

GRANTS

\$10,000

MONTHLY
GRANT SPEND



HOW MUCH?



NewLeaf typically offers its professional management services at an industry standard cost of 20% of ad spend per month to for profit businesses. For approved nonprofits we mark that down to only 10% of ad spend. That means if you're granted \$10,000 a month and spend the full \$10,000, our fee would only be \$1,000. The same applies for an ad spend of \$3,000: our fee would only be \$300. Additionally, as a non-profit, your fee for setup is only \$499 (for-profit companies wishing to use our services are charged \$999.) In doing all of this, we help make determining costs for campaign maintenance a breeze.

This allows our Grantspro nonprofit clients to potentially receive \$40,000 in professionally optimized advertising for only \$4,000 a month.

FOR PROFIT



20% Of Ad Spend



\$999 Set Up Fee

FOR NONPROFIT



10% Of Ad Spend



\$499 Set Up Fee

For more information give us a call at **714-573-4031** or fill out the form on our website at:

WWW.NEWLEAF.TEAM