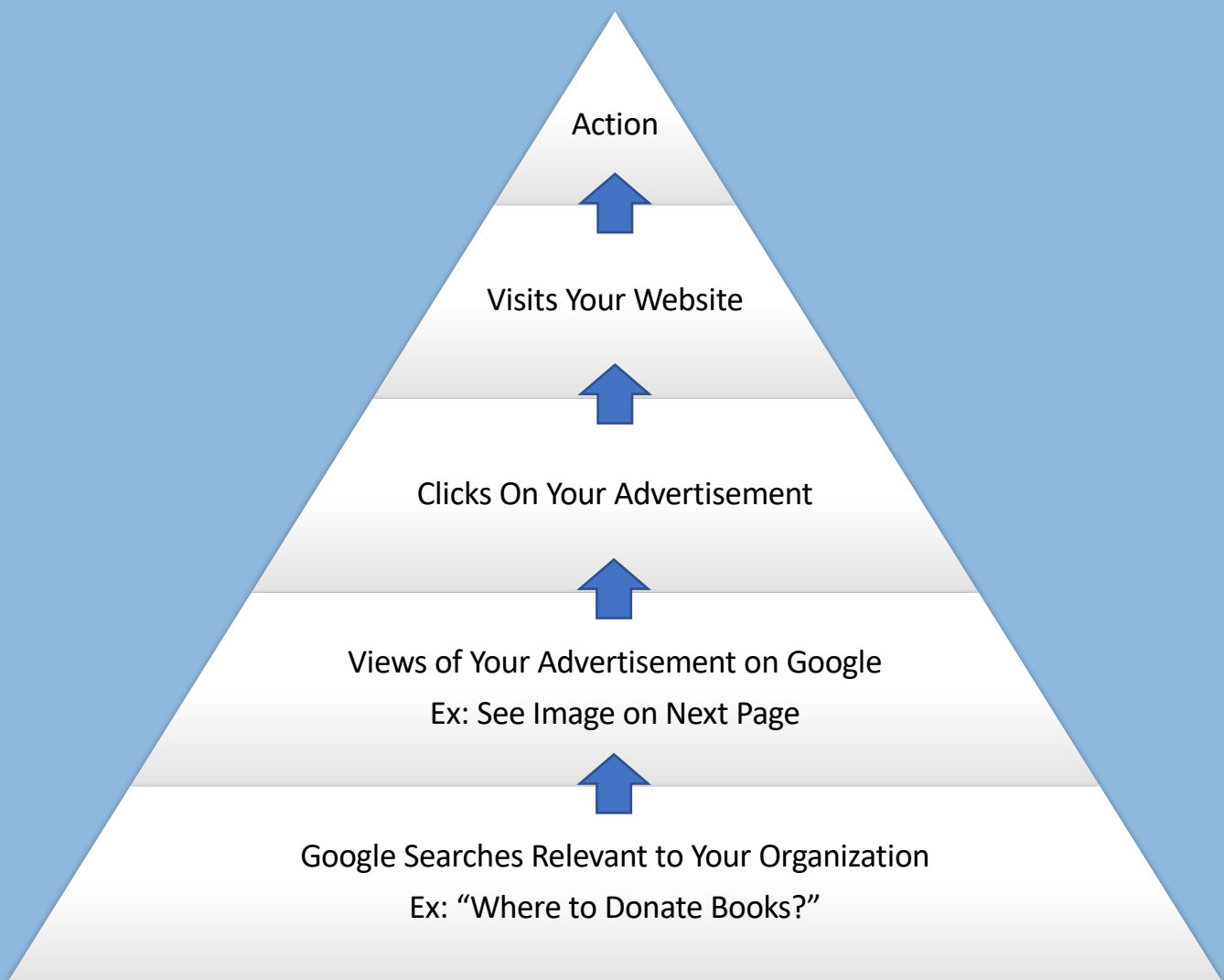


Expand the Reach of Your Nonprofit with Google Grants



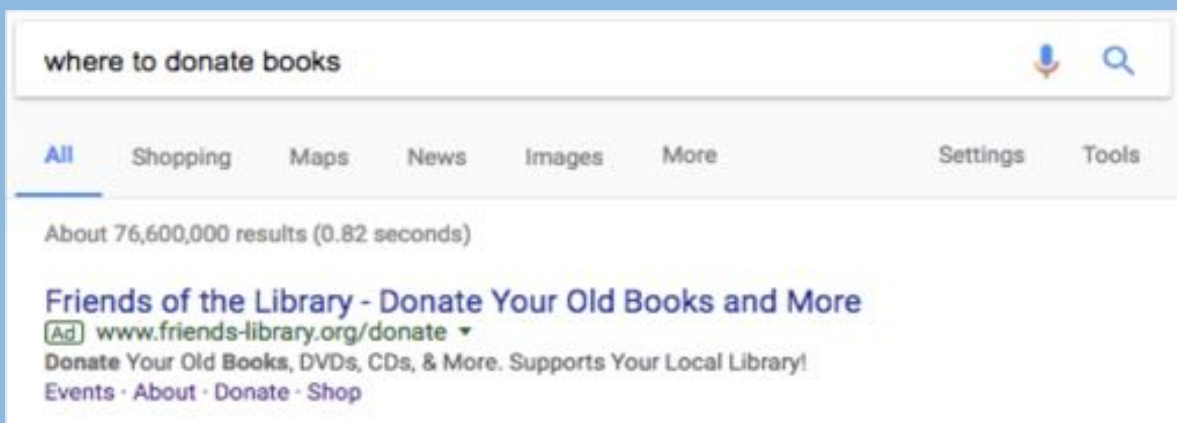
Marketing Path with Google Search

Though the details can be complicated, all Google Grants does is send people from Google's search engine to your website when they search for something relevant to your organization. As you can see from the pyramid on the cover page, the stages that someone will take down the marketing path before buying something is:

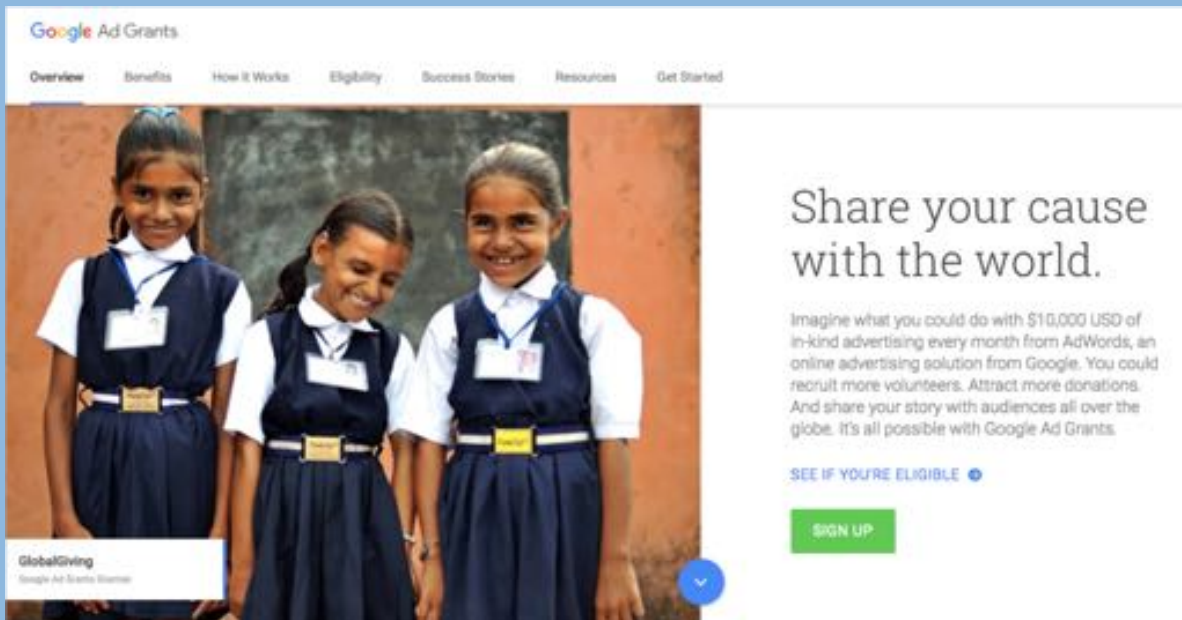
1. Make a Google search about what they're looking for
2. View the search engine results, which will frequently include your advertisement if you are making good bids for those relevant searches
3. Click on web listing, which will frequently be the advertisement that you placed if it is relevant to their needs and compelling
4. Read the content on your website
5. Purchase the item or some other conversion action such as calling, visiting, or signing up for a newsletter

This is a great process for you to be a part of because you provide helpful and meaningful information at the moment that the person doing the searching is looking for it. That is powerful.

And as a nonprofit, Google donates these advertisements to you as part of the Google Grants program! Acting quickly in claiming this from Google gets you more visitors because the money that Google gives you to use on their platform is given out on a daily basis and does not roll over. Your competitors are already reaping these rewards and Google will not give you extra money to catch up. The early bird gets the worm, and Google will not even things out for the late birds.



What is Google Grants?




Google Grants is AdWords for nonprofits. When you get a Grants account, you are given \$329 a day to spend on AdWords Search Ads, which comes to \$120,000 a year. What you spend from this allotment is documented as an in-kind donation from Google to your organization. When advertising, you send people who search something relevant to your organization *from* Google's search engine *to* your website. AdWords is often associated with selling products and services, but it's not limited to just that. You can create an advertisement for any page that you want to be seen by more people.

Maximize Conversions Bidding

Bid strategy report (Maximize conversions)

Strategy status: **Active**

 **Active** The bid strategy is setting bids to optimize performance. No changes are needed at this time.

Cost ⓘ	Conversions ⓘ	Cost / conv. ⓘ	Conv. rate ⓘ
\$28.04	3.00	\$9.35	37.5%

Maximize Conversions Bidding is a more advanced maneuver that we typically wouldn't mention in an overview of how AdWords works. However, we're making an exception because this newly available bid type has a huge impact for you. Prior to 2018, grantees were limited to bidding a maximum of \$2 for a click. This meant that only those who used the paid version of AdWords could show their advertisements for the best searches, since those more valuable searches would be priced above that \$2 threshold.

But the \$2 bid limit is no longer a limitation. Grantees can now bid above that threshold if they have maximize conversions bidding set up correctly, which requires importing conversion actions into your AdWords account. Having a trusted expert set this up for you is a major benefit of hiring someone with Google Grants experience.

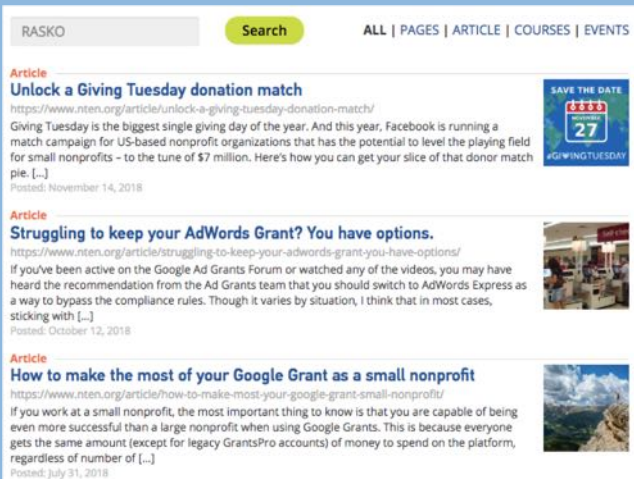
Certified Google Partner



Michael is a certified Google Partner, which is a designation that comes directly from Google. The Google Partner badge is attributed to agencies based on client retention, total ad spend, and passing skills exams in the most recent year. In their own words:

“The Google Partner badge shows that specific Partners have passed Google Ads product certification exams and are up to date with the latest product knowledge. In other words, they earned it.”

More Qualifications



Michael is a prominent voice in the Google Grants community and regularly speaks to nonprofits on the topic of Google Grants. He recently presented at the Nonprofit Technology Conference, which is an event with 2,200 attendees from 14 different countries. His co-presenter was Michelle Hurtado, Head of the Ad Grants department at Google.

In addition to public speaking, Michael also writes on this topic. You can find many articles on our website and he is trusted by NTEN to be a monthly contributor for their Connect Blog. His articles are included in their connect email newsletter that goes out to 25,000 subscribers.

He has been interviewed by Steve Boland for Next in Nonprofits and Tony Martignetti for Nonprofit Radio.

He is a member of Search Engine Marketers of Portland and regularly attends events to stay current on the quickly changing digital marketing landscape. In May of 2017, he was selected as their member of the month..

Rasko Digital Marketing as a company is a BBB Accredited Business.



Working With Us

More important than our qualifications in digital marketing is our experience working with nonprofits. Michael has worked at nonprofits as a volunteer, employee, board member, and consultant. He is currently on the board of Friends of the Multnomah County Library and is the chair of the marketing committee for them.

All of our clients are nonprofits. We purposefully only accept nonprofit clients because we design our plans based on the unique advantages of nonprofit status. Our plan with AdWords is completely different than it would be if we were representing a for-profit because of the many differences between Google Grants and Paid AdWords accounts. In particular, we are more aggressive in utilizing the budget because that money is free from Google and is use-it-or-lose-it.

With your application or reactivation, we will take as much off your plate as possible and be available by phone and/or screenshare to assist you in the parts that we cannot do independently. We have been through this application many times before and know how to meet the requirements that Google is looking for.

Far more important than either our credentials or experience is what our clients have to say about us. We've included some reviews on the next page and you can find more on our website. We not only handle the nerdy technical requirements, but are in regular conversation with our clients about the big picture. We send them monthly performance reports and chat with them monthly by phone about the work we have done and how this tool can assist them in future goals. You'll find our clients enjoy having us guide them through this process and are relieved that they don't have to worry about their account because they know it is in good hands.

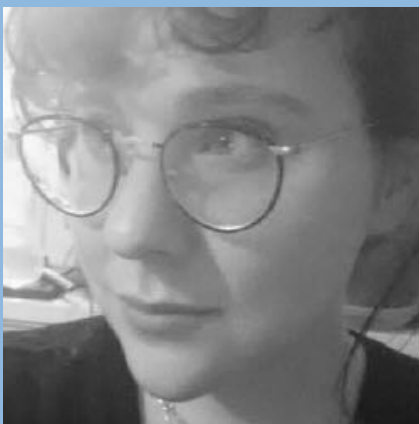
Testimonials



“I've known Michael for nearly ten years. He's worked for me as an intern, freelance contractor, employee, and now as a vendor with his established LLC. Michael has done a really good job making those he works with look good. I still work with him now because I can trust him.”
– Marty Jones, CEO at MetroEast Community Media

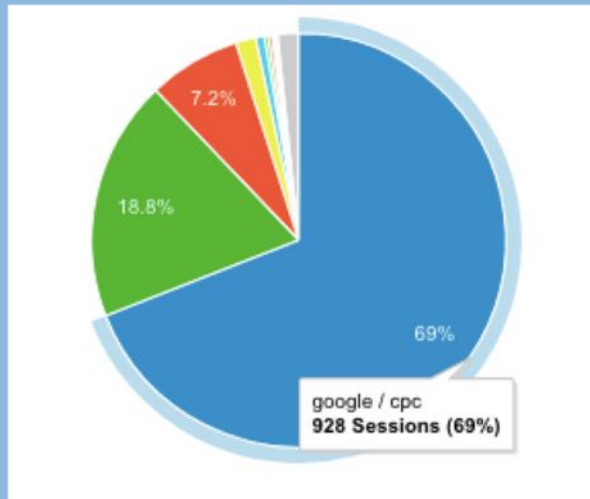


“Michael has been amazing to work with. He does a great job of listening to our priorities and sharing his expertise to help us make the best decisions for our organization. Since starting to work with Michael, our overall page views jumped incredibly. We have been so thankful to find him and work with him!”
-Jen Anderson, Director of Development at Children’s Eye Foundation

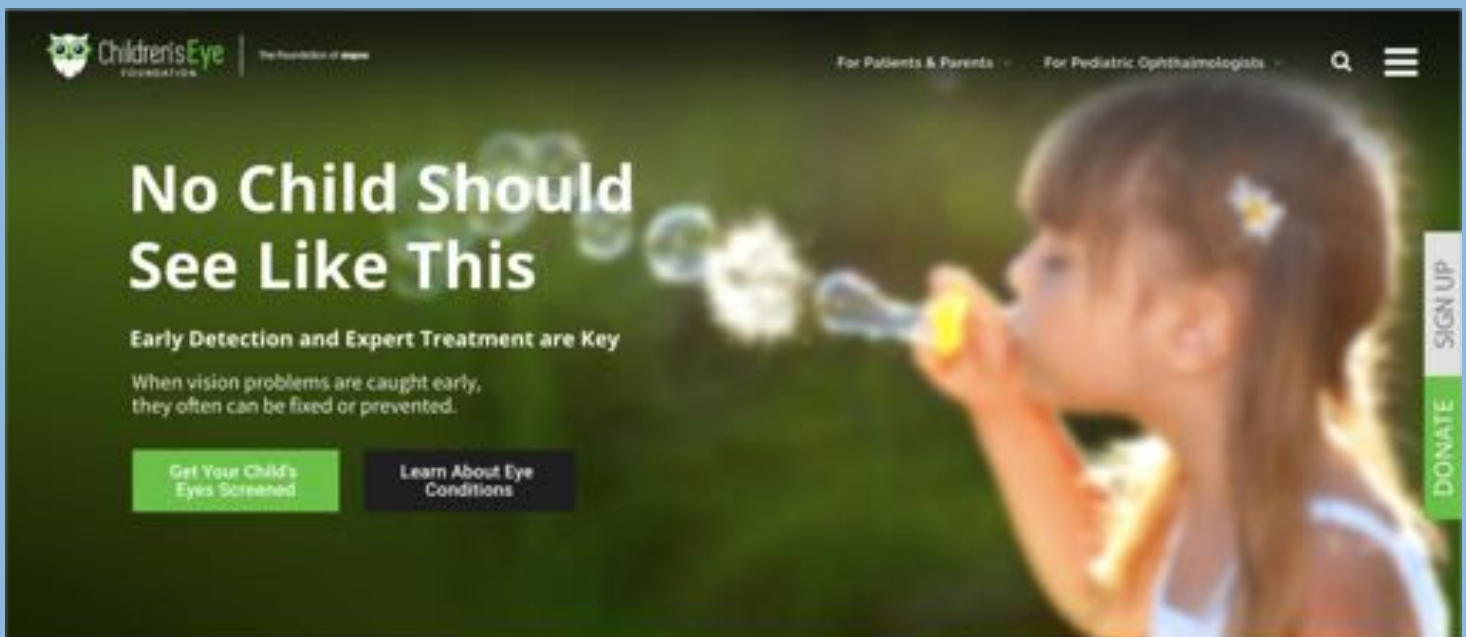


“Through the Google Grants program, we have been able to successfully promote the mission of our foundation to provide low-cost and no-cost art classes to underserved communities. Working with Michael has been a wonderful experience. Not only was he extremely easy to schedule time with, but he was also patient and deeply considered how he could most effectively help our foundation meet our goals.”
-Kelsey Davis, Executive Director at Wallow Foundation

Children's Eye Foundation Example



Over two thirds of the web visitors to Children's Eye Foundation get to the website by clicking on an advertisement created in Google Grants. Children's Eye Foundation uses their Grants account primarily to spread the word that many eye conditions that are thought to be permanent can be treated if addressed when the child is young. And we consider ourselves fortunate to be able to use our skills to help share this important message. How many people could you help if you were to triple your web visits?



Native America Humane Society Example

Our clients are able to get such a huge boost from this tool because of how it helps them dominate the search engine results. Though it is called advertising, a better way to think of it is leapfrogging. You don't simply buy space for a set amount in the same way you do with a newspaper advertisement. Instead, you make bids to show at the top of the search engine results. This could move you from the 100th position to the first.

Think of your own experience making Google searches. How often do you click to go to the second page? How often do you even scroll down? If your website is on the second page for a search you want to show for, you aren't going to reach those people. If you aren't in the top few results for any searches other than your organization's name, your website won't be found. Your website will be like Isle de Muerta from the Pirates of the Caribbean movies: Found only by those who already know where it is. You can see the power of this leapfrogging from an excerpt from Native America Humane Society. The full case study can be found on our website.

"So many people want to volunteer doing something with animals," said Webster. "By having a Google Grants account set up correctly, our nonprofit got more messages from eager volunteers than we had time to handle. We could have spent our entire \$329 a day just on our volunteer recruitment campaign. But we placed a restriction on how much we spend trying to get volunteers so that we can respond to the messages we do receive and reserve space in our daily budget for other initiatives."



Activate or Reactivate Google Grants

Though we also manage accounts on a monthly basis, we start with a one-time fee for application or reactivation. If your application is not accepted or suspended account reactivated, you WILL NOT BE CHARGED. We guarantee we'll get you an active account or your money back.

Bronze - \$300

- Successful enrollment/reactivation
- 2 Sitelink Extensions
- Branded (focused for nonprofit's name & variants) Campaign with 2 Ad Groups

Silver - \$500 - Recommended

- Successful enrollment/reactivation
- 4 Sitelink Extensions
- Branded (focused for nonprofit's name & variants) Campaign with 2 Ad Groups
- 2nd Campaign with 4 Ad Groups directed toward web pages of your choosing

Gold - \$700

- Successful enrollment/reactivation
- 4 Sitelink Extensions
- 2 callout Extensions
- 1 Call Extension (different from Callout),
- 4 Structured Snippet Extensions
- Branded (focused for nonprofit's name & variants) Campaign with 2 Ad Groups
- 2nd Campaign with 4 Ad Groups directed toward web pages of your choosing
- 3rd Campaign with 4 Ad Groups directed toward web pages of your choosing