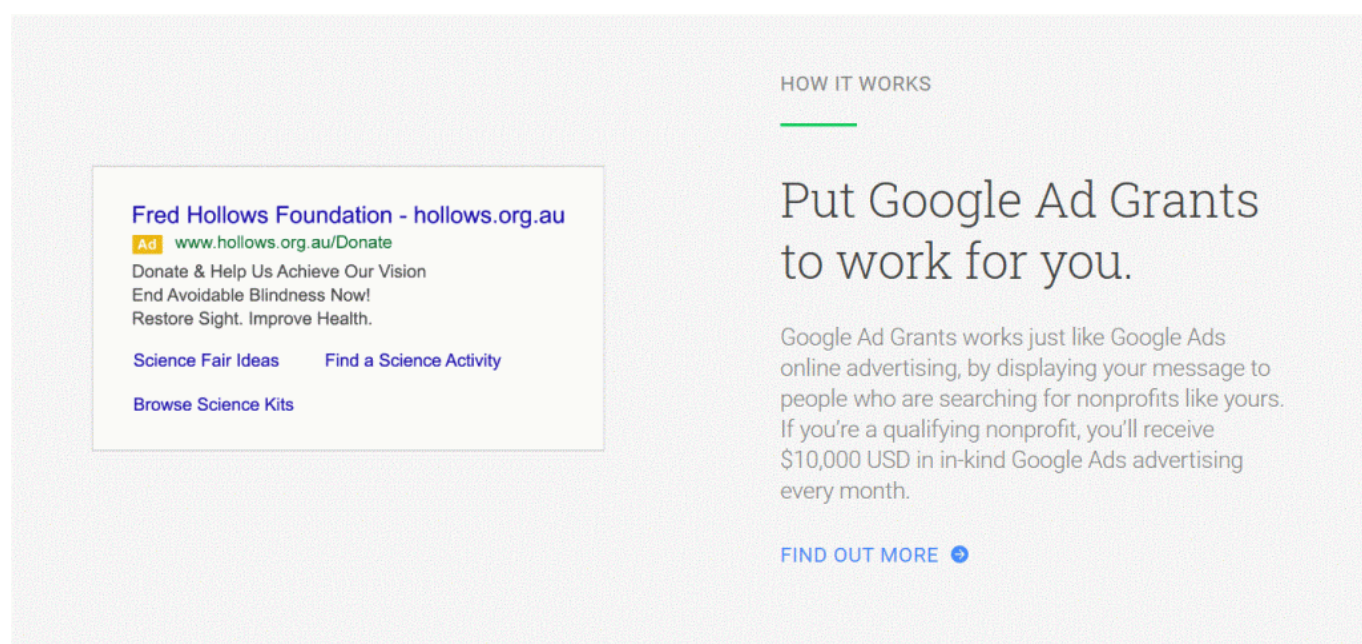


If you are a UK registered charity you could be eligible for a grant of up to \$10,000 a month to spend on Google Ads. Google ads grants for charities provides registered charities all over the world with grants to use on text based adverts on their platform.

If you have registered charity status and a website for your charity, you can apply for a Google Ads Grant by clicking [here](#).



The screenshot shows a Google Ad for the Fred Hollows Foundation. The ad is displayed in a box on the left side of a webpage. The text in the ad includes the charity's name, website, and a call to action to donate. On the right side of the webpage, there is a section titled 'HOW IT WORKS' with a green underline. Below this title, the text reads 'Put Google Ad Grants to work for you.' followed by a paragraph explaining how Google Ad Grants works. At the bottom of this section is a blue link that says 'FIND OUT MORE' with a small blue circle icon.

HOW IT WORKS

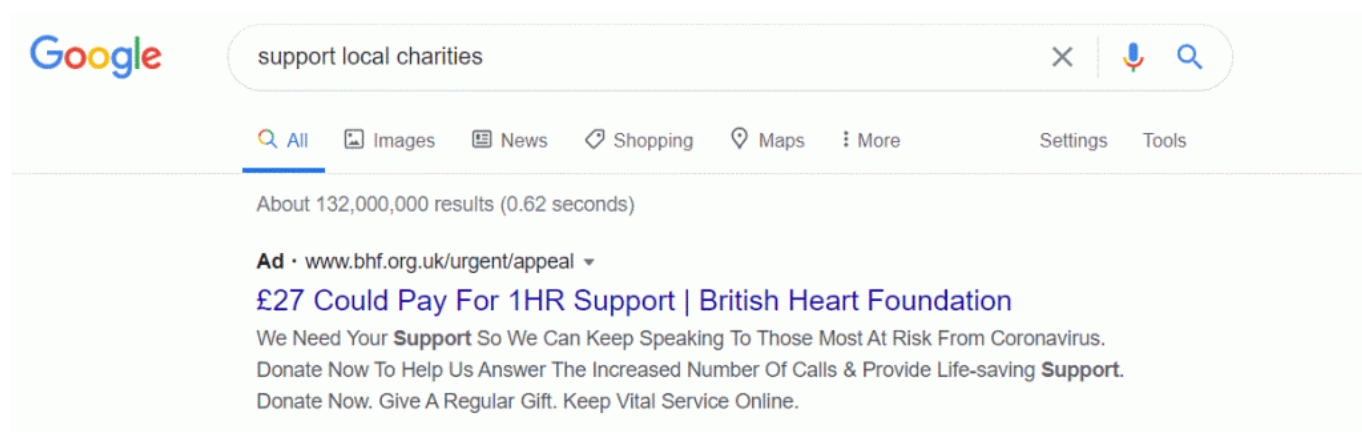
Put Google Ad Grants to work for you.

Google Ad Grants works just like Google Ads online advertising, by displaying your message to people who are searching for nonprofits like yours. If you're a qualifying nonprofit, you'll receive \$10,000 USD in in-kind Google Ads advertising every month.

FIND OUT MORE

How can Google Ads help your charity

With a Google Ads Grant you will be able to show custom written adverts on Google. These will then show when your set criteria is met. For example, you might want to show a donation advert when someone searches for 'support local charities'.



The screenshot shows a Google search results page for the query 'support local charities'. The Google logo is in the top left corner. The search bar contains the text 'support local charities'. Below the search bar, there are links to 'All', 'Images', 'News', 'Shopping', 'Maps', and 'More'. To the right of these links are 'Settings' and 'Tools'. Below the search bar, it says 'About 132,000,000 results (0.62 seconds)'. The first result is an advertisement for the British Heart Foundation. The ad text includes the charity's name, website, and a call to action to donate.

Google

support local charities

All Images News Shopping Maps More Settings Tools

About 132,000,000 results (0.62 seconds)

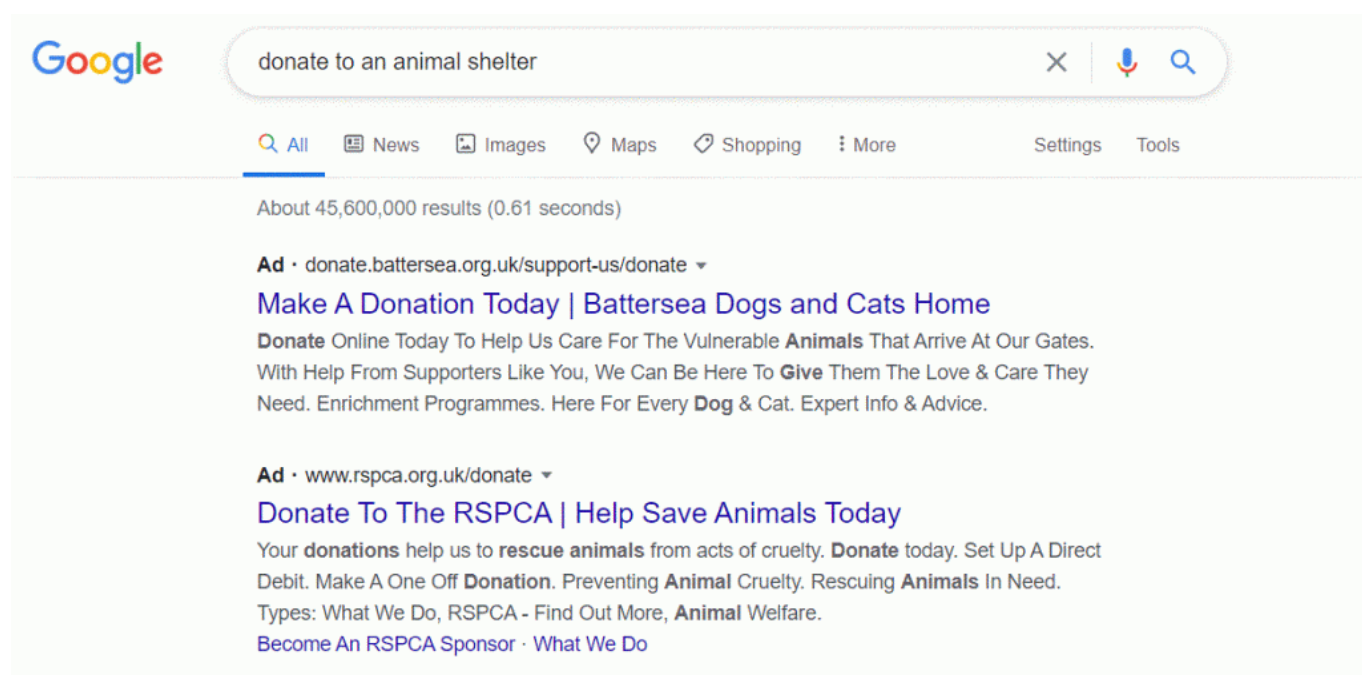
Ad · www.bhf.org.uk/urgent/appeal

£27 Could Pay For 1HR Support | British Heart Foundation

We Need Your **Support** So We Can Keep Speaking To Those Most At Risk From Coronavirus.
Donate Now To Help Us Answer The Increased Number Of Calls & Provide Life-saving **Support**.
Donate Now. Give A Regular Gift. Keep Vital Service Online.

In this example, the first advert that appears is one to make a direct donation to the British Heart Foundation.

You may want to target more specific search phrases to increase your chances of converting a user to make a donation. For example, if you are an animal charity you might want to target the search phrase 'donate to an animal shelter', like Battersea Dogs and Cats Home and the RSPCA have done in the below example.



Google ads for animal charities

Do you need a grant to run targeted Google Ads?

You can run Google Ads without a grant, but you would need to pay for the adverts. The cost of the adverts vary's depending on the words and phrases you want to target. Popular phrases such as 'make a donation' are likely to be more expensive than less popular phrases such as 'make a donation in Leeds'.

As an example, to appear on the first page of results for 'make a donation' you might be charged at a rate of 70p per click. Meaning each time a user searches for this search phrase and clicks on your advert, you would be billed 70p. You can set a budget in place to control spending.

To setup a Google Ads campaign now, without the grant [click here](#).

Summary

If you are a registered charity with a website, I recommend you signing up to [Google Ads Grants](#). Google Ads grants are a brilliant way of quickly reaching a new audience with no cost.

Thank you for reading 'Google Ads grants for charities'.

[James Harding](#)

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