

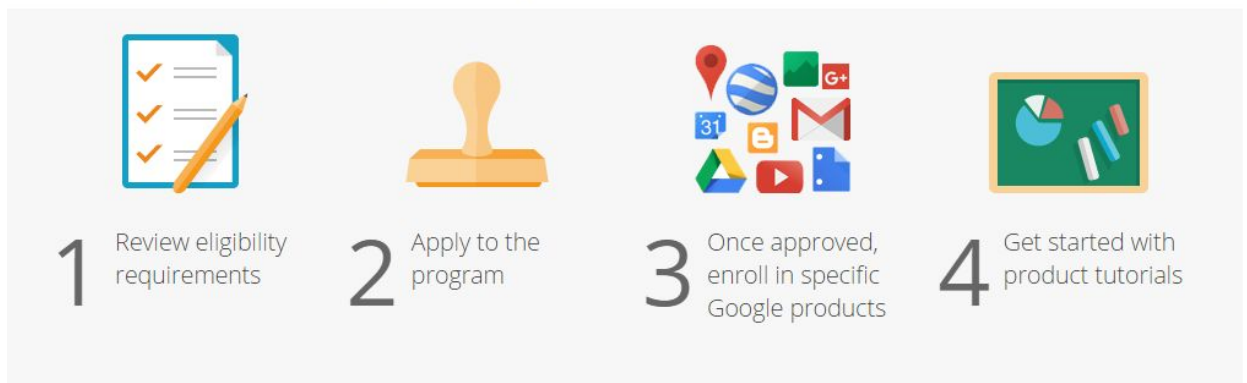
Are You Signed Up for the Google for Nonprofits Program?

In order to take advantage of the Google Ad Grant program your nonprofit must, first apply and be approved for the Google Nonprofit Program.

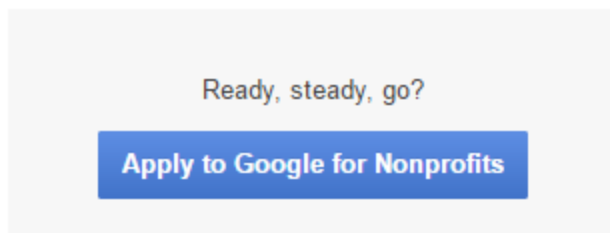
To apply for the Google for Nonprofits program follow these steps:

1. Go to <http://www.google.com/nonprofits>.

Here's how to apply to Google for Nonprofits:



2. Click on the “Apply to Google for Nonprofits”

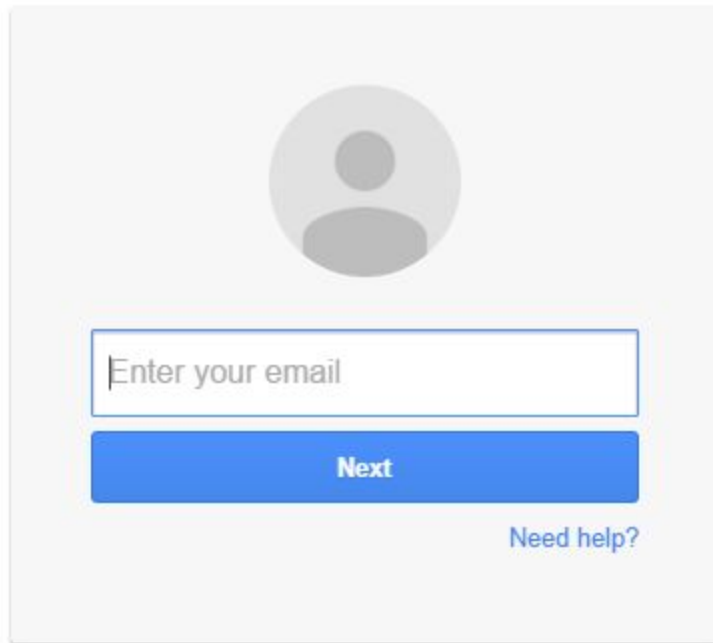


3. The Google Account sign-in screen displays.

You have two account creation options when signing up for Google for Nonprofits:

A. Sign in by creating a new Google/GMail account yournonprofit@gmail.com

It's recommended that you not use a personal Gmail address. To create a new Google/GMail account click “*Create Account*”



Create account

B. Create an account and sign in with your nonprofit email address

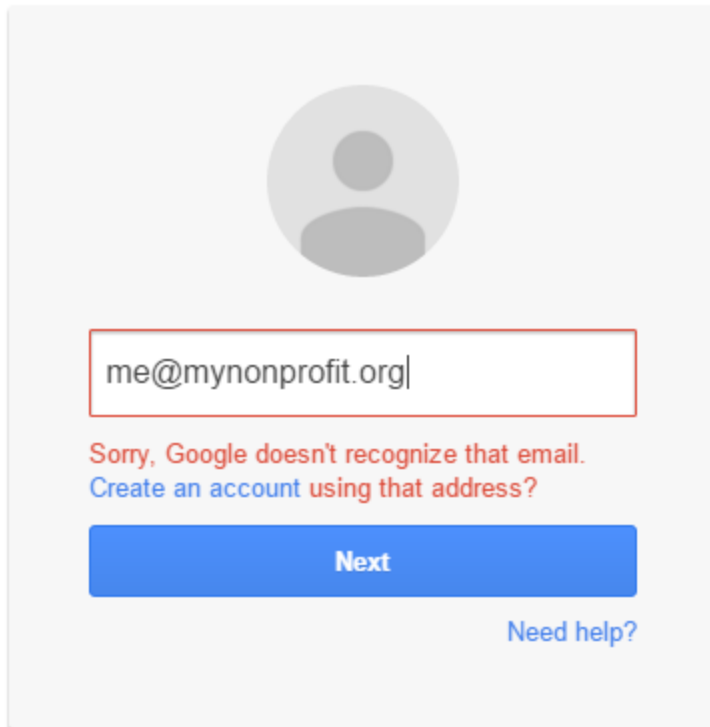
yourname@nonprofit.org

To sign up with your nonprofit email address:

1. In the field marked “Enter your email”, enter your email address (yourname@yournonprofit.org) and click “Next”.

2. The Google Account sign-in screen updates with the following message:

Sorry, Google doesn't recognize that email. [Create an account using that address?](#)



3. Click the “Create an account” link to proceed.

Applying for the Google AdGrant







1. Log in to your Google for Nonprofits Account.
2. The main screen displays.
3. Click “Google Ad Grants”

Enroll in Exclusive Products for Nonprofits

You are changing the world, and we want to help. Please start enrolling in the free products.

Please note:

- It may take several days for Google to activate your enrollments. We will notify you as each of your products is activated.
- If you are already a grantee of one or more products, you do not need to re-enroll. Your enrollment is still valid but may not be reflected below.

 <p>Google Apps for Nonprofits Reduce your IT costs and help staff and volunteers collaborate more effectively.</p> <p>Enroll</p>	 <p>Google Earth Pro Visualize your cause and tell your story through Google's mapping technologies.</p> <p>Enroll</p>
 <p>Google Ad Grants Reach and engage your supporters through free online advertising with AdWords.</p> <p>Learn how to use Ad Grants with AdWords Express and AdWords at the same time.</p> <p>Enroll</p>	 <p>Maps API for Business Google Maps API: Free licensing of Maps API for Business.</p> <p>Enroll</p>
 <p>One Today One Today is a mobile app that helps you fundraise for specific projects in a new and exciting way.</p> <p>Enroll</p>	 <p>YouTube Nonprofit Program Broadcast your cause.</p> <p>Enroll</p>

The Google AdGrants application displays.

For full control of your account it's recommend that you select the “AdWords” option, the second option on this screen. Then, click submit.

Google Ad Grants Enrollment

Select which type of account you want to use

Google Ad Grantees receive free AdWords advertising on Google search results pages. You can use your Ad Grant with either AdWords Express or AdWords.

AdWords Express

AdWords Express automatically manages where and when your ads will appear on Google. No keywords to choose, no ongoing maintenance. It's a simplified way to advertise online.

AdWords

AdWords gives you full control over your advertising campaign. It's ideal for users with time to spend selecting keywords and actively managing their campaigns.

[Learn more](#) about the differences between AdWords Express and AdWords.

The account review process normally takes 1-2 business days. We will notify you as soon as your enrollment is processed.

Submit

Cancel

In 24 - 48 hours your account is approved. Log-in and select Google AdGrants. The following screen displays.

Instructions

1. Create an account using the [Account Creation Guide](#)
2. Check your AdWords account for errors
3. Add your account information to this application and submit

Create an AdWords Account

Follow **all of the steps** in the [Account Creation Guide](#) to create an AdWords account specifically for your Ad Grants application. Please allow at least 24 hours for completion. In particular, please remember the following when creating the account:

- Use US Dollar (USD) as the currency, regardless of your location, on the first page of AdWords sign-up
- Ignore all alerts to add billing information to your account

Review the Account Creation Guide as instructed and check off each applicable box in the “check for errors section (below)” as you complete it. Also, note the

Google AdGrant account number in the upper right of the screen in AdWords, you will need this complete the application

Check for Errors

Make sure that the following statements apply to your account.

If any of these statements don't apply, we cannot approve your application.

* **Currency is set to US Dollars (USD).**

The bids and budget in your campaign should be shown in US dollars (\$). If you chose a different currency, you'll have to [create a new account](#).

* **No billing information has been added.**

If you click the settings icon in the top right corner of your account and choose "Billing," you should see a request to choose a country (no payment method visible). If you see any payment information, you'll have to [create a new account](#).

* **All campaigns are set to the Search Network only.**

In your account, go to your campaigns and click the "Settings" tab. Make sure only "Google search" is showing in the "Networks" column. If you see anything else in this column (for example, "Display Network" or "Search Partners"), click on it and try to change the setting to "Search Network only". If this option is not available, you'll have to [create a new account](#).

* **At least one campaign, one ad, and one keyword have been added.**

In your account, click the "Campaigns," "Ads," and "Keywords" tabs and make sure at least one campaign, ad, and keyword have been added to their respective tabs.

Add your account information

* **AdWords Customer ID:**

Find your ID

Referral Code: 

* **How did you hear about Google Ad Grants?**

Select an option 

The account review process normally takes 1-2 business days. We will notify you as soon as your enrollment is processed.

Submit

Cancel