



Google Grant Checklist

The Google Grant affords \$10,000 each month in free ad credit, but it does not come without strings attached. Be mindful of the guidelines and eligibility regulations below.

Getting Started

As you create your Google Ad campaigns, be aware of these restrictions that are unique to Grant users.

Ads are text only

Grant ads will rank below paid ads

Campaigns must be keyword-targeted

Enable Smart Bidding, or Conversion-based Bidding strategies (Target CPA, Target ROAs, Maximize Conversions)

Ads and keywords must be specific. No single keywords, with the exception of:

Branded words

Recognized medical conditions

Words such as donate and donation. Additional single word exceptions are listed [here](#)

Keywords must have Quality Score greater than 2

Names of places and names of historical events/people are not permitted

Tip: Must enable Conversion Tracking in order to use Conversion Bidding

Eligibility Checklist

These regulations must be followed to maintain eligibility within the Google Ad Grants program. Violations may cause your account to be suspended!

Make sure your website is secure. This applies to new grant accounts as well as new domain requests.

Maintain an average CTR of 5% or greater

Do not link to pages composed of links to other websites

Do not include commercial advertising or affiliate advertising links

Link ads to 1 website domain

Do not display Google AdSense ads or affiliate advertising links on your website

Ads and keywords should match your programs and services

Add specific geo-targeting to show ads in locations relevant to your nonprofit

Create at least 2 active ad groups per campaign, each must have a set of closely related keywords and 2 active text ads

Add at least 2 sitelink ad extensions

Tip: Have a microsite or second domain? Apply to get that domain approved [using this application form](#)

Tip: Don't push it! The Google team has expressed that they will increase enforcement



What you won't find on the Google Ad Grants website

Indicate your tax-exempt status!

If your ad or landing page solicits tax-exempt donations, indicate your tax-exempt status on your landing page or donation page, [including your charity number](#).

Tip: Standardize your footer templates to include your EIN and a statement of 501 (c)(3) status to prevent ad disapprovals.

Keep your quality score high

The [quality filter](#) will prevent low quality ads from participating in the auction, no matter how high the bid is.

Tip: Have low quality scores? Consider tighter ad groups, making SEO improvements to your landing page, or dramatically changing your keyword targeting

Accept updated Terms and Conditions

Do not use URL redirects

Do not use restricted trademarks in ad copy

View approved domains

The Google Dashboard will show you what the approved domains are or where your account is violating ad grant policy.

Do not reference alcohol

Tip: Hosting a charitable event with alcohol? Replace mentions of wine and beer with "adult beverages" in ad copy

Do not use prescription drug terms in ad copy, landing pages, or keywords

Tip: Account suspended? Call Google AdWords Support
1-866-2GOOGLE

Contact Tommy Lynch via email or phone:

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