

GOOGLE NON-PROFITS PROGRAMME FOR REGISTERED UK CHARITIES

THE PROGRAMME

Google offers a range of free services for registered charities. The value of these services is huge and can equate to an in-kind marketing spend of \$500,000 (US) per year.

Given this, **Creative Merchants** recommends that all charities take advantage of the offer whilst available. If a charity needs skills/resource assistance a Google Partner such as **Creative Merchants** can help.

We've compiled this factsheet summarising the key details and we are happy to provide guidance and advice on strategic or implementation issues.

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THE BENEFITS

Members of the programme are eligible for:

- Google Advertising Grants - free Adwords advertising to promote your website worth up to \$10,000 per month initially and it could rise to \$40,000 per month
- Access exclusive resources for charities on the You Tube Non-Profit programme designed to optimise impact on You Tube and maximise donations
- Many free Google Apps for Non-Profit including Google Maps, Gmail and G Suite

ELIGIBILITY

Organisations must hold valid charity status, have a live website with substantial content and meet the criteria below based on their primary location:

ENGLAND AND WALES

- Registered with the Charity Commission for England and Wales; and/or
- Registered with HM Revenue & Customs (HMRC) as a charity for tax relief

NORTHERN IRELAND

- Registered with HM Revenue & Customs as a charity for tax relief

SCOTLAND

- Registered with the Office of the Scottish Charity Regulator (OSCR); and/or
- Registered with HM Revenue & Customs as a charity for tax relief

M A K I N G G O O G L E W O R K F O R Y O U

APPLICATION PROCESS

In the UK, you apply for a Google Adwords grant via their supplier Techsoup on the tt-exchange. There is an online application process and the following information needs to be supplied:

- Charity registration details
- Charity mission statement
- Charity turnover details

If you meet the criteria you will be sent a validation token and you can then use this token to apply online at the link below for membership to the Google Non-Profits scheme.

<https://www.google.com/nonprofits/account/signup/gb?hl=en-GB>

You then set up a Google account for your charity and select the services you wish to utilise.

If using Adwords, build your first campaigns and submit to Google for review. Once approved your first ads will start running.

GOOGLE ADVERTISING GRANTS

With Google Ad Grants you can receive up to \$10,000 per month to spend on Adwords for the following:

- To promote your organisation on Google
- To raise awareness by choosing relevant keywords and creating unique ads to highlight your work
- To track online donations, newsletter signups, volunteer registrations and more so that you can see what's working and what isn't

Every charity should link its Adwords account to their Google Analytics account, that way you can measure the effectiveness of all your advertising account. Just because it's a free grant doesn't mean you shouldn't spend it as wisely as possible.

THE ADVERTISING GUIDELINES ARE STRAIGHTFORWARD

- Ads are entirely text based (no videos or images)
- Ads appear on Google search results either above or below the organic search listings
- All ads are targeted around your preferred relevant keywords/search terms
- The maximum cost per click is \$2
- The maximum monthly budget is \$10,000 unless you are subsequently accepted onto the Grantspro programme when a monthly budget of \$40,000 is available

The Grantspro programme is currently at full membership level and no new applications are being accepted. This may change but it does emphasise that grants are limited so that the speedier a charity can get accepted onto the Non-Profits programme, the better.



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REQUIREMENTS FOR MAINTAINING ADVERTISING GRANT ELIGIBILITY

The key requirement is that your organisation makes use of your allocated grant and that you are managing your Adwords account on a regular basis.

In addition

- Your ads and keywords should match your organisation's mission and your services
- Your ads must be linked to the website domain that was approved in your initial application
- Ads cannot be linked to pages that are primarily composed of links to other websites
- Ads cannot offer financial products or request donations of cars, boats or property
- The linked website cannot display Google AdSense ads or affiliate advertising links

We've put a recent Adwords case study below for a small South-West London based charity. As you can see this charity utilised its full Google grant within four months and generated donations, sales and volunteers from the activity, in addition to substantially raising awareness in the local area.

Each month over 200,000 ads were shown just in the organisation's local area and web site visitors increased by about 6,000 per month.

However, the campaigns do need active management over a period of time to get the full grant value. It wasn't until month five that Wandsworth Oasis began to reach its grant limit.

It also took a lot of resource and time - note in the early days the campaigns required more than 300 amendments per month before settling down at just over 100 amendments.

CASE STUDY

WANDSWORTH OASIS ADWORDS 2016

	April	May	June	July	Aug	Sept	Oct
Ad Impressions	6,337	90,306	130,716	159,879	201,626	219,301	197,785
Average Position	2.6	2.4	2.4	2.4	2.4	2.3	2.4
Campaign Amendments	180	314	62	75	54	147	117
Click Through Rate	2.82%	2.98%	2.78%	2.97%	2.83%	2.68%	3.02%
Google Grant Value	\$242	\$4,581	\$6,368	\$8,106	\$9,917	\$9,887	\$9,863
Click Thru's to Oasis Website	179	2,690	3,635	4,747	5,706	5,868	5,967

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YOUTUBE NON-PROFIT PROGRAMME

The YouTube Non-Profit Programme is an additional suite of services that an organisation can access once they are accepted onto the Google Non-Profits Programme.

All facilities are non-chargeable and exclusive for non-profit organisations.

At a basic level an organisation can access:

- Free, enriched versions of YouTube exclusive for non-profits
- Drive viewers to action by placing a Call-to-Action overlay directly on your videost
- Customise the look and feel of your channel with your organisation's logo and branding

A great new service has just been launched that enables charities based in the UK to have **Donation Cards** on YouTube videos. As well as raising awareness this facility will enable an organisation to raise funds by allowing viewers to make donations directly to your organisation. These cards are interactive elements added to videos that viewers can see on both desktop and mobile devices.

You can also partner with third parties and place Donation Cards on their video content. Enabling donations to your organisation from **Link Anywhere Cards**.

ADDITIONAL FREE GOOGLE SERVICES FOR CHARITIES

Google Maps

- Premium access to Google Maps free of charge allowing you to display community or donor location data on Google Maps for internal planning
- Publish simple maps on your site for free and get up to one million free map credits
- Access to '360 imagery' of all your locations

G Suite

Free access to a cloud based resource centre that includes:

- Unlimited email addresses for your custom domain
- Secure data storage across locations for multi-users to collaborate by creating, editing and sharing everything from complex documents to calendar events
- Work online through any modern browser on both desktop and mobile devices
- 30GB storage per user across Gmail, Google Drive and Google Docs
- Free video conferencing for up to 25 participants

M A K I N G G O O G L E W O R K F O R Y O U

GETTING STARTED

The most important point to make before embarking on participation in the Non-Profit Programme is to ensure your organisation allocates an appropriate level of time and resources to ensure all elements of the programme are launched and managed effectively.

As a free service, Google supports the programme with a limited level of staff support. The Google expectation is that your organisation manages the application and management process itself and develops the skills necessary to optimise the resources it makes available.

If you are unsure where and how to start, just consult a Google Partner agency. All partner agencies must pass comprehensive exams about Google services and have their work monitored and checked by Google to ensure it reaches the highest standards.

CREATIVE MERCHANTS CHARITY PACKAGE

Creative Merchants are a specialist Google agency working with many in the third sector to make the most out of Google. Our client portfolio includes Civil Society Media and Wandsworth Oasis.

www.creativemerchants.co.uk

At Creative Merchants, we have a select service for charities wishing to enrol in the Non-Profits programme. Over a six-month period, our service covers:

- Managing the application and enrolment process
- Setting up access to required services
- Creating relevant Adwords and YouTube campaign activity
- Ongoing daily management of activity
- Skill training for key staff in organisation to enable internal ongoing management of activity

The cost for this activity, help and support is less than £1,000 per month, allowing charity organisations access to \$500,000 of marketing support for a total outlay of under £6,000.

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