

# Making the most of Google for Charities download



## Setup Checklist & Ad Grants Guide

# Google For Charities - Setup Checklist

A simple guide to help your charity unlock powerful free Google tools.

## 1. Register with Google for Nonprofits (Essential Step)

- ✓ Visit: *Google for Nonprofits*
- ✓ Sign in with your charity's official email
- ✓ Verify your charity status
- ✓ Add your charity details and documentation

**Outcome:** Unlocks access to all free Google tools for charities.

## 2. Set Up Google Ad Grants (£7,000+ Free Ads Per Month)

- ✓ Apply through the Google for Nonprofits dashboard
- ✓ Create a Google Ads account under the Ad Grants programme
- ✓ Set up at least one basic campaign
- ✓ Link your website
- ✓ Set up conversion tracking (optional but recommended)
- ✓ Submit for activation

**Tip:** Keep campaigns simple at first — focus on donations, volunteering, or key services.

## 3. Google Analytics (Understand Your Website Traffic)

- ✓ Set up a free Analytics account
- ✓ Add your website as a property
- ✓ Install the tracking code on your site
- ✓ Link Analytics to Google Ads (optional)
- ✓ Set up simple goals:
  - Donation clicks
  - Volunteer sign-ups
  - Contact form submissions

**Tip:** Review your top pages monthly to improve your website.

## 4. Google Business Profile (Local Visibility & Maps)

- ✓ Claim your charity's listing
- ✓ Add your address, opening hours, contact details
- ✓ Upload photos (team, building, events)
- ✓ Add your logo
- ✓ Write a short, keyword-rich description
- ✓ Post updates, events, or offers regularly

**Tip:** This greatly improves visibility for local supporters searching for help or ways to donate.

## 5. Google Workspace for Nonprofits (Free or Discounted Tools)

- ✓ Create charity-branded email addresses
- ✓ Set up shared drives for your team
- ✓ Create folders for volunteers, events, fundraising
- ✓ Use Google Forms for sign-ups and surveys
- ✓ Enable Google Meet for online meetings

**Outcome:** Better communication, secure storage, and easier teamwork.

## 6. YouTube Nonprofit Programme (Optional but Powerful)

- ✓ Link your YouTube channel to your charity account
- ✓ Enable donation features (where available)
- ✓ Upload short impact videos (30–60 seconds)
- ✓ Add captions for accessibility
- ✓ Use playlists for volunteer stories, impact updates, and events

**Tip:** Even one strong video can boost fundraising and engagement.

## 7. Connect All Tools Together

- ✓ Link Google Ads ↔ Google Analytics
- ✓ Link YouTube ↔ Google for Nonprofits
- ✓ Add Business Profile updates using photos from events
- ✓ Track website traffic after running Ad Grants
- ✓ Use Google Forms to collect volunteer data and feedback

**Outcome:** A complete digital ecosystem that supports fundraising, awareness, and engagement.

## 8. Monthly Google Maintenance Checklist

- ✓ Check Ad Grants performance
- ✓ Update Business Profile posts
- ✓ Review Analytics top pages
- ✓ Add new photos/videos
- ✓ Refresh keywords on your website
- ✓ Review volunteer/donor sign-up forms

## 9. Quick Wins (Do These This Week)

- ✓ Update your Business Profile
- ✓ Add clear "Donate" and "Volunteer" buttons to your website
- ✓ Set up a Google Form for volunteer applications
- ✓ Create one simple Ad Grants campaign
- ✓ Upload one impact video to YouTube
- ✓ Check your website's top 3 most visited pages

# Free Google Ad Grants For Charities

A practical guide to Google Ad Grants for UK charities. What they are, how they work, the requirements, whether they are worth your time and how to choose the right management support.

If you are a registered UK charity, this guide gives you the essentials you need to secure and use your Google Ad Grant properly.

## What Are Google Ads?

Google Ads are paid listings that appear at the top of Google search results.

When someone searches for a new pair of trainers and a Sports Direct advert appears above the normal results, that is a Google Ad. The higher your listing appears, the more likely someone is to click through to your website.

**Visibility drives action. Action drives income, volunteers and awareness.**

## What Are Google Ad Grants for Charities?

Google Ad Grants allow eligible charities to access free advertising on Google Search.

In simple terms, Google gives your charity a monthly advertising credit so you can appear at the top of search results without spending your own money.

Each time someone clicks your advert, the cost is deducted from your grant balance. If you use the full allocation, your adverts pause. You cannot overspend and you will never receive a bill.

You can use your grant to:

- Increase donations
- Raise awareness of campaigns
- Recruit volunteers
- Promote services and support

**For many charities, it becomes a steady and predictable source of new supporters.**

## Google Ad Grant UK Requirements

The key eligibility requirement in the UK is straightforward.

You must be a registered charity with the relevant UK regulator. Unregistered community groups and CICs are not eligible.

You must also:

- Have a compliant, high quality website
- Meet Google's advertising policies
- Maintain account performance standards

**Full criteria are available on Google's Ad Grants FAQ pages, but the registration requirement is the most important starting point.**

## How Much Is the Google Ad Grant?

The Google Ad Grant provides:

- US\$10,000 per month in advertising credit
- A daily cap of US\$329

That equates to roughly £7,000 to £7,500 per month, depending on exchange rates.

**Every eligible charity receives the same allocation, whether you are a small local organisation or a large national charity.**

## Are Google Ad Grants Worth It?

In short, yes.

If you manage the account yourself, your financial outlay is zero. Your only investment is time.

If you appoint a professional to manage the account, you remove the time burden. Provided your income generated exceeds the management fee, you create a positive return and ongoing surplus.

The grant works particularly well for charities with:

- Broad public appeal
- National reach
- Clear donation or enquiry journeys
- Strong landing pages

**Done well, it can become a consistent income stream.**

## How AI Is Changing Google Ads

Search results are evolving.

Google increasingly displays AI-generated summaries at the top of the results page. This can push both organic results and adverts further down the screen.

That makes competition for attention stronger. It also makes intelligent campaign management more important.

**Charities need to use Google's automation tools effectively to remain competitive.**

## Ways to Improve Your Ad Grant Performance

### Use Smart Bidding

Move from manual bidding to automated strategies such as Maximise Conversions or Target CPA. These allow Google's AI to adjust bids in real time to drive better outcomes.

### Create Responsive Search Ads

Provide multiple headlines and descriptions. Google tests combinations and prioritises those that perform best.

### Enable Broad Match Keywords

When used alongside Smart Bidding, this allows Google to identify relevant searches without you manually adding hundreds of variations.

### Explore AI Max Features

Google is introducing further automation within Ad Grants. Where available, these tools can assist with keyword selection, advert combinations and optimisation.

### Improve Your Landing Pages

Automation cannot compensate for a poor user experience. Pages must load quickly, work on mobile and clearly match the promise made in your advert.

## How Difficult Are Google Ads to Set Up and Run?

Google Ads is a powerful and sophisticated platform. Large charities and commercial organisations often employ dedicated teams to manage it.

However, it is designed to be accessible.

If you are technically confident and willing to invest the time, you can manage it yourself. The trade-off is performance. A specialist will almost always achieve stronger results through experience and optimisation.

If time is limited or digital marketing is not your strength, outsourcing may deliver a better return.

It comes down to capacity, capability and cost versus income generated.

## Choosing a Google Ad Grant Management Company

If you decide to appoint support, ask the right questions.

### Do they understand charities?

Success depends on understanding donor behaviour, search intent and what drives conversions such as donations or volunteer sign-ups.

### Is pricing transparent and affordable?

Clarity matters. You should know exactly what you are paying and what is included.

### What level of management do they provide?

There is a significant difference between basic account setup and ongoing optimisation.

### Are contract terms fair?

Avoid long tie-ins without flexibility.

### Do they have a proven track record?

Look for testimonials, case studies and references from other charities.

## Google Ad Grants for Charities FAQs

### What are Google Ad Grants for charities?

Google Ad Grants provide up to US\$10,000 per month in free search advertising to eligible non-profits, including UK charities.

### How does the grant work?

You create text-based adverts that appear in Google Search results. Clicks are deducted from your monthly allocation. There is no cash payment and no financial risk.

### What are the UK requirements?

You must be a registered UK charity, have a compliant website and adhere to Google's advertising policies.

### How long does the grant last?

As long as your charity remains eligible and meets performance standards, the grant continues indefinitely.

### Is there a daily limit?

Yes. You can spend up to US\$329 per day. Unused daily budget cannot be carried forward.

### Is it worth it?

For most charities, yes. Managed correctly, it generates awareness, donations and supporter growth at no direct advertising cost.

What are the key benefits?

- Unrestricted income
- Increased visibility
- New supporter acquisition
- Predictable digital lead generation
- Greater campaign reach

**For UK charities prepared to approach it strategically, Google Ad Grants is not just a free advertising tool. It is a growth channel.**

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If you need help to set up Ad Grants, we're happy to assist.

Contact: [paulw@azzurromarketing.co.uk](mailto:paulw@azzurromarketing.co.uk)