

## Google Grants Q&A with Dan Schulman

### Question 1:

“Please break down in broad strokes how this all works for a neophyte DOD. What essentially does Google provide with this? Cash or a free ad? Tech assistance? Who pays for the \$1 cost per click? Why is bidding necessary? How does the NP get the revenue? What is the difference between a donation button on an org's website and the Google ad? Does Google keep metrics on donations?”

- Theresa

### ANSWER:

As a brief recap, what Google is essentially offering is advertising on their own websites. Grantees get self-access to Google's web-based tools that were developed for and primarily used by their real-money advertisers. Ads on your Grant will show on the same search results page as other grantees and possibly real-money advertisers. Google determines ordering of the ads using a formula that takes into account your bid and your quality score. The bid is the maximum amount you are willing to pay (capped at \$1 for grantees), but the actual amount you "pay" is really just \$0.01 above the ad immediately below you. So, you can actually receive far more than 10,000 website visitor for your \$10,000 in grant money.

The Google ad is not a donation button, but just a link to your website. If you link it to a donation form, it can have substantially the same function as a donation button. Once someone clicks the ad, though, Google is out of the picture. They will have no idea about your donation metrics unless you use them for analytics.

### Question 2:

“Google Grants seem to be available only to 501c3's. I, however, am working on a nonprofit project that is being fiscally sponsored by a 501c3, which I myself am not. Is it possible to access the grants using a fiscal sponsor? If so, how would that work? If the sponsor were required to be the communication liaison, that would never work out. That's not their job in our relationship, and they wouldn't have time for it. I would, and would love to. What is Google's position on this?”

- JA

### ANSWER:

Since you are fiscally-sponsored, I do not believe there will be much chance that Google will approve you for a Grant on your own. Technically, not only are you not a 501(c)(3), but you will not be in GuideStar's database. However, you might be able to apply for a Grant under the sponsoring organization's name and just putting you and your organization as the contact. Obviously, you should get your sponsor's permission, but after that they do not need to do anything. There may be a complication if the sponsoring organization at some point chooses to pursue their own grant. With permission, you can promote multiple websites from a single Grant, but you would have to share a single account.

**Question 3:**

“How do organizations, such as ours, that are not located in the United States get around the NTEE requirement for eligibility? As such we have tried to get status through GuideStar, but because we are not located in the US, we don't have a 501 (3)(c), we are not eligible. (We do have a charitable registration number through our federal government.)”

– Melissa

**ANSWER:**

Sorry, I did not go into it in detail, but non-US based Grant Applicants need to go to the application localized to their country located off the links on this page -- <http://www.google.com/grants/domains.html>

**Question 4:**

“I represent GreenPath, a 501(c)3 credit counseling agency that also provides financial education. But because we do provide credit counseling, we are automatically ineligible for Google grants? (even though we have other focus areas?)”

- Jennie

**ANSWER:**

Your website seems pretty specific to debt counseling, so I would not be very optimistic about it getting approved. However, if your other activities were on their own microsite, you might be able to get a grant approved for that domain. This strategy is still pretty iffy, and it assumes you have a NTEE code not related to credit counseling.

**Question 5:**

“I have a Google Adwords account that was set up prior to my joining the organization. I have two different domain names that I would like to create campaigns for. One is our main website, and the other is our secondary convio event websites. Will I need to open a separate account?”

- Shana

**ANSWER:**

If this is a real-money AdWords account, there is no problem with pointing different ads at different websites. If it is a Google Grant account, you need to get permission for any additional website that was not on the original application. As a side note, having multiple interlinked domains can make installation of web analytics more challenging (but it is possible).

**Question 6:**

“I work for a non-profit boarding high school for students in the arts. I focus on fundraising for scholarship support for our students. All contributions are tax-deductable, we are a 501 c 3. I'm told that we haven't qualified in the past. Would we qualify now?”

- Patti

**ANSWER:**

I am pretty sure the answer is "no." It sounds like you fall pretty squarely in the mutual membership benefit category on ineligibility. This is an area that may change in the future, but there are no guarantees. I would recommend periodically checking the Google Grants Blog for updates – <http://googlegrants.blogspot.com/>.

**Question 7:**

"Hi! I was in a meeting and missed the first part of the call regarding the NTEE code. Could you explain it?"  
- Michaëlle

**ANSWER:**

From Google's help page on the topic (<http://www.google.com/grants/ntee.html>): The "National Taxonomy of Exempt Entities Code, created by the National Center for Charitable Statistics; is a classification system for nonprofits that divides the nonprofit world into categories." You can find your organization's code from GuideStar's database located at <http://www.GuideStar.org/>.

**Question 8:**

"With Google grants can you do geotargeting so that your ad shows up to people in your organization's city or local area?"  
- Sarah

**ANSWER:**

Absolutely! Google staff have mentioned that they would like to get more local organizations into the program.