

**Nonprofit 911 – May 5, 2009**  
Using Search for Fundraising and List-Building:  
How Google Grants Can Bolster Your Bottom Line  
with Daniel Schulman  
Sponsored by Network for Good

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[www.fundraising123.org](http://www.fundraising123.org) or [www.nonprofit911.org](http://www.nonprofit911.org)

**Rebecca Higman:** Now, I'm thrilled to introduce our speaker, Daniel Schulman. Daniel is Director of Search Marketing for Donordigital, which is an online fundraising, advocacy and advertising company that works with major nonprofits. Dan has been working in Internet advertising and marketing since 1998. He conducted some of the first studies of banner advertising effectiveness, and he developed standard practices for online survey research. Dan's research has been conducted on some of the Internet's most heavily trafficked websites as well as Fortune 500 Companies. He regularly presents at top Internet search conferences including PubCon and Search Marketing Expo. Currently, at Donordigital, he is working on search accounts for clients including Amnesty International, NAACP, and AmeriCares.

Without further ado, I'm happy to turn over the floor to Dan.

**Daniel Schulman:** Hello. Thank you, Rebecca. So, thank you all for attending. I think this is a really exciting teleconference. I know a lot of people in the nonprofit sector are familiar with Google Grants, at least the idea that they exist. Often, all they know about them is that there is \$10,000 of free advertising out there that can be used to fundraise, list build and also generate volunteers and do other aspects important to your mission. A lot of nonprofits have some basic questions about, is it really that easy? Is it right for my organization? And does my organization even qualify for a Google grant? Hopefully, we'll be able to answer some of those questions in this teleconference.

I should also point out in the footer of all of the slides, except for the title slide, is the slide number. I'll refer to that in case we get out of sync at any point. So, I'm looking at slide number two right now for those of you who do have the slides. What I want to cover in the talk today is I first want to do a general overview of what paid search is all about. That includes Google AdWords and Yahoo! Search marketing. It's also on MSN and Ask.com. I'm not going to go into what each of them entails; I'm going to focus on Google AdWords. But, I'm just to give you an idea of what people are doing who are paying for these ads, so then when we get to the next point of what's covered by the Google grant program, you can see where that fits in.

Next, we're going to move on and talk specifically about eligibility, which nonprofits can apply - well, all of them can apply - but which of them are likely to be approved for a Google grant and what the application procedures are.

Next, we're going to jump ahead a little bit, to give you an idea of whether you want to invest the time in going for a Google grant. This isn't very big on the upside, in the beginning of the grant. But, after you get the grant, you do have to do something with it. So, you need an idea of what the time requirements are going to be and what the management of that grant is going to be about. I want to talk about that some, so you get an idea of if you have the resources in-house to actually manage grant if you get it. Because, it doesn't really make sense to apply for one if you're not going to do anything with it.

Continuing in that same vein, I'm then going to touch on some advanced topics to give you some idea - if you see you get going with the grant, it's really working out and you want to expand it and do some more advanced things - what the ultimate time and resource commitment would be for the organization, to give you an idea of what you're getting involved with.

Moving onto the next slide, slide number three is just a little bit of an overview of me. Thank you, Rebecca, for the nice introduction. But, I wanted to have in the slides a little bit - some bullets - on who I am, so you have an idea of whether you should be listening to me or finding some information elsewhere. I'll have some resources at the bottom of the slide where you can get some information from Google, as well as a few other people who have managed Google Grants in the past and that you can follow up on.

Moving onto the next one, slide number four. This is where I want to talk a little bit about what paid searches are in general. Paid searches are often called search engine marketing. "Search engine marketing" is sometimes used to be the overall classification of everything that has to do with search engines, such as search engine optimization, local search and whatnot. Although sometimes when it's used, it's used specifically for paid search and the AdWords-type programs.

In order to avoid the confusion, I usually refer to it just as the paid search itself. I use "search engine marketing" to cover the whole broader range of activities. It's also sometimes referred to as pay-for-click advertising or cost-per-click advertising. Those are sometimes abbreviated as PPC or CPC. But, throughout this presentation, we'll talk about it as "paid search."

Now, the way the paid search works... I know a lot of people - and I talk to them - who use Google all the time, don't realize that areas on the page are actually sponsored links, even though it says "sponsored" there. The advertisers are paying for those links.

So, you see in this slide, I'm showing the top part of a typical Google search engine result page where someone had typed in a search for charity donations. Now, paid search shows in two different places. One is above the regular search results, which are often called organic searches. And Google will typically show one to four results here, with three being the biggest option, if there are a lot of advertisers bidding on that.

You can see in this one, there are three results at the top. Then over on the right-hand side, it's cut off. I'm showing five results, but we'll typically show up to eight different ads over here on the right-hand column in these two circled boxes. You can see the types

of organizations that are bidding on charity donations. They are actually bidding on that specific keyword.

When you do a paid search campaign, you control three major aspects. One is the keywords that your ads are going to show on - charity donations. Two is the text for the ad, so the first one here is, "find the best charities." That's from CharityNavigator.org, and it says, "Your source for intelligent charity giving as seen on the Today Show." So, the organization sponsoring the ad, the one who's going to pay for the click, gets to choose that ad text.

Then the third major component that you get to choose when you're a paid search advertiser is the landing page. Frequently, that's organization's home page, but it could be a donation form. It could be a topic forum, a category within your website, or it could be an internal page. There are a few rules about what the landing page has to be, and we'll talk about that a little bit further down.

One thing though, that's important to note at this point, where you see the green text, that's showing the domain of the website. That is not necessarily the landing page. That's what's called... The organization set that up, and it has to be related to the actual landing page. But, if you use an internal page, the URL may be too long to fit in the space. So, Google has what's known as a display URL, which can be different from the landing page URL. And URL, of course, is the address of the web page that someone's going to go to if they click that link.

Moving down to the next slide, which is slide number five. This is a screenshot from the Google AdWords. For those of you who've used AdWords in the past, this may look a little bit different to you, because this is using their new interface, which is in beta but being rapidly rolled out. I thought it made more sense to show you the beta screen shot than the one that's being used right now for most of the advertisers. Because if you apply for a Google grant, by the time you get it and get going, this is what you're likely to see.

Now, what you can see in here are a bunch of different columns that are telling you what's going on with the different keywords. In the third column, after the checkbox and the green dot, are the keywords that are being bid on in this ad group. You can see that these all relate to Dr. Martin Luther King, Jr. - the third. And you can see that there are slightly different variations on that keyword. They are all listed as "eligible," so they are all going to show up, if you type those in here.

And then the next column over is maximum CPC. That is the maximum cost per click that the advertiser is willing to pay. You can see down here, it's all \$1. That shouldn't come as any surprise, because in Google Grants, you're allowed to bid up to \$1 per click on the keywords. In paid accounts, where there's a real budget and an advertiser's using real money, the bids can get much much higher. They can also be lower.

But since, with a Google grant, the maximum is one dollar, that's pretty much what all the grantees bid for every keyword that they have, is one dollar. And that actually takes a lot of the management out of the Google grant program. When working with real money accounts one of the things I spend the most time on is adjusting the bids up and down.

But since they're all pretty much set here at one dollar, it's a lot easier on that regard. Then there are some other columns here which are fairly self-explanatory. There's quality score, which I want to talk about later in the presentation. But, then the next column is the number of clicks, the number of impressions.

Impressions is the number of times an ad shows that keyword. And clicks are the number of times that someone clicked on the ad when it showed up. Moving over to the next column, the CTR, which is click-through-rate, so it's clicks divided by impressions. And then you see a column for average CPC. Now, that's the average cost-per-click. That's what we would [inaudible 0:11:16] be paying if this was a cash account. But, since it's not a cash account, it just gives you an indication of how the ad is showing.

So, even though we're bidding a dollar from the maximum CPC, you can see on the top line for Martin Luther King, it's actually being charged at the rate of 82 cents a click on average. And overall for the account it's 70 cents. And you can see the total cost, and then the average position, which is where it's showing in relation to the other ads that other advertisers have for the same keyword.

Moving on to the next slide, which is slide number six, is the second major part of what you set up as an advertiser with a paid search program. And these are the text ads. If you see over on the right hand column of this slide, I have three ads blown up to show you what they look like. And they all start kind of looking the same often, because there're pretty tight requirements on how you go about writing the text ad.

You have the top line, which is called the head line. And that's the part that's underlined and in blue. And you only have 25 characters for that. You have to have two description lines, which you only have 35 characters for. You have the display URL, which is the part in green, which has 35 characters. And then you have the destination URL, which is the page that actually gets loaded. And for that you have a lot more characters. You have 1024, because it doesn't actually display in the ad anywhere. But, Google keeps it, so they know when someone clicks on it, where to take them.

And then there're a few extras. You can see the third ad there, the Red Cross donation form, there's a big Google Checkout button. And it also says California. If you use Google Checkout on your website as opposed to some other payment processors, they automatically show that ad. And there's some debate whether that increases click through rate or not.

It looks like it varies depending on advertiser. And the reason the Red Cross form shows California is because that's a geotargeted ad, where the Red Cross is actually showing me a specific ad because I'm in California, where if you were in Massachusetts or New York, you may see a different ad. And that's called geotargeting.

So, with this limited space, it's almost like writing a haiku. It's very difficult to get your message in there. You still want the ad to have the same type of marketing elements that you would have in any creative. You want to show a need. And you definitely want to have a call to action. Most of these ads are doing a pretty good job here.

For example, the first ad from World Vision says "Charity that Cares." It's showing us a need. And then it gives you a call to action, "Make an impact on a child's life." There's an action verb in there. If you click this ad, you know you're going to do something. And then farther down below, they use slash "charity," and you can see that charity is bolded both in the headline and in the sub-domain of the display URL.

And that's because it's matching up, because this is based on that search for charity donations. And so World Vision knows that and they have a special ad that has the word charity in it that's only going to show for search engine queries when I go search on Google for a phrase that involves charity.

The second ad here, the "Kids Caring for Kids, founded by Kendall Ciesemier inspiring kids and adults to care." I don't think it's quite as strong an ad. I'm not really sure what Kids Caring for Kids really means. I think that's probably some type of messaging that they use internally and in some of their other collateral where they explain it. But, in this limited text format, it's not really compelling if you don't already know what that messaging is supposed to be.

Similarly, I'm not familiar with who their founder is. Maybe some of you are. But, unless I'm already aware of Kendall Ciesemier, I'm not probably going to be too impressed on this ad. Now, if they have this ad showing up for search engines that used the person's name, it makes a lot more sense because I'm already searching for information about Kendall Ciesemier.

But this ad's showing up in response to a query for charity donations. And also a problem with this second ad is there's no real call to action in it. Inspiring kids to care is about the organization. It's not telling me as a user that by clicking on this and donating, I'm going to inspire kids to care.

And then the third ad, the Red Cross donation form is quite a good ad, I think, in a lot of ways. It's telling you it's a donation form. I know clicking on this it's going to expect me to donate money. It has a call to action, help the Red Cross reach out to people in need. And then it reaffirms the donate online now. It has the need in it. And then it's also geotargeted, so I know it's specific to the people in California.

So, moving on to the next slide, slide number seven. So, up to this point, we talked about how Google Grants work, I'm sorry, how paid search works in general. But, where do Google Grants play into this whole thing? Well, Google Grants were a program by Google launched in 2003, so they're moving into their sixth year right now.

Originally, when it was set up, the policies and how it worked, it was all done pretty ad-hoc. They had some general requirements and ideas. They bent them here and there for different organizations. It really wasn't too institutionalized. And it was hard to tell what you were getting.

But right now it seems like 2009 is a transitional year for Google Grants. It's getting much more institutionalized and things are changing pretty rapidly. They have a team of six people at Google who oversee the program. And they're putting out a lot of materials

on their website and have links to these on the last slide, which we'll talk about. But, they have quite a bit of help tools. They have resources. They have a help forum. They have changing programs and guidelines, which are becoming much more clear.

And then in addition to the team of six they have thousands of Google volunteers who help run and set up the ad campaigns. And their main website is the URL there which most of their resources are linked from, which is [www.google.com/grants](http://www.google.com/grants).

Now, kind of interesting, there are a few things I didn't put on the slides that most people talk about right away when they talk about Google Grants. For those of you who don't have a grant who might have heard about the program, usually one of the first things that gets talked about is you get up to \$10,000 a month in free advertising credit.

And people tend to fixate on that. But, a lot of times it's really not that important. Most of the grantees accounts that I've managed and looked at aren't really spending \$10,000 a month. And so it's not really all that important. It's not like you're getting \$10,000 of advertising that you can go spend anywhere you want to. It's pretty constrained.

So I think, it's more important to focus on what you get with the grant and how you can use the grant rather than the financial limitations. By the way, if you are able to spend that \$10,000 a month, you can apply for an additional increase up to \$40,000 a month. Let's see what else we have.

Also, Google Grants are now available in over 25 countries. If you're an international user, you need to come from one of the countries that it's approved for. Part of the reason for that is that the grants are set up by Google volunteers as I mentioned. We'll talk about that a little bit more in a moment, but they need to have the Google volunteers in that country, who speak that language and handle that currency to assist new grantees. So, they've been rolling it out to more and more countries over time. There are currently 1000 of these Google volunteers who are Google staff members and who volunteer to work on the account. They create the initial ad groups and ads to get you going.

Some stats from last year, they haven't updated it yet. But, just to let you know about the size of this program- up into, I believe it was 2007 - they had over 4000 grantees - organizations - that are generating over \$273 million in clicks. I'm pretty sure it's grown quite substantially in the last year. So, those numbers are probably fairly small.

The next slide, slide number eight, is about grant eligibility. In the United States your organization must be a 501(3)(c). It cannot be a membership organization or a 501(3)(b) - I think is the other one that a lot of nonprofits are. Outside the US, you must be headquartered in one of the 25 approved countries and have the equivalent of a 501(3)(c) status.

A new requirement with the changing in policies, which isn't really that onerous of a requirement, is that you have to have an NTEE number, which is a National Taxonomy of Exempt Entities code. You can look that up at GuideStar, if you're in GuideStar, which most nonprofits are. If you're not, you should apply to and get within GuideStar.

Even though this seems like a pretty simple requirement, there has been a little bit of confusion on it, since some organizations have multiple NTEE codes. I'm not really sure how that fits, right now. That hasn't really been worked out by staff. But, if you do want to apply, and you have multiple NTEE codes, I would suggest using one that fits within their eligibility requirements and focusing your grant application in that area.

Other requirements are - You can't be working in non-approved areas, such as commercial nonprofits, credit counseling, or mutual membership benefits societies, which are like alumni organizations, networking clubs, professional organizations and those types of things. If the organization is primarily designed to serve the members - rather than outside the membership base - you're not likely to be approved right now. There is some talk amongst Google staff that they may open up grants in the future to include some types of membership organizations, but that does not exist right now.

Also, other requirements are - You have to have a website; that's a pretty basic requirement. And the website can't be generating any revenue from advertising on it, including Google's own ad program, AdSense. So, if you're running banners for other organizations that pay for them, or you're doing it for other types of third parties, you will not be approved for a grant.

The next slide, slide number nine, goes into this a little bit more. This is the slide that I call the "Seven Nos." These are things that if you're doing will prohibit you from being approved for the Google grant program.

The first one we talked about on the last slide, which is having no revenue-producing advertising. The second one is a big sticking point for a lot of organizations - No political or lobbying activities. Some of our clients that we work with do have the paid search accounts, but they are actually using real budgets, real funds, to generate donations out of it because they are lobbying organizations.

Where it gets little sticky is that there is often a lot of gray area there. I know a lot of nonprofits aren't specifically political or lobbying, but they'll have actions on their site and have some amount of political agitation or lobbying going on trying for some things.

That's part of what gets looked at in the review process. If you have some of that going on, if you have some actions, it's not necessarily going to stop you. In fact, it probably won't. They are mostly looking at disqualifying organizations that are 90 or 100 percent devoted towards politics, towards lobbying and towards sending messages to Congress, senators, and that type of thing.

You're not allowed to have any religious proselytizing or religious discrimination. It doesn't spell it out anywhere in the rules, but I'm pretty sure that you're not allowed to have any other types of discrimination on your website.

You're not allowed to focus on car, boat, motorcycle or those types of donations. And similar to politics and lobbying, you can have that program, but that's not what your website is all about. So, if that's on the site somewhere, or buried in your website, that's no problem. But, if you have a website, in addition to your main organization website,

that all you're trying to do is get people to donate their car to you, that's not going to work.

You're not allowed to have an entirely fee-based program, which overlaps somewhat with the membership-based nonprofits. And you're not allowed to have other stuff that Google doesn't like.

This is their show, and basically it's kind of like the "No shoes, no shirt, no service" at a restaurant. There are other things that can stop you from being served other than not wearing shoes and shirt that aren't necessarily spelled out. It's their show. If there's something that they don't like about your organization, they can not give you the grant.

Moving on to slide number 10. Now, slide number 10 talks about active management. There are only two little bullets on here. This is a new requirement, and there are two little things that they mention specifically. You have to respond to emails, and you have to login to your account at least once a month.

Now, so far, there has been one email that's been required to respond to, a little bit of a survey that they sent out to some of their organizations that had signed up five or six years ago. It's basically fill out the survey and let us know you're still around and still doing something with this account.

Active management, even though there are only two little bullets on the slide, has become a pretty big issue among Google. A lot of nonprofit organizations, and I'm sure this doesn't apply to anyone listening right now, tend to treat something that's free as not having any value. They've signed up for the Google Grants program and then done nothing with it. While the program is pretty simple and doesn't take a huge requirement, it's not quite as simple as a "set it and forget it" type approach. You do need to be taking a look at it every once in awhile. They'd like you to actually spend a bit more time with it.

So, it's not really too onerous: I'd say a minimum of about two hours a month to kind of meet the active management requirement, just to log in, look at your keywords, maybe write a new ad now and again, maybe add a few more keywords. Not too bad, and if you really want to manage it or expand it and you have a staff member who's like reading blog posts, maybe going to conferences, doing some additional training, they could probably spend up to 20 hours a month on it. I'd say somewhere between two and 20, if you really want to get the most out of it at that upper end.

Don't just think that you can apply for it, get the grant, have the Google staff member set up your initial account and then do nothing else with it. It's definitely something to take into consideration before you do the grant application, which is our next slide.

Slide number 11, the application procedure. Filling out the application is very simple. It's a one page form. It just asks for some basic things, like your contact information, how do they get a hold of you and your federal tax identification number - that NTE code we talked about. You need to provide a short explanation of how you plan to use the ads and who the ads will target. What are you applying for this grant for? Just because you heard

about it on this conference, or somewhere else, and think it's a good idea isn't enough. You need to give a little bit of thought beforehand.

You have limited space. I don't know the exact amount; I think it's like 400 characters for some of this. I mean, it's very small. Some nonprofits have actually complained that they want to provide more information, but that's not what's really important. Most nonprofits do get approved. It's just to make Google take a look at your site and look at your application, and it's a pretty straightforward process if you meet all of the qualifications we talked about above.

The other area of the application that tends to hold people up is you need to provide a sample ad and a few keywords that you think would be good for that ad to be triggered by. And as we talked above, some ads are definitely better than others, but don't drive yourself crazy on this point, and don't let it hold up your application. Just do a reasonable good job at this point. That's what you put in there as the sample ad doesn't necessarily need to be an ad once you get going. It's just to let Google have an idea more of how you're going to be using the grant and to specify it.

Also, you might want to spend a few minutes on it and try out some different variations, because it is much more difficult than it looks like to write in those small spaces. But, again, don't drive yourself crazy. Just put in a sample ad and put in about five or six different keywords that you think would be good for that ad to be triggered by.

So, you submit the application. And then we move on to slide six, and you wait. Right now, the Google staff member told me at the NCC conference last week, there's a backlog of about three to four months, which isn't too bad. It has been as high as nine months in the past, that they claim. But, I think some organizations have informally told me that they've waited over a year before.

But again, as I said, for the Google grant program this is a transitional year, and it's much better now. There're much more institutionalized procedures. They have a much better idea of what they're looking for. They have a team in place. The team is trained. So, three to four months is probably a good estimate before you hear back from them. I don't think, it should get much worse though if all 7800 of you listening on this call go and apply at the same time. That may create some additional backlog.

So, assuming that you paid attention to the eligibility requirements, you're not doing any of the prohibited activities, you submit your application, you've waited your three to four months, you should be accepted. And upon acceptance, what happens is you get assigned a volunteer account manager who will set up some initial campaigns for you.

Now, there's some volunteer account managers, typically a Google staff, or they may not even work in the Google AdWords paid search program. They may work in some other part of Google. And they're generally pretty smart people. They're generally though pretty young and not with that much business experience, so it's a bit of a mixed bag of what you're going to get from them in their initial setup.

I know a lot of people when they work with Google have this kind of attitude of putting the Google staff up on pedestals that they work for Google, they must know what works and what's right. And anything they say is inscribed in stone. And that's not really a very good attitude to take. Again, what they do is generally reasonable, but it may not be the best.

What's best is someone, you or someone else in the organization who's really spending some time working at it and thinking about it and the needs of your organization, because you know how your website really works at a deep level, what your mission statement is, and what your requirements are.

So yes, use what Google sets up as a starting point. But, go on from there. And make changes as need be. And so, if we move on to the next slide, which is on the transitioning management.

So the Google volunteer will set up those initial campaigns. And that will take anywhere from about a week to four weeks. You'll be in communication with them. They'll be trying to set your expectations. So, if you're looking out at slide 13, which is the transition slide. And these are some things that I thought of and things I usually look at after an account gets handed off from the Google staff member.

The first one is to make sure the account is structured well in the campaigns and ad groups. And I'm going to talk about this on the next slide a bit. But, this is a mistake that I think everyone has made. This is a mistake I used to make when I first started working with Google AdWords. It's a mistake for-profit users of AdWords do. It's a mistake Google staff do.

They don't understand the difference between campaigns and ad groups, which are two different structured elements in the account. And they'll often set up campaigns when they really meant to set up ad groups. You should also check the geotargeting.

So, the ads can be targeted to different states, different localities, different countries, zip codes. You want to make sure that it's going to be covering the full people who are likely to donate to your organization or volunteer or whatever activities you're trying to promote. And you want to make sure that it was set up correctly by the Google volunteer, because again, it's something that they may not understand as well as someone at your organization.

Another thing that they often don't do, which we recommend for all our clients, is to create an ad group of keywords around your brand terms. So, going back to the Red Cross example, the Red Cross should also be not just on charity donations, but on terms such as "red cross," "[www.redcross.org](http://www.redcross.org)" and all of these things for when people are specifically looking for the Red Cross, even though they're likely going to be the number one natural result, you still want to have an AdWords text at the top.

Because you have advantages with the paid ad that you don't have with the natural result, that you get to include a call to action, you get to lead them to a specific landing page like a donation page rather than your home page that typically shows up. You get to reinforce

the need. Someone might have been looking for your organization for information, but now you get to put in a call to action and show need and maybe get a donation out of them.

Also branded keywords are clicked on a lot more than non-branded ones, which raise your quality score, which we'll talk about in a moment, which is a good thing. So, all in all, it's a good idea to have an ad group just around your brand terms, which the Google volunteers typically don't make for you. You want to check the ads that they write for you. Often the Google volunteers are not involved with marketing or communications, and they don't know about having a need and having a call to action in all the ads, unless you're doing it purely for driving traffic. Then you might want to just have something descriptive about your organization.

And then, you want to check the landing pages that they set up. You want to send donation request ads generally to a landing page with a donation form rather than your home page. Similarly if you were trying to recruit volunteers, or build your list, you want to send them to a page with a form on it, not your home page.

You do have to watch out for the same domain policy. If your donation page is hosted on a third party server, then typically the URL is going to have a different address than your regular domain. In that case, you cannot target the Google AdWords to it. You need to have your own SSL certificate.

Also, if you're going to send someone to a donation, if you're going to make a donation request, you have to make sure that you indicate on that specific landing page that you are a 501c3, or equivalent status. Google will disqualify any ad you try and create that requests a donation that goes to a web page that does not display 501c3 status.

So, on slide 14, talks a little bit about the account structure. And as I mentioned last time, there's a difference between things you do at the level of a campaign, which is kind of the old way of thinking about advertising, where you have an advertising campaign with a certain start date, and an end date. And there's also the current way of thinking about email campaigns, for example, where there is a specific start and end date, versus at the ad group level.

Items that you set at the campaign level are the geotargeting, the language that the ad's going to show to the language that the person's browser is set to, some demographics, start and end dates, and budget. And then the items that you set at the ad group level, which is just a grouping of different keywords are the maximum cost per click, the keywords, and the ads.

Now, if you look at this a moment, you'll see that all those items at the campaign level, for most of you are probably going to be the same. That it doesn't generally make sense to have different language settings if you're just operating in the US or whatnot. If you're a big multi-national corporation, you might have ads in French going to France and ads in English going to the United States, and similarly if you are a global nonprofit, you might want to do that.

But, for the majority of nonprofits, one campaign will be enough, even though when you get your AdWords account handed over to you, you're likely to see multiple campaigns there. You might want to think about converting them into AdWords.

On the next slide, slide 15, shows you another thing to do once you get handed over the campaign, and it is add more keywords, and that's basically building out the campaign into something you want to do over time, approaching 20 hours a month on. And this is the screenshot of the Google AdWords keyword tool.

You can see what I did is in the top right grey box there, it says "charity donation." And I'm saying show me the other AdWords keywords that people are searching for that are similar to charity donation, but aren't exactly charity donation.

And then at the bottom it shows you the answers it comes up with, where it says "donate charity," "charity donation," "donate to charity," "car charity donation," - which you can't use - "charity donating," and similar words. You can see if any of these are relevant to you.

And then over on the far right column, you can add the ones that relate to your ad group. That also provides some other information about them, such as competition, how many people are searching for it - which isn't so important for you. Again, if this was a real money account, those items are very important because they determine how much you can get for it and how much you can expect to pay.

Don't assume you're willing to bid a dollar on all of these, what's really important is to make sure that keyword term fits with your ads.

On slide 16, moving down, it shows you some more about the ads you can do. So, once you get the account moved over to you, you probably want to start thinking about actually adding more ads to the ad group. So, once you have a stack of keywords, if you have more than one ad - and what's really nice is if you have more than one ad, Google will automatically optimize it for you. They'll start showing the ad that's working best more often than the other ads.

So, it's a good idea to try out different things. You might want to see about having your name in the ad if you're a well-funded organization, and see if that improves the click-through rate in your response. You can try different calls for action: "Donate Now," "Help us out." Different things and see the response from your users.

You can get ad examples from other topic areas and you can take that. If you just look for the ads that come up when you're typing in your keywords and make an ad that's similar, then all the ads will look the same and you'll no longer stand out, and it's hard to get people to click on it.

On the next slide we have, 17, the third part, again, that we talk about - we've talked about keywords, we've talked about ads - is landing pages. So, as you think about expanding your campaign and your ad grant, you might want to talk about using different

landing pages, not just your home page, targeting specific action pages such as donation or volunteer signup.

And really advanced, if you have technical staff, you might actually try testing the landing pages, doing some A/B split testing or multivariate testing. At Donordigital we have a whitepaper on our home page that you can get that will tell you about testing the landing pages. I'm not going to go into it more here, but it's something we've found to be very useful to actually spend a lot of time looking at what the pages are like that someone gets to after they click the ad.

On slide 18, I outline some of the advanced topics. This is further in the future, so as you work through the process, you consider getting a Google Grant, you've applied for it, you do the transition, you're starting to manage it a little bit each month, and you want to think, "Well, do we want to go through this whole paid thing further? Do we have the time and resources for it?"

So, all of these things are fairly optional, but very helpful, and I'm just going to run through them really quickly to give you an idea what's involved with all of them.

The first one is going to be integration with analytics. The second one is further optimization of your AdWords account. And then the third one is thinking about going to other networks or ad formats or paying over a dollar and actually using that data for real money.

So slide 19 is integration with analytics. Here's an ad group we're running for one of our clients right now. You can see this is from Google Analytics and the AdWords interface works really nicely with Analytics. You just put in your information options, and then you can see the ad group there I'm showing you for swine flu, the China earthquake, Myanmar, it's showing you how many people are coming from the AdWords that we set up from the other side, the number of visits, the number of pages per visit.

And if you flip over to this goal conversion, it'll show you how many people are actually signing up or donating money, and whatever other actions you have on your website.

So, you can really get an idea of which of the keywords and which of the ads are doing the best for you by not just looking at the ones being clicked, but which ones are driving people to do actions or help support your organization in another way.

On the next slide, slide 20, we talk a little bit about optimization. And here again we're looking at the AdWords interface and focusing on the quality score. And it's showing you that right now these keywords have quality scores that range from 3/10 up to 7/10. Now, getting a better quality score means that you're going to show a higher position for the same bid. So, it's always going to be a dollar. It's pretty much telling us that even with competition, the term like a 7/10 is probably going to show more clicks, more attention to your organization than the one that only has 3/10.

So, by focusing on this number, you can get a lot more exposure and a lot more benefit out of the Google AdWords program. And a way to raise these numbers is by making

sure the keywords you have is used in the ad and is relevant to the particular landing page.

And so often what we do is we start and we keep making the AdWords bigger when we start them, and we put lots of different keywords in it, and then over time you start taking out some of those keywords and making tighter ads around them and making it so you have a specific ad just for a subset of those keywords that have a bigger correspondent, and when someone types in that keyword that ad will actually show.

So, you can see, for example, with some of the Martin Luther King keywords are about his speeches. So, at some point you might do an add that's specific to Martin Luther King Jr.'s speeches, and then when someone types in the speech "I have a dream," it will say, find Martin Luther King's speeches and go to a landing page specific to Martin Luther King's speeches. If we do that, we'll get a higher quality score, the ad will show higher, it'll show more often, it'll get more visitors.

Moving onto the next slide, slide 21. It talks about other options you have for paid search. A number of our clients have set up an additional Google AdWords account and a different paid account and used this real money in order to get bids over a dollar, in order to use people's partner networks - which include sites like ask.com and CNN, as well as Google's content network.

This way you can get a lot more exposure you use real money paid search rather than just Google Grants. But, Google Grants is a good testing ground to figure out if it's going to be worthwhile to your organization, if you're going to get a positive return on your investment, both in terms of the amount of money involved and the amount of effort you put on these other engines.

Similarly, you might want to try Yahoo Search engine or Microsoft. And if you don't have the Google Grant program, you might want to get your ads in front of their considerers, you'll have to use real money.

The other types of ads that some nonprofits are using are image ads and video ads. These only go on content sites, they don't go on Google's own properties, so you'll need to have a cash account for that.

Slide 22 has some additional resources. There's the main Google Grants website, the Google Grants blog and their help forum. There's also a couple of links to third-party resources, the Search Marketing Gurus, which is just a blog. I don't know these people, but they have a nice three-part series of posts on setting up Google Grants for you, and they kind of go through a lot of the same things I went through here on setting up the account, the transition, and expanding it out. The URL is very long, hopefully you can cut and paste it.

And then Send Geek, which is another blog with another person I don't know. They created this PDF on how to apply for Google Grant.

It's a little dated because it would be complying with certain policies. Most of it still applies, a lot of it in terms of picking up Google Grant and setting up with your organization. I think it's about a 32 page PDF and it's IT formatted and pretty easy to read. And those should be some resources to get you going. Moving on to the last slide, it's the thank you slide which brings me to the of the presentation. And I guess we can go ahead and open it up for question and comments.

**Rebecca:** Excellent. Well than you so much, Daniel, this have been extremely informative.

All right, a question from Stew, and he just wants a little bit of a clarification. He says "Are online publications considered revenue producing? What about linking something like iTunes.com where we receive a percent of online sales from the site?"

**Daniel:** Interesting question. I don't think it will be a problem. It's little bit of what's called an edge case. I don't think there is a specific policy for that. I think it should be OK because you are not promoting the idea, you are just telling them "Go there as a resource." I don't think that should stop you from filling out the application.

**Rebecca:** We have a couple of question about bidding. One of them is from Megan, and she has a couple of questions. She says "Do you intend to use all of the keywords that you bid on? Why is there bidding?"

**Daniel:** There is bidding because the interface is the same as there pay customers. There're only a few things behind the scenes that's different. What you see is Google Grantee versus a cash money account. Not all of your words will show because the quality score and the minimum bid may well be... The quality score may raise the minimum bid above one dollar. So if they tell you that in order to get on the first page results, you have to pay five dollars or even ten dollar, but you can't do it because you are limited to one dollar. And this has been a continual frustration to Google Grantees as well as the whole for-profit sector. They look and they say "Hey, no one else's ads are even showing on this page, and yet you're telling me I have to pay five dollars for it."

And it's just a continual frustration with Google. And the best thing you can go though is try and raise your quality score by having smaller ad groups that have tighter correspondence between keyword, access, and landing page.

**Rebecca:** Great. Another bidding question comes from Laura, and see said "On slide five, with regard to keyword bids, could you go over what impressions are and how they a different from clicks?"

**Daniel:** OK. Impressions are when your ad actually shows. So, that means that someone typed the keyword in it, got to the Google search results page, saw the ads there, but didn't click on your ad. And that's an impression. The click is if they actual click your ad. And for the most part, clicking your ad will go to your website. You can see a disparity between the click shown in AdWords, and what's reported by Analytics, because some people don't make it all the way, and they record it differently. In general, clicks are someone interacting, responding to your ad. Impression is just it showing up. It may

actually include people who've pulled up the search engine result page, though they'd have to scroll, and they didn't scroll. So, they didn't even really see it, and get the impression. But, it will be notes as an impression in the report.

**Rebecca:** Next we have a couple of questions from folks who may already be using either Google Grants or AdWords, so I want to lump those together. The first question is from Scott, who says "If you all ready have a low budget AdWords account, can we go apply for a grant? How would that work?"

**Daniel:** Yeah, absolutely. And lots of people are in that position. The only limitations are a lot of people who have the cash accounts are doing that because they are not eligible for Google Grants. And so someone else in the organization might have set it up years, might have set it up as a cash account. Because they knew they weren't eligible. Then new people come in and they don't understand the eligibility requirements and they go "Well, why are we paying for this when there's a similar Google Grants program?" Well, the reason is that you may not qualify for that. It does get a little tedious, and it's a little difficult to manage multiple accounts on your own. As a professional account manager, I have what's caller a My Client Center, where I have lots of different accounts and I can switch between them. And you can apply for a My Client Center account as an individual.

You are supposed to do it as part of this program where you goes through and takes this test, and become a Google certified professional and what not, but they don't really check on that so much. So, you could have an account with just two accounts in it, your Grant account and your paid account side by side, which makes it a bit easier to manage since you have a single log in, and it's easier to copy and past ads and keywords from one account to the other. And you can see what's working in the Grant account, you might want to put it in your paid account and bid more than a dollar on it. Those types of things.

There are more things to take into account, and more considerations. One of the difficulties, and I don't think all the bugs have been worked out on this. There are requirements that if you are using Google Analytics and Google AdWords, they have to be linked together in a certain way, which in general is much easier, and if there is a one to one account, one AdWords account and on Analytics, there's no problem. It's simple and faster.

But, if you have two AdWords accounts and try to link them both to a single Analytics account, it can be a little difficult. You need to go through their customer service, and it may not work so well. And what ends up happening right now often is the second one that you link there won't show up in the reports ads coming from a paid search account, they will show up as coming from a direct mail. Such as someone coming from a bookmark or typing it in, which obviously takes out a lot of utility from the Analytics.

**Rebecca:** All right. One more question form Sheryl, and the is another strategy question if you are already set up. So, Sheryl says "Keywords in my current Google Grants campaign are not getting a good impression rate, and I'm not sure how to come up with better keywords, whether it's in the language, in the ad or words in the website. Thanks very much."

**Daniel:** Yeah. Again this goes to a big frustration people have with Google AdWords in general - both people coming from paid sector and Google Grants non-profit sector - that ads are not showing as often as people think they should be. And the best thing to do is make smaller ad groups. And when I say smaller I mean fewer keywords in them that are more tightly aligned with one another, so then you can have more specific ad text to them. And then go to a specific web page. So, all three of those need to work together, and that will increase your quality score. A lot of people don't know what their quality score is, and this is another people that will often shock people. The default display in the Google AdWords interface does not show their quality score column. There is a little link that says "customize columns" and you have to click on that to customize it and actually see what your quality score is.

Once you see your quality score, then you can start optimizing it. It's hard to optimize and try to make something better if you don't even know where you are starting from. As you come back over time, it gives you a whole account there. Not only do you have a quality score associated with the three things we talked about, keyword, access, and landing page, there is an overall account quality score. So, as you start making your account better and better, then some of your keywords that you don't even change will start showing up more than they where in the past.

Another strategy we've done, and this is a little more advanced is a little bit of the tail wagging the dog strategy. And that's actually gaining content on your website that is going to have a lot of searches to it. So, use a keyword pole and you see something related to what you are doing. You don't want to go completely off topic and off mission. You need to stay with your mission. Just make sure you have content on you website that supports your mission but is specific to what people are searching for so you can start getting more utility out of your free grant program.

So, it is a difficult strategy, but you've got to think about it. Otherwise, you can get yourself into trouble by promoting something that is not really important to your organization's mission. But, it can be useful in some situations.

**Rebecca:** Great. Let's see, I have a question from Patty, it's a nuts and bolts question. Patty wants to know, "Will the keywords be the same whether it's upper case or lower case text? Are AdWords case sensitive?"

**Daniel:** No, they're not. And try and always use lower case. I think the instructions on these ads - there may be some upper case ones. They are not case sensitive. The keyword roll may show you ads in upper case and then when you add it to your account, you end up with different cases going on, and that's pretty frequent. But, they'll be triggered by upper or lower case.

**Rebecca:** Great. We have a question from a different Patty who says, "Please define a membership organization. We are a point of service organization that has about 5000 members. Our goal is to serve the community at large, not just our members." Can you help her out?

**Daniel:** Yeah. I don't think that's going to be a problem. What they really mean is something like, I went to UC-Berkeley, so the alumni organization, they can't use the ads to promote that because part of being a membership is I get some benefit out of it. Similarly, things like Rotary Club - Rotary Club is probably actually a borderline case. Rotary Club or Shriners, where they do a lot of non-profit activities and everyone involved with it is a member, and they're primarily there for networking. I don't think they'd be approved. But, a lot of these things haven't exactly been worked out yet, and this is being institutionalized right now. The plan for organizations - that sounds like it should go through, but it's hard to tell until you actually apply. I don't think there's going to be hard and fast rules written in their policies, it's what they're working on this year.

So, I think it sound like, I would say, it has a pretty high likelihood of going through, whereas a Rotary Club or Shriners has a low likelihood. But, it could be reversed.

**Rebecca:** We have a question from Christine, and Christine says, "If a national organization applies for a grant and gets it to drive traffic to the national website, is it likely that local branches would also get a grant to drive traffic specifically to the local pages?"

**Daniel:** Absolutely. And they definitely should. Google, in talking this out and looking at their materials, and they want to get more local organizations involved, as long as the local affiliate is in an organization that has - if they're recognized as an independent and have their own NTEE number and file their own Form 990, there shouldn't be anywhere that they're not going to be approved. And another reason for branded keyword terms is that people will type in something like Habitat for Humanity, which has a lot of local affiliates, and they're looking for the local one, and so you want to make sure that if you're Habitat for Humanity's local affiliate, you're going to be bidding on that term - on your brand term - to let people know that this is the Berkeley, California, Habitat for Humanity and not one in Portland, Oregon, for example.

**Rebecca:** We have a question from Marsha. Marsha says, "Hi, I work for a nonprofit 501C3 and we are a canine assistance organization. We provide assistance dogs for the disabled and have service and guide programs as well as institutional dog programs. Would we qualify for the grant under the health section? And what keywords might you recommend for an organization like ours?"

**Daniel:** I believe you would qualify. I don't think that's that important. That's one of those things that shouldn't really hold you up - it's kind of a grey area. These applications are reviewed by one of the sit-down members and they're not bureaucrats. They're really looking and trying to a good job. They're going to go to your website, and they realize this is new for everyone who's doing the application. Even though they're reviewing the application as each person submits it, they're only doing it once, generally. So, you get the benefit of the doubt most times. In my mind, that would most definitely be in the health category, but also make sure you don't get too slowed up on it. And then as far as the keywords go, you want to have different ads here. Some would be related to dogs and some would be related to disabled people.

I don't know that the dogs one would actually do so well, because if people are searching for the dog charity, the dog help type related terms, I think are focusing more on helping the animals rather than what the animal is going to do.

But, if you're not spending your whole grant, that's certainly somewhere I would fill the account, and you can at least get some branding out of it and create awareness of your mission. And if you're going to do donation raising, I think you have to look at the outcomes of your program, which is helping disabled people and focus on those sort of keywords.

Donations, typically, and volunteers to a degree, I think are driven by what the organization does, the outcome of the organization. And so you want to have your keywords in line with your outcomes.

**Rebecca:** Great. OK, we are about to the end and I have a great question to kind of wrap up the content. This one is from Nancy, and she would like to know, "Is it worthwhile for a small, county-wide nonprofit to apply for those even if the area is limited?" And I think this applies to other organizations who are wondering is Google Grants appropriate if they're a small shop and they're all volunteer? What are your thoughts on that?

**Daniel:** I think they absolutely should apply. They really want to get more local organizations. If you're in, though, a small topic area, you start the search in general and then you cut it down again by geographic, yeah, there might not be all that much activity there. And if that's the case, if you're really only spending \$100 a month out of the program, there's really nowhere else to develop it, you can probably limit the two hours a month, even as the bottom of the minimum before, and just log in once a month, take a look at your ads and log out. So, that's like 5-10 minutes a month.

If it is really, really small, and the yearly commitment's not much in the first place - you get a little bit out of it. But, at the same time, you might be surprised. There might be a lot more search activity than you're thinking of, or you might come up with some great ideas for terms that are related to your topic area that aren't terms that you initially considered, and that might get you a lot more activity and get a lot more people interested in your organization who might be willing to volunteer or donate or do other actions to help your mission along.

**Rebecca:** Great. Wonderful. Thank you for spending some extra time with the Q&A. Daniel, thank you again. We really appreciated having you on the call today.

**Daniel:** Great. Thank you, Rebecca.

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