

Google Adwords Grants*

Search Marketing Grants are available up to \$10,000 per month from Google.

These grants are available for 501(c)(3) corporations with these other considerations

Following organizations are not eligible for Google Ad Grants:

- Governmental entities and organizations
- Hospitals and medical groups
- Schools, childcare centers, academic institutions and universities (philanthropic arms of educational organizations are eligible).

RULES

- Your ads must only link to the ONE nonprofit website domain that was approved in the application.
- You are required to actively manage the AdWords account by logging in monthly and making at least one change to your account every 90 days, based on review of your account performance. Your account is subject to automatic pausing or cancellation without notification should you fail to make any changes in your account for over 90 days.
- Your ads must reflect the mission of the approved nonprofit organization and your keywords must be relevant to the nonprofit's programs and services.
- Strictly commercial advertising is not allowed through this program. If you intend to promote products or services, 100% of the sales and/or proceeds must support your program.
- Your Google ads cannot link to pages that are primarily links to other websites.
- Ads offering financial products (such as mortgages or credit cards) or those requesting car, boat or property donations and related keywords are not allowed.
- Your website cannot display Google AdSense ads or affiliate advertising links while participating in Google Ad Grants

Complete the Google AdWords program set up \$450

Monthly monitor and mandatory changes \$85

Associated website changes if any ?

Google will make the final approval dependent on the actual Adwords program set-up, Keywords and landing page.

Here is the link to Google's information on this program:

<http://www.google.com/grants/details.html>

**This information is current as of the date of this document*