

How to Apply for the Google Grant

An Easy Step-by-Step Guide



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Written by Valerie Riese



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Hey There,

Thank you for downloading our Easy Step-by-Step Guide for How to Apply for the Google Grant!

This guide is designed for anyone to complete the Google Ad Grant application process. If you work for a 501(c)(3) church or nonprofit organization*, and you can fill out a Google form, then you'll be able to get a monthly \$10,000 ad grant from Google to help promote your organization's message.

We hope our guide makes it easier for your organization to gain access to thousands of dollar every month. To find out more about the Google Ad Grant and how to make the most of it, visit us at ClickNonprofit.com. We'll be glad to help!

Sincerely,

A handwritten signature in blue ink that reads "Judson". The signature is written in a cursive, flowing style.

Judson Aulie & the Click Nonprofit Team

*Hospitals, medical facilities, schools, and government entities are not eligible.

Step 1: Determine Which Gmail Account Will Be Used

The first step is to determine which Google account will be used to apply for and manage the grant. You may want to use a general church admin account or a specific staff member's account.

You may also create a new account specifically dedicated for managing your organization's Google Ads, such as YourOrganizationNameAds@gmail.com. When you create a new account, Google asks for your phone number, date of birth, recovery email, and gender. Since you're creating an account for an entity, you can skip all entries except the date of birth. You can put in any date of birth that says a legal adult is managing the account, perhaps even the date your organization was established.

IMPORTANT:

Always log out of all other Google accounts before logging into your Google Ads account. This will ensure all links open in the Google Ads account, instead of the open account you logged into first that day.

Step 2: Apply for Google for Nonprofits

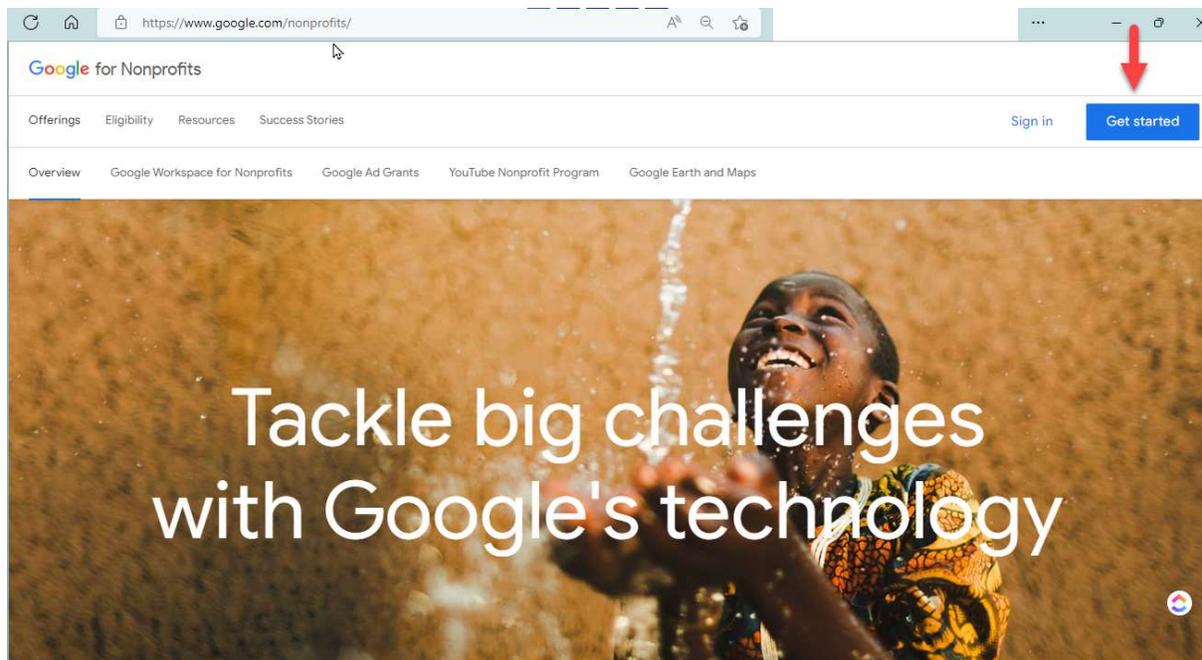
The next step is to apply for Google for Nonprofits so your organization will then be eligible to apply for the Google Ad Grant. You'll need the following basic information about your organization to complete the application.

- Full legal name of the organization
- Address
- Phone number
- Email address
- EIN

Remember:

Always log out of all other Google accounts before logging into your Google Ads account. This will ensure all links open in the Google Ads account, instead of the open account you logged into first that day.

Go to <https://www.google.com/nonprofits/> and click "Get started."



Continue following the prompts by clicking “Continue” and “Next.” Some of the application is required, while other fields are optional. As we continue to take you through the process step by step, please note that **required responses are in red text** and **optional fields are in blue text**.

- Indicate where our organization is registered.
- You do *not* have a TechSoup account.
- Provide the legal name, street address, and phone number of your organization.
- Provide the main email address for your organization. This is most likely *not* the Gmail you’re using for the Google Ad Grant.
- If you choose to provide your organization’s website, be sure to copy and paste the <https://> URL for your site from another browser.
- For churches, the *Primary Category* and *Activity* is “Religious Organization” and “Religious Activities,” otherwise, choose the most relevant options from the dropdowns.
- Mission Statement is optional.
- EIN is required.
- Provide the name of who will manage the grant.
- Job title is optional.
- Provide the phone number for who will manage the grant.
- Provide the Gmail for Ad Grant.
- Uncheck if you don’t want to subscribe to their newsletter.
- Read and agree to the terms and conditions.
- Click “Submit.”

You'll get a message to watch your Gmail for a message from TechSoup in the next 2-14 business days.

The screenshot shows a notification card with a green checkmark and the text "Request sent". Below this is a blue header with the text "2 Check your email for next steps". The main content area contains two items: "TechSoup will follow up with [redacted]@gmail.com" with a sub-note "They might have questions as they verify your organization. The process will take 2-14 business days." and "Google will email [redacted]@gmail.com once you're verified" with a link "Learn more about what you can do with Google for Nonprofits". At the bottom is a section "3 Activate products".

Moments later, you'll get a confirmation email from Google for Nonprofits advising you to watch for an email from TechSoup so you can verify your 501(c)(3) status.

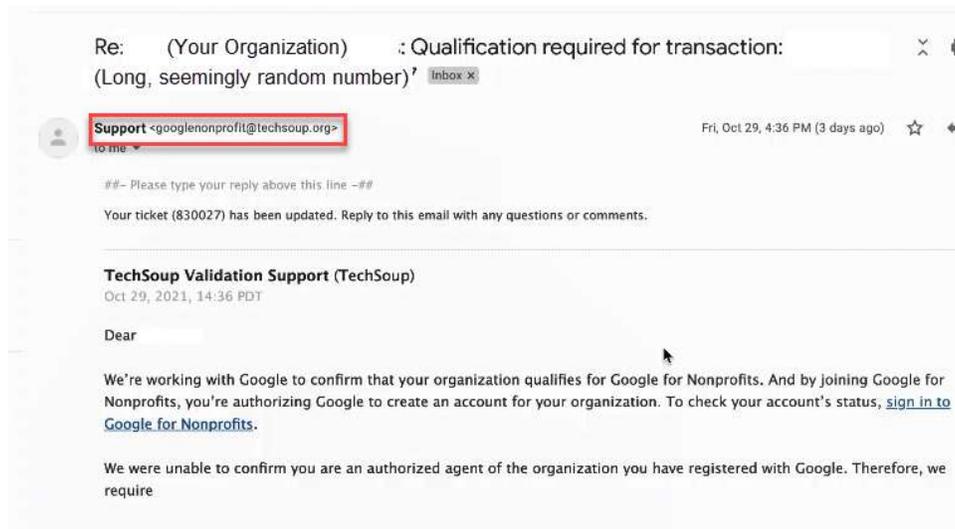
The screenshot shows an email from "The Google for Nonprofits Team" with the subject "Google for Nonprofits: Your organization is being verified". The email body contains the following text: "Hello, Thanks for your interest in Google for Nonprofits. Next, Google's partner TechSoup will verify your organization, TechSoup will email [redacted]@gmail.com. To get verified, you or someone in your organization needs to have access to that email address and reply to TechSoup. You can check your verification status on your [account homepage](#). When TechSoup is done verifying your organization, Google will send

Step 3: Send 501(c)(3) Letter to TechSoup

A few days after applying for Google for Nonprofits, you'll receive an email from TechSoup at googlenonprofit@techsoup.org with a subject line *Re: (Your organization): Qualification required for transaction: (long, seemingly random number)*. Don't delete it—it's not spam! Google partners with TechSoup to verify your organization's 501(c)(3) status, so you'll need to submit your organization's determination letter.

Remember:

Always log out of all other Google accounts before logging into your Google Ads account. This will ensure all links open in the Google Ads account, instead of the open account you logged into first that day.



Attach your determination letter and type *"Hi, Attached is the 501(c)(3) letter for (your organization's name). Thank you, (your name)."* Click Send and wait a few more days.



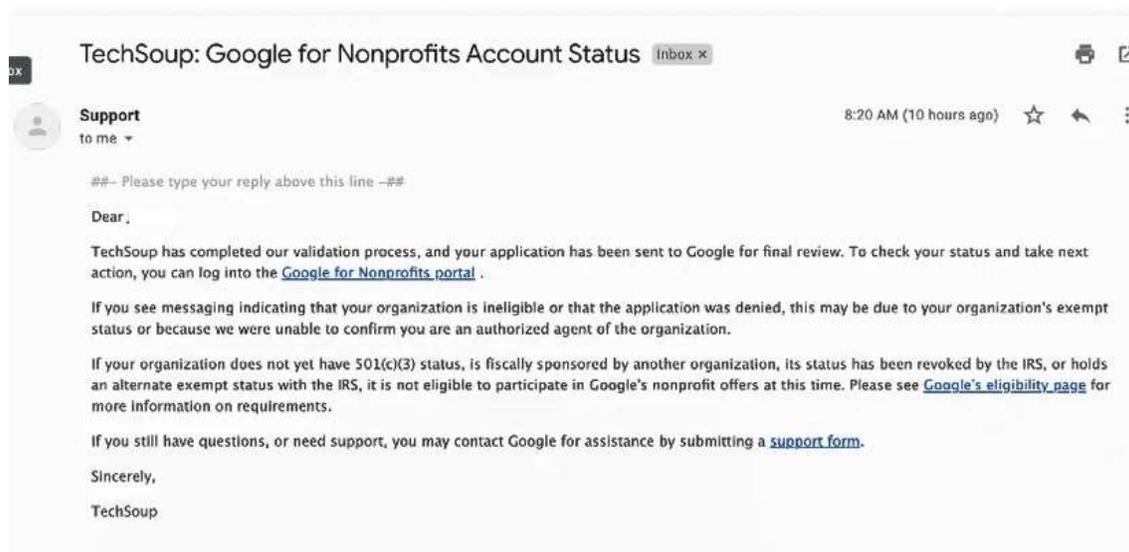
Step 4: Apply for Google Ad Grant

A few days after sending your determination letter, you'll get another email from TechSoup confirming your nonprofit eligibility status, as well as an email from Google for Nonprofits to get started.

Reminder:

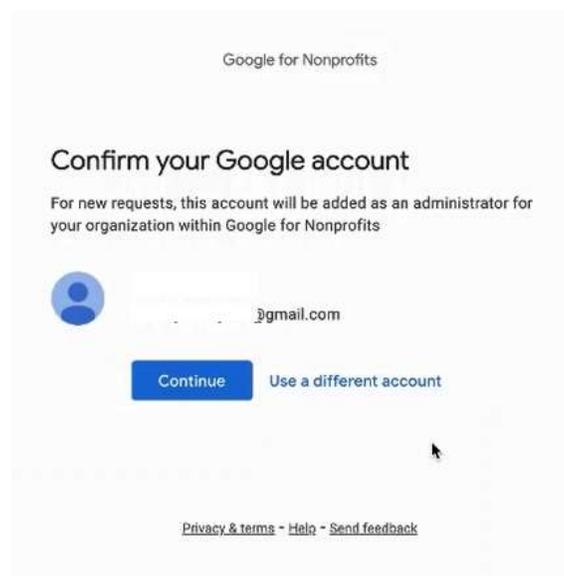
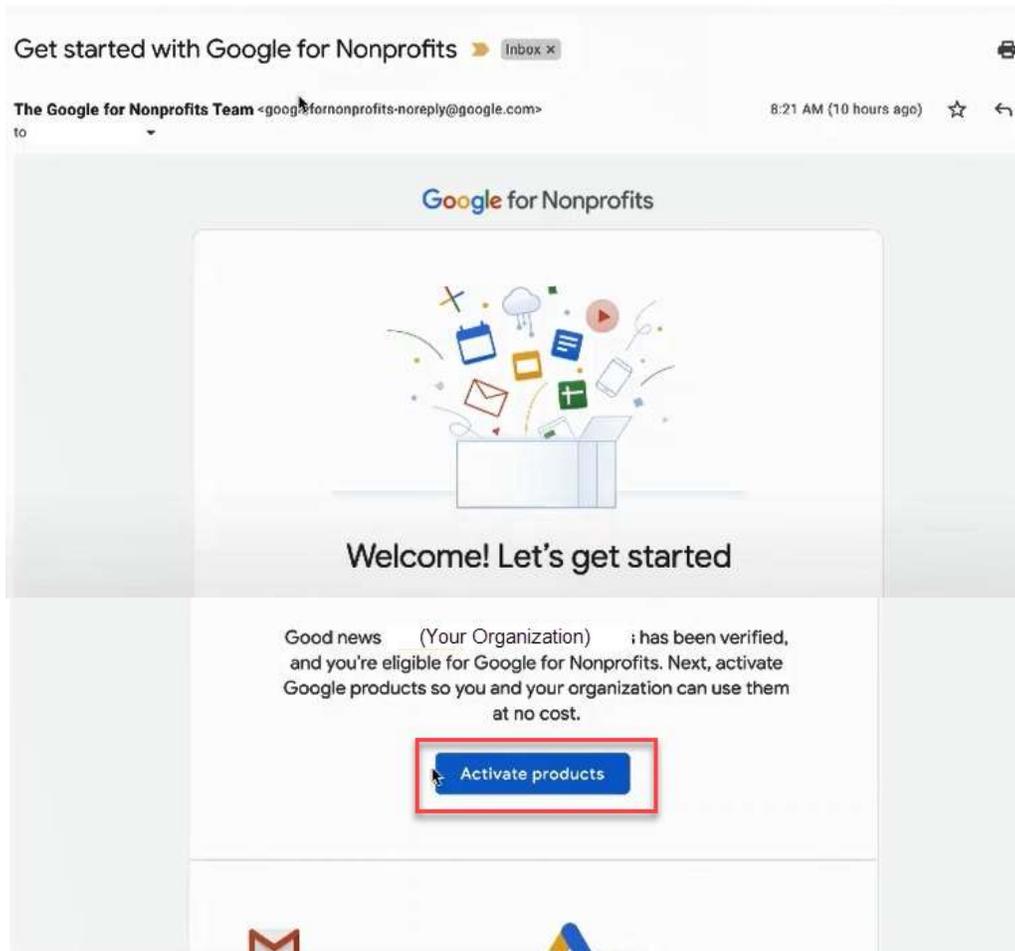
Before you begin, please make sure you're logged out of all other Google accounts except the one you're using for the Google Ad Grant.

You can file the email from TechSoup



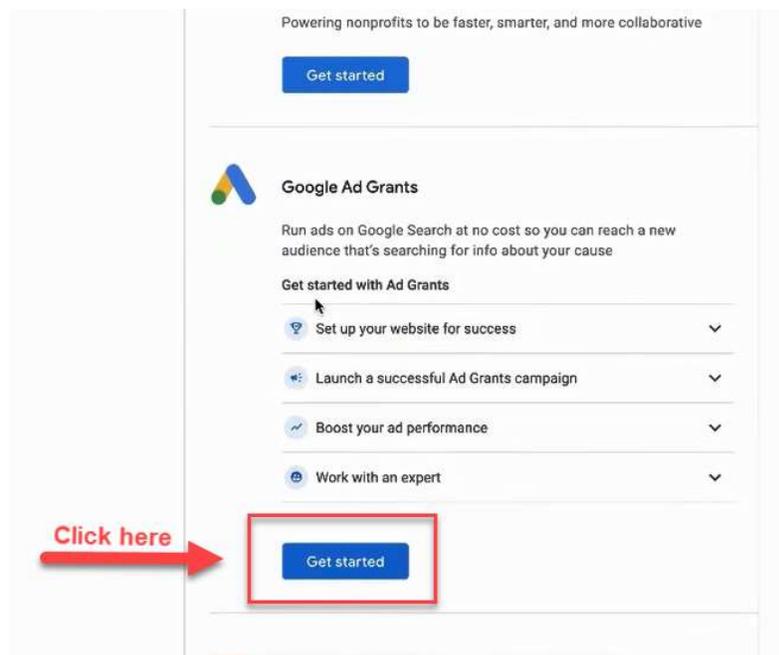
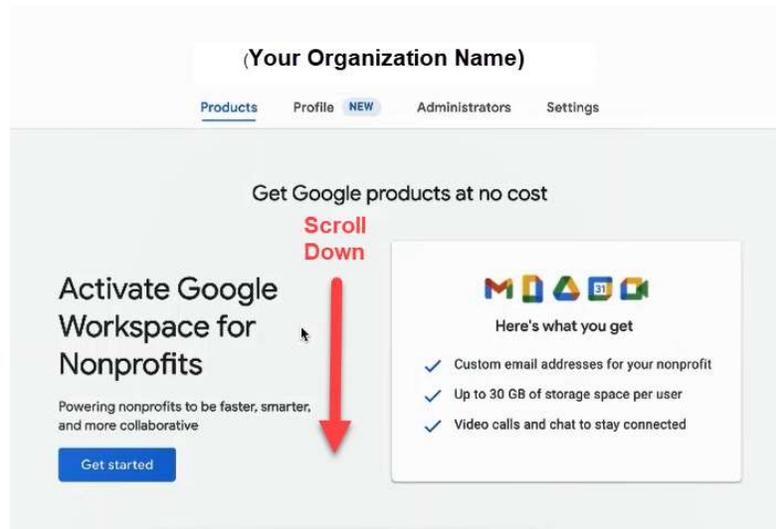
Activate and Confirm Your Google for Nonprofits Account

Click “Activate products” in the “Get Started with Google for Nonprofits” email, and then confirm your account.



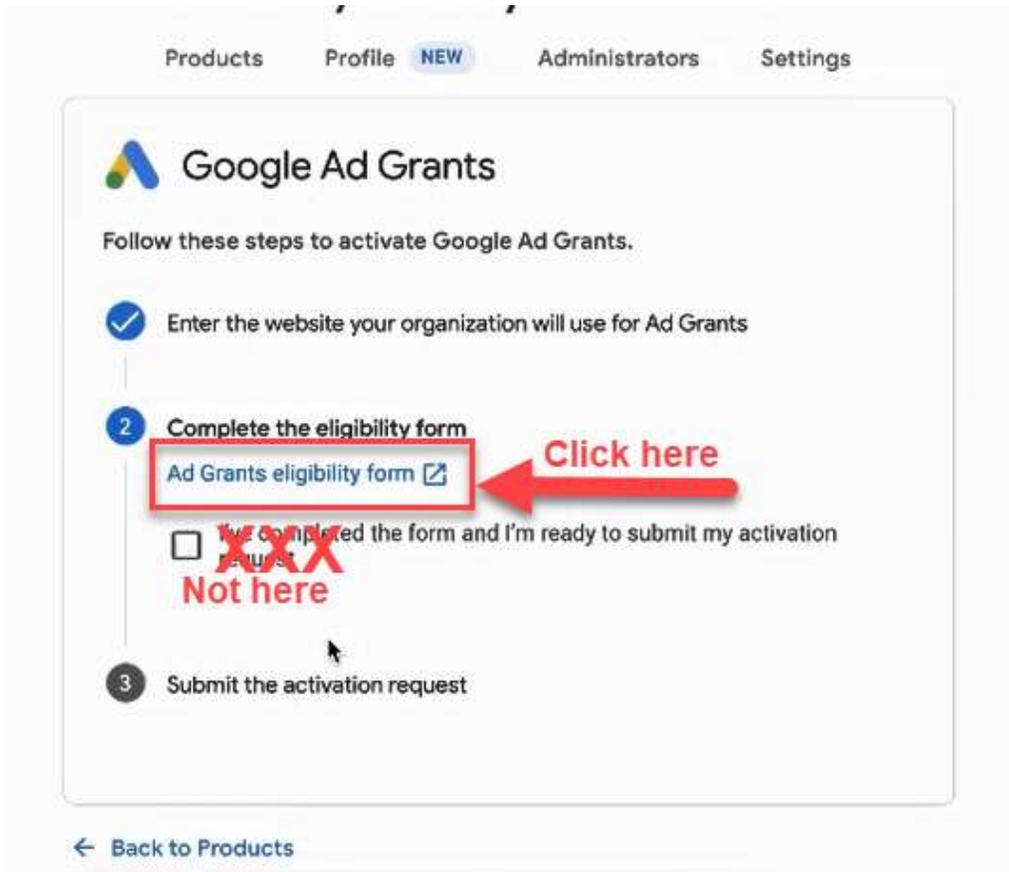
Access the Form

To access the application form, scroll down a bit to the “Google Ad Grants” section, and click “Get Started.”



On the next screen, enter your organization’s website by copying and pasting it from another browser so you’ll include the https:// prefix. Click “Submit website.”

Then click the hyperlink to the “Ad Grants eligibility form” *before* checking the box that you’ve completed the form. You’ll come back to the checkbox later. The hyperlink will open a new window and take you to the actual grant form.



Complete the Application Form

The purpose of the Google Ad Grant Application is for Google to get to know your organization a little better. In fact, it's probably the simplest grant application you'll ever complete because it doesn't matter how you fill out most of the form. The only bummer is that there's a test at the end, but don't sweat it; we've got you covered!

Again, we'll list the important, required elements in **red text**, and questions you can either skip or answer how you want in **blue text**.

- **Enter your organization name as it appears for your Google Ad account.**
- **Enter your organization's URL (with https://).**
- *Choose what you want for:*
 - Engagement preferences
 - Overall comfort level
 - Significance of digital search advertising.
 - Geographic Focus. (Select the most appropriate option, but it has no bearing on getting the grant).
 - Fundraising Goals
 - Marketing Budget
 - Fundraising and/or marketing channels
 - Do you have a paid Google Ad account? (Select "I don't know" even if you have an account, but don't know your Customer ID).
 - Fundraising Campaigns (You can select "no" simply to avoid the next question).
- **The Ad Grants Training and Qualification Quiz is mandatory. Reply correctly, but it has no bearing on getting the grant. We recommend watching the brief video to get an introduction to how Google Ads work. As promised, here's the answers!**
 - True
 - All of the above
 - False
 - True

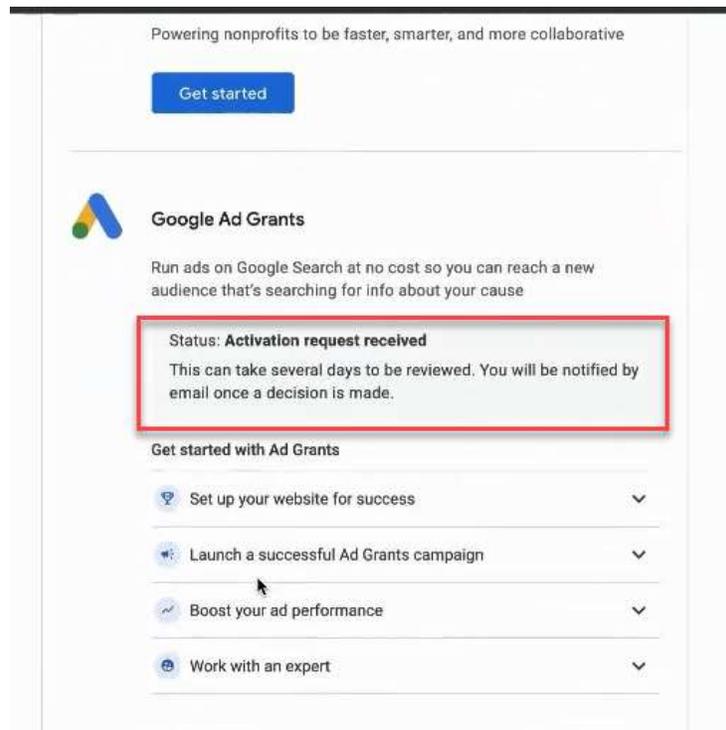
Submit!

But Wait! There's More!!

Remember the box we wouldn't let you check when you were getting access to the form? Well, now's the time to go back to the open tab to indicate that you've completed the form, and then click "Submit activation request."

Then you'll be taken to a screen where you'll see "Activation request received." Within a few moments, you'll also get an email from Google for Nonprofits confirming receipt of your application.

Then you wait for a day or three.



Powering nonprofits to be faster, smarter, and more collaborative

[Get started](#)

 **Google Ad Grants**

Run ads on Google Search at no cost so you can reach a new audience that's searching for info about your cause

Status: **Activation request received**

This can take several days to be reviewed. You will be notified by email once a decision is made.

Get started with Ad Grants

-  Set up your website for success ▼
-  Launch a successful Ad Grants campaign ▼
-  Boost your ad performance ▼
-  Work with an expert ▼



Google for Nonprofits [My account](#)

Hello,

Thank you (organization name) for your interest in Google Ad Grants. You'll receive an update within 3 business days.

Sign in to your Google for Nonprofits account to see the status of your request or to activate more products.

If you have questions, please visit the Ad Grants Help Center for more information.

The Google for Nonprofits Team

Step 5: Activate Your Google Ad Grant Account

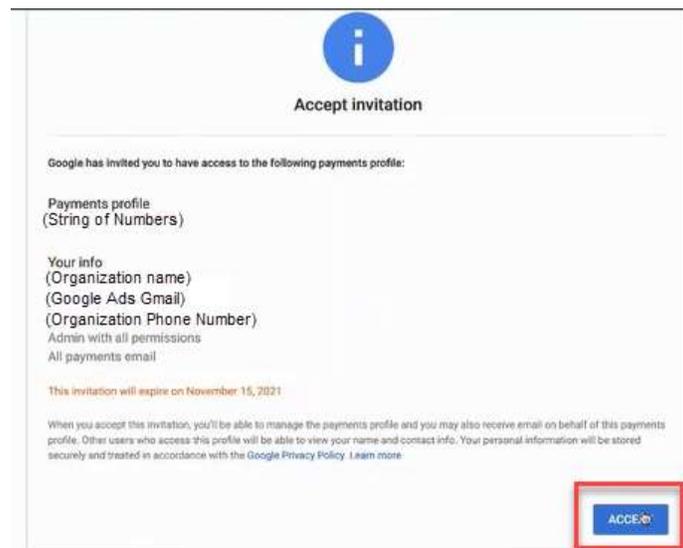
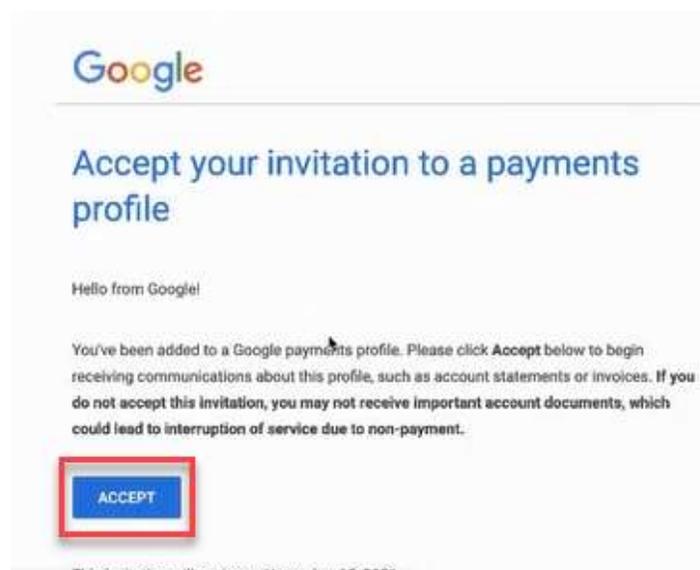
A few days after submitting your application, you'll get three emails from Google for Nonprofits: an invitation to accept your payments profile, a notice that your activation is approved, and an invitation to your Google Ads Grant account. The emails may arrive in different order than presented here, but that's okay. These final steps are simply to finish setting up your account.

Reminder:

Before you begin, please make sure you're logged out of all other Google accounts except the one you're using for the Google Ad Grant.

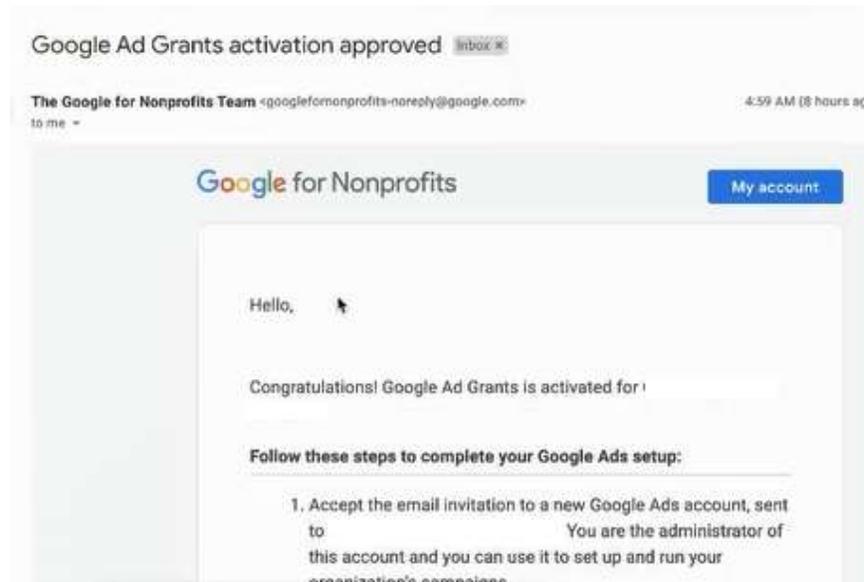
Invitation to Access Your Google Ad Grants Account.

Click the "ACCEPT" button inside the email, and on the "Accept Invitation" screen.



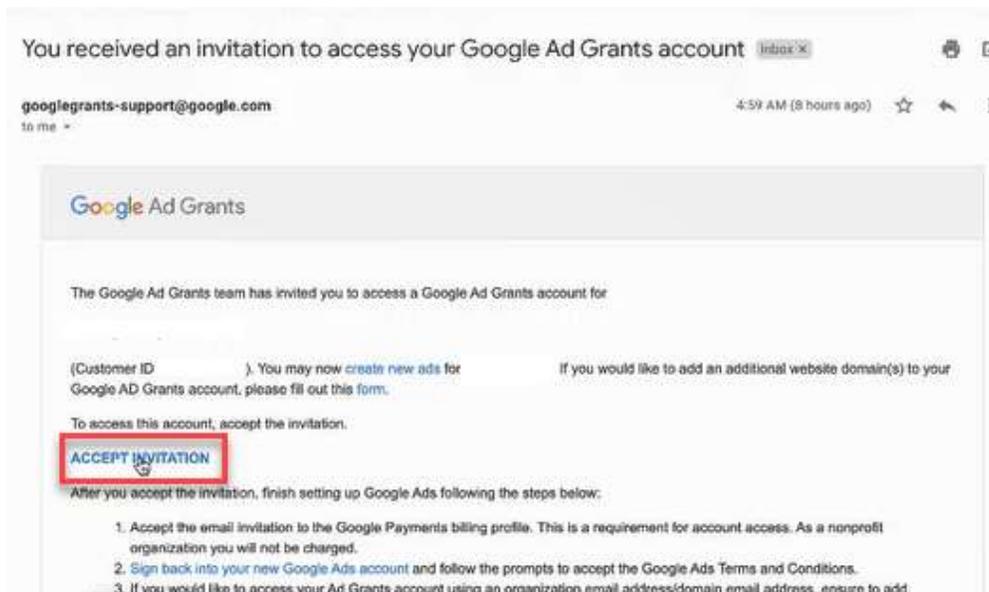
Notice That Your Activation is Approved

No action is required. You may file this email.



Invitation to your Google Ads Grant account

Click the "ACCEPT INVITATION" link in the email.



Accept the Terms and Conditions and click "SUBMIT"

Please review these Terms carefully. They include the use of binding arbitration to resolve disputes rather than jury trials or class actions. Please follow the instructions in the terms below if you wish to opt out of this provision.

its affiliates or Partners may reject or remove a specific Target, Ad, or Destination at any time for any or no reason. Google and its affiliates may modify or cancel Programs at any time. Customer acknowledges that Google or its affiliates may participate in Program auctions in support of its own services and products. Some Program features are identified as "Beta" or as otherwise unsupported or confidential ("Beta Features"). Customer may not disclose any information from Beta Features or the terms or existence of any non-public Beta Features.

2 Policies. Customer is solely responsible for its use of the Programs (e.g., access to and use of Program accounts and safeguarding usernames and passwords) ("Use"). Program Use is subject to applicable Google policies available at google.com/ads/policies, and all

Accept
Yes, I have reviewed and accept the above Terms. I am of legal age and authorized to bind to these Terms the party legally responsible for this account.

Decline
No, I do not accept the terms and conditions. Note: If you decline the Terms your ads will be paused.

Your Google Ads Preferences page will appear. Don't worry about the ominous red banner. Just click "FIX IT" and update your browser until it goes away. You'll see your organization name, Gmail, and Google Ads Admin code at the very top. It's a 10-digit code in the same format as a social security number (123-456-7890). Copy code using Ctrl+C (or COMMAND C) and paste it into your records. You'll need the code to create ads.

The screenshot shows the Google Ads Preferences page. At the top, there is a navigation bar with icons for Search, Reports, Tools & Settings, Refresh, Help, and Notifications. A red box highlights a notification in the top right corner. Below the navigation bar, a red banner with a white exclamation mark icon contains the text: "Updated Terms and Conditions - To continue serving with Google Ads, please review and accept the Terms and Conditions." A red box highlights a "FIX IT" button on the right side of this banner. Below the banner, a yellow box contains the text: "10-digit Google Ads Admin number ###-###-#### Copy it using CTRL C and paste it in your records". Another yellow box contains the text: "Click 'FIX IT' and refresh your browser. It will go away". The main content area is titled "Your preferences" and includes sections for "Display language & number format" (with options for English (US) and United States) and "Preferences for (Your Organization Name)" (with options for Account name, Time zone, and Account status).

Next Steps: Implementation

That's all there is to getting the Google Ads Grant! Now the real work begins! Start your SEO research and crank out content to make your ads more effective. We have a lot more resources to help you get started. Here are a few more articles from our blog.

[The Google Ad Grant: An In-Depth Guide & Video](#)

[How to Write a Blog \(For Churches & Nonprofits\)](#)

[Google Grant for Churches: The Ultimate Guide](#)

At Click Nonprofit, we know things like digital marketing, SEO, and content creation aren't for everyone. If you don't have the time or resources, or if this stuff just isn't your jam, please give us a holler. We live for this kind of thing, and we'll be glad to help!

In any case, Happy Publishing!