



Google Grants Programme 2017

What's it all about?

The Google Grants programme helps thousands of charities promote their websites via the Google AdWords system. Organisations that are eligible will be given free AdWords spend for branding, fundraising, donations and volunteer recruitment. When people search on Google using one of your keywords, i.e. 'Nepalese charity' your ad appears next to the search results & people click your ad to visit your website.

What is it worth?

The value of the monthly advertising that your organisation receives is wholly dependent upon the performance of your account so results do vary; the typical grantee in the programme receives just over \$300 worth of advertising on Google.co.uk per month. However, this is dependent on many variables including the number of times that people search on the keywords that you choose and whether searchers click your organisation's ads. The monthly budget is capped at \$10,000 per month. The ad spend will vary based on your organisation's reach/audience (local versus international), area of focus (rare diseases versus breast cancer) and other factors.

Who can apply?

Organisations must be based in the UK and registered with the Charity Commission of England and Wales to be considered for a Google Grant. Organisations must also acknowledge and agree to the application's required certifications regarding non-discrimination and donation receipt and use. You must have a website and your ads must link to a page on your website; the keywords that you target must be relevant to your programmes and services. The active management of your advertising campaign is your organisation's responsibility once your account is active.

Who can't apply?

Organisations which are not eligible for Google Grants include: governmental entities & organisations, hospitals & medical groups, schools, childcare centres, academic institutions & universities, political parties & organisations

How to Apply

Decide if Google Grants is appropriate for your organisation; it is pointless driving traffic to your website if you don't have a clear strategy of how it will help. Complete the first application form. (Ten minute job.) Wait. Sometimes up to two months for the first YES. The next part of the application is much more likely to be successful if you have an understanding of how Google AdWords works. (That's where we can help, but more of that later.) Set up an account targeted at a number of themes related to your charity - provide sample keywords, ad copy and a brief statement about how your organisation will benefit from participating in the programme and send it to Google for approval. It can take up to three months for the second YES.

How long does the Grant last? Can I lose the grant?

Google AdWords is an online, advertiser-managed programme, meaning that a contact at your organisation must be responsible for your AdWords advertising account at all times. Your active participation is required, and this includes understanding and following the guidelines, regularly logging in (at least monthly) to the AdWords system making updates as appropriate and ensuring that your Google ads and keywords are relevant, accurate and timely. As long as your organisation is actively managing the account, adhering to the programme guidelines and making the most of the award, you shall continue to remain in the Google Grants programme. However, please note that Google reserves the right to terminate your organisation's participation in the programme for any reason without notice at any time. If you are removed from the Google Grants programme, your organisation will be ineligible and should not apply again.

What does My Mustard do?

We are Google Partners and do this stuff all day long, mainly for corporate clients who have seen the business benefits of AdWords. Six years ago we started to work in the charity sector as we know that we can add real value whilst charging a fraction of our usual costs because we already have the monitoring infrastructure in place. We devise a plan of areas that need the most awareness and support; ensuring that we have the right keywords and that the ads are compelling & directed to the best pages. We provide codes for your web developer to add to the site so that we can measure actions taken by visitors and report monthly over the telephone to discuss results and areas for development.

How much does My Mustard charge?

The first service we offer is for charities who would like us to apply for the grant, get approval, set up the account with six pre-agreed campaigns, manage the account activity for three months and then handback to the organisation. The cost is £150 a month for three months then £150* for the two hour handover training session.

*travel costs may apply

The second option is for charities who would like us to apply for the grant, get approval, set up the account with six pre-agreed campaigns, manage the account activity for a twelve month contract for £120 a month.

“The Esther Benjamins Trust is not a household name but Google Grants and the expertise of My Mustard has enabled us to bring our work to a larger audience. They introduced a targeted approach that has delivered an exponential growth in the number of visitors to our website, something we would simply lack the resources to achieve by ourselves.” EBT

Finally, for charities that already have the grant but are not making the most of it. We provide a Hit & Run service to maximise the account's effectiveness; we mend what's broken, tidy up, refine activity and then hand it back all bright & shiny; there is a one-off cost of £250.

“As a small charity that had dabbled in AdWords but we weren't sure whether it would be of any value to us as it really hadn't delivered. I approached Jo for some support. It was the best investment in our website we could have made. Overnight we started getting hits on our adverts and traffic to our website has gone up 600%!” Jerusalem and the East Mission Trust

Can't I just do it myself and pay nothing?

AdWords is an online self-managed advertising programme where your organisation will create, manage and refine ads that run on Google. By working with our team you have a better chance of getting accepted and a much greater chance of tapping into the bigger funding. But yes, of course

you can do it yourself and we wish you every success as the Grants programme will genuinely transform your online traffic volume, engagement and results.

For more details please get in touch with Chloe at cj@mymustard.co.uk