

Google Ad Grants

Get \$10,000 US per Month of Google Ads



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Steps For Success

1. Register with Techsoup Canada
2. Apply for Google for Nonprofits
3. Apply for Google Ad Grants
4. Activate Your Google Ads Account

Allow 3 to 4 weeks

Registering with Techsoup Canada

- Go to techsoup.ca and register
- Board member or Executive Director with strong knowledge should register
- Need to attach documents to confirm non-profit status

Browse their
catalog!

**Allow up to 2 Weeks
for Approval**

Apply for Google for Nonprofits

- Register at <https://www.google.com/nonprofits/>
- Need to meet eligibility requirements
 - Must be registered with Techsoup Canada
 - Validation token from Techsoup required
 - Federal or provincially registered non-profit
 - not a government agency, hospital or health care provider or educational institute
- Receive email confirming registration

Need
Google Email

**Allow 3 Days for
Approval**



How to get your Validation Token

- Login to techsoup.ca
- Click the avatar in the top right corner
- Click YOUR ACCOUNT button
- Click VALIDATON TOKEN tab
- Click ADD NEW TOKEN button
- Enter your First and Last Name, Email and Confirm Email
- Click the CREATE NEW TOKEN button
- Click the COPY button to copy your token to your clipboard


STEP
BY
STEP

Apply for Google Ad Grants

- Check that your website meets their requirements
<https://support.google.com/grants/answer/1657899>
- Login to your new Google for Nonprofits account at
<https://www.google.com/nonprofits/>
- Find the Google Ad Grants section
- Click the **Get Started** button
- Follow the instructions and submit your application
- Wait for your approval email to arrive

Mission is
Important

**Allow 3 Days for
Approval**



Google Ad Grants activation approved

Email includes 3 steps to complete your Google Ads setup:

1. Accept the email invitation to a new Google Ads account, sent to your administrator's email.
2. Accept the email invitation to the Google Payments profile, sent to your administrator's email. ****CRITICAL STEP****
3. Sign back in to your new Google Ads account and accept the Google Ad terms and conditions.



Activation Emails

1. Google Ad Grants activation approved (from The Google For Nonprofits team)
 - a. Ad Grants Welcome video
 - b. Program Policies
 - c. Google Ad Grants Basics
2. You received an invitation to access your Google Ad Grants account (from googlegrants-support)
 - Click ACCEPT INVITATION
 - Ad Grants Policies
3. Action required for your Google Account (from Google Payments)
 - a. Click ACCEPT button
 - b. Invitation expires in 2 weeks

Accessing Your Google Ads Account

Google Ads

<https://ads.google.com>

Google For Nonprofits

<https://www.google.com/nonprofits>



Click **Sign in to Ad Grants**
button

Record your
Customer ID

You are now ready to use
your Google Ad Grants!

Any questions?

What's next?



More Sessions on Google Ads

- Getting Your Website Ready for Google Ads
- Google Ad Compliance – Ensure Your Ads Run!
- Using Your Google Ad Grant to Create Ads
- Effective Campaigns to Create on Google Ads
- Maximize Your Google Ad Campaigns



Need help, email me at
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