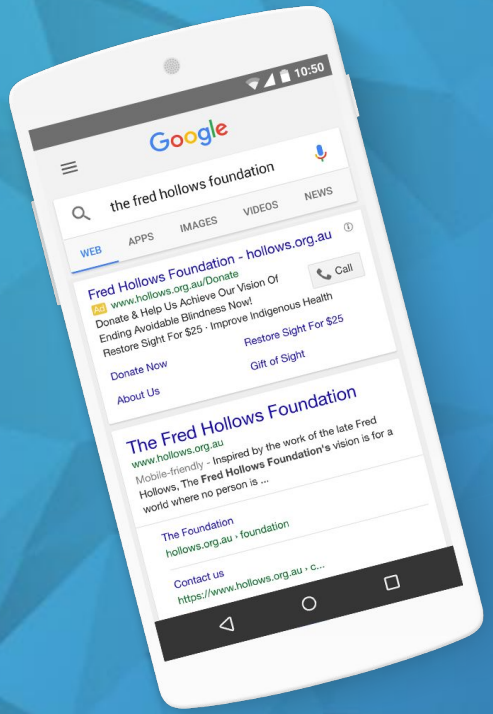
Google Ad Grants

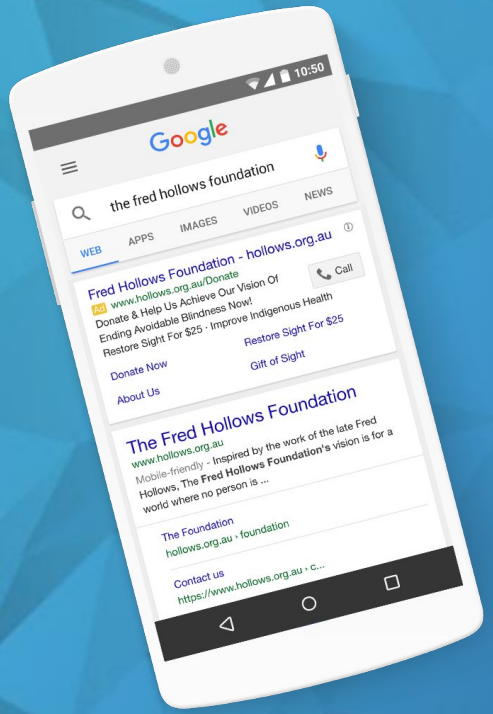
Milwaukee Radio Group

Google Ads for Nonprofits



Share your cause with the world.

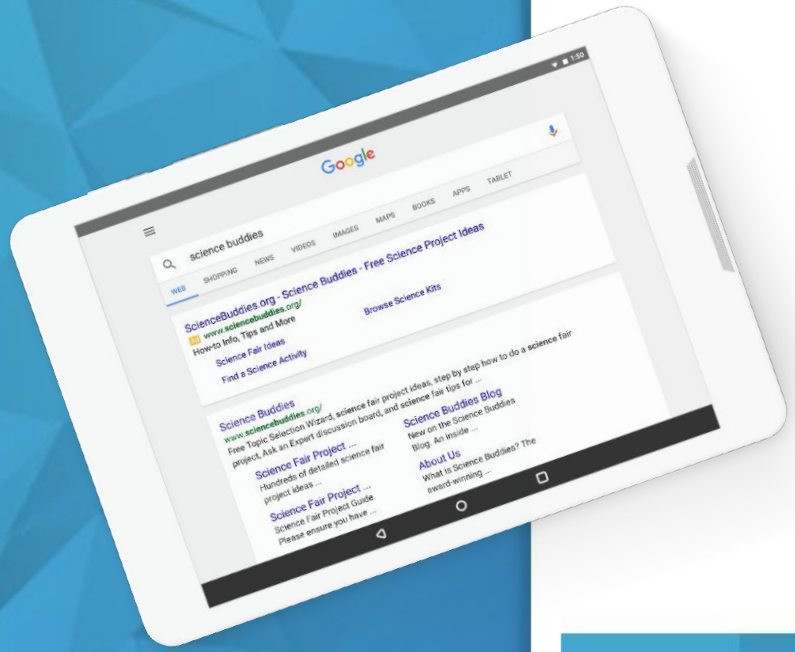
Imagine what you could do with $10,000 USD of in-kind advertising every month from Google Ads, an online advertising solution from Google. You could recruit more volunteers. Attract more donations. And share your story with audiences all over the globe. It's all possible with Google Ad Grants.



BENEFITS

Designed to help you flourish.

The more frequently your ads appear next to Google search results, the more people will be aware of your cause. That can translate into more donations and more volunteers — the lifeblood of every nonprofit.



HOW IT WORKS

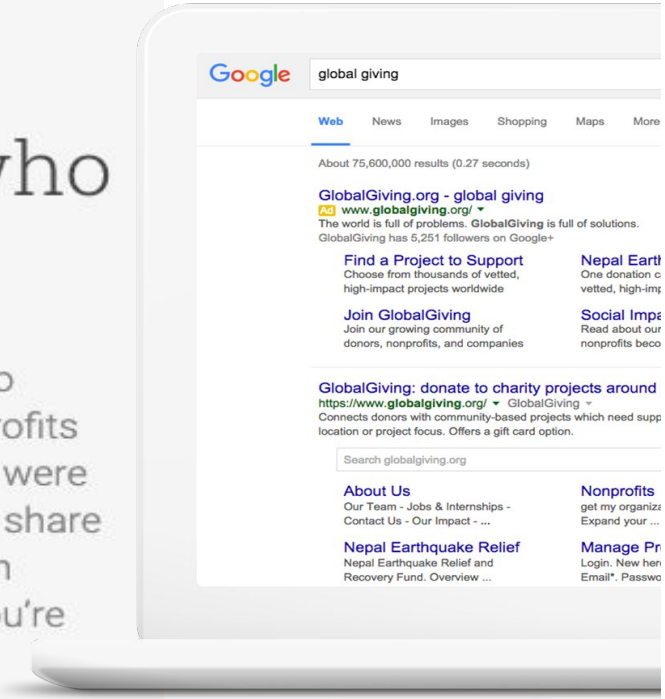
Put Google Ad Grants to work for you.

Google Ad Grants works just like Google Ads online advertising, by displaying your message to people who are searching for nonprofits like yours. If you're a qualifying nonprofit, you'll receive $10,000 USD in in-kind Google Ads advertising every month.

SHOW UP IN SEARCH

Reach the people who matter most.

Google Ad Grants shows your search ads to people who are searching Google for nonprofits like yours, and helps you reach people who were previously unaware of your cause. You can share your message across the globe, or focus on people near you. With Google Ad Grants, you're always in control.



SUCCESS STORIES

Fueling your success.

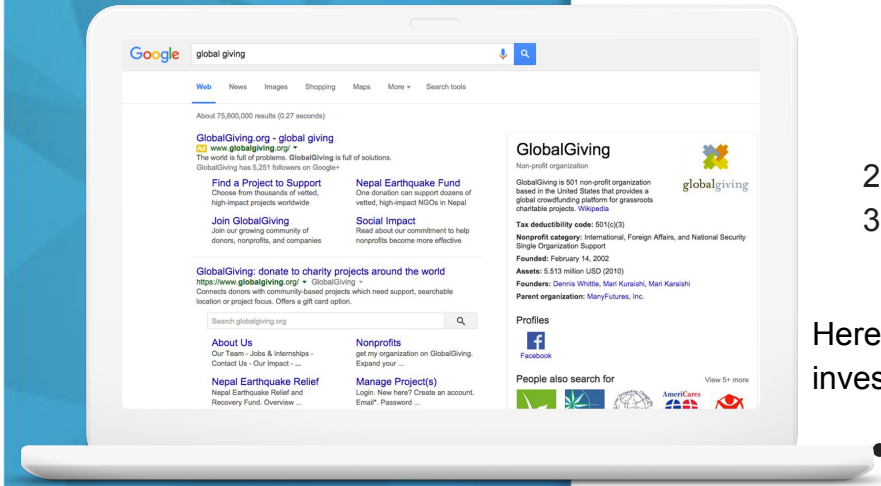
18.2m clicks to website

100k students registered in a year

1,500 teachers downloaded resources

Science Buddies

Google Ad Grants helps Science Buddies connect thousands of students with innovative science content.



Eligibility requirements for Google Grant

1. Must be a nonprofit charitable organization (501c3) in good standing, and meet the full eligibility requirements in your country. Governmental entities and organizations, hospitals and medical groups, schools, academic institutions and universities are not eligible.
2. Begin by applying to Google for Nonprofits.
3. Have a high-quality website that meets the Ad Grants website policy.

Here are some links in case you have any questions or want to investigate further:

- https://www.google.com/nonprofits/eligibility/
- https://www.google.com/grants/eligibility/
- https://www.google.com/grants/how-to-apply/

LET'S DO THIS:

We will walk you through the steps of setting up your Google Grant Account

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