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Instructions for Google Ad Grant setup

1. Meet the Google Ad Grant eligibility requirements

You must be a nonprofit and hold current valid charity status in your country. In the US, that means that you need to have [501\(c\)\(3\) status](#). Not in the US? [Check your country's definition for charity status](#).

There are, however, some exceptions. You don't qualify for the Google Ad Grant if you are a:

- Hospital or healthcare organization (nonprofits working in the healthcare space, such as lung cancer research or aphasia awareness, still qualify)
- Government entity or organization
- School, academic institution, or university (check out [Google for Education](#) for its schools program). Philanthropic arms of educational institutions are eligible.

You also must acknowledge and agree to Google's required certifications regarding nondiscrimination and donation receipt and use — and have a live website with what Google calls “substantial” content.

2. Register your nonprofit with TechSoup and get a validation token

Eligible? Awesome. Next step is to register and validate your organization with [TechSoup](#) and acquire your validation token. TechSoup is a nonprofit that partners with corporations, like Google, to help bring technology tools and other resources to nonprofits at a discounted rate. To get started:

1. Go to the [TechSoup registration page](#)
2. Choose the country your organization is based in and your preferred language
3. Click New Member, register, and agree to the terms (click to enlarge). In some cases, it may take up to 30 days to be validated and TechSoup may contact you to request additional information or documentation.

GENERAL INFORMATION

Your First Name

Your Last Name

Your Email

Confirm Email Address

Create Your Member Name

Password

Confirm Password

Security Question

Answer

Callouts:

- You must provide your first and last name to participate in our donation programs. This information helps us validate you as an authorized agent of your organization.
- Your email address and password are used to log in. You must provide your email address to participate in our donation programs. This information helps us validate you as an authorized agent of your organization.
- Your member name may contain up to 30 characters. Only letters, numbers, underscores, and hyphens are allowed. Spaces are not allowed. Your member name can't be changed, so create a member name you'll want to keep.
- Your password must contain at least 8 characters, with at least one uppercase letter, one lowercase letter and one number. Please avoid using any vital personal information such as part of your name or email. Spaces and the following special characters are not allowed: <, >, !, & and @.
- Your security question will help us identify you if you lose your login information. If possible, create a question that only you can answer. Your security question may be between 1 and 255 characters. Avoid using these characters: <, >, !, & and @.

4. Once your organization has been validated, log in and you will be presented with a TechSoup Validation Token that looks something like this:

345c476@YourOrgName. Copy this code and include it in your Google Nonprofits

3. Enroll in Google for Nonprofits

Got your validation token? The next step is to [sign up for Google for Nonprofits](#). You'll need to have this set up before you can apply for the Ad Grant. Being a Google Nonprofit also gets you other Google perks, including:

- Special features on Youtube, like a donate button and video annotations that link to your site
- Free Google apps, like Gmail and Google Drive under your domain
- Listing on [One Today](#), Google's mobile fundraising app

To enroll in Google for Nonprofits, you'll need your tax-id number (or employer ID, EIN) and your TechSoup validation token. From there:

1. Go to the [Google for Nonprofits registration site](#)
 - Agree to Google's statements about non-discrimination
 - Insert your validation token
 - Fill out your personal contact and organization info and agree to be contacted by Google. Make sure you're signed in with an email address that you check often (especially if you're using a shared company email address), since this is where Google will send important announcements about your Google Ad Grant account.
 - Submit and wait for an answer! Google should approve your application within a few days and will send you an email when they do. We've seen **95% success** with nonprofits we've worked with, so unlike other nonprofit grants, this isn't one you need to lose sleep over.

Easy, right? That's the full Google Nonprofit Program application. But there's a bit more to do to apply for the Google Ad Grant. Which brings us to...

4. Apply for the Google Ad Grant

Once you're accepted as a Google Nonprofit, you can apply for Google Ad Grants. It's not really an application, more of a multi-step process — follow the [Ad Grant enrollment guide](#) to make sure you're not missing any steps :

Log in and create your Google Ads account.

You can do this as soon as you're approved for the Google for Nonprofits program:

- Sign in to your Google for Nonprofits account
- Click **Activate** under Google Ad Grants
- Fill out the **eligibility form**. This assessment is provided by Google to confirm that your organization meets eligibility requirements, gain a better sense of your goals, and improve your Ad Grant experience.
- After completing the assessment, return to Google for Nonprofits and navigate back to Google Ad Grants. Click **Activate** again, and check the box indicating that you have completed the eligibility form.
- Click **Activate** one final time to submit your account for review.

Once Google reviews your account, they will respond with further instructions. Account reviews are usually completed within 3 business days.

Our best advice? **Be patient!** But here are a few other tips:

- When asked, choose the appropriate billing country and time zone for your organization.
- Once you're inside your new Google Ad Grant account, make sure to record your customer ID in the top right corner (XXX-XXX-XXXX format).

- **Never enter any credit card info** — even if the Ad Grants platform asks for it. Ignore any screens or emails that request payment information. If you do input this info, you'll be setting up a standard paid account, not a Grant account, and you'll have to start the whole process over again.

5. Provide MBA for a Day access to your Ad Grant account, Google Tag Manager account, and Google Analytics account

You can do this as soon as you're approved for the Google for Nonprofits program.

Google Analytics

if granting us access, please add kristen@mbaforaday.com and analytics@mbaforaday.com as an admin user with add/change/remove user permissions on the account. Click the link for instructions: <https://support.google.com/analytics/answer/1009702?hl=en#zippy=%2Cin-this-article>)

Google Ads grant (do not include any billing)

if granting us access, please add kristen@mbaforaday.com and ppc@mbaforaday.com as users on the account and please provide us with the 10 digit ID and add mbaforaday as an allowed domain in the admin. Click the link for instructions: <https://support.google.com/google-ads/answer/6372672?hl=en>

Google tag manager

if granting us access, please add kristen@mbaforaday.com and analytics@mbaforaday.com as an admin user with add/change/remove user permissions. Click the link for instructions. <https://support.google.com/tagmanager/answer/6107011?hl=en>

6. Contact us to get your campaigns setup

Call us at 401-227-0535 or email us at info@mbaforaday.com to let us know your account is set up and ready to go and that you have granted us the appropriate access.

From there, we'll schedule a call to discuss your marketing goals and objectives, and to build out your ads campaigns for you. We'll manage your account monthly to ensure that it remains in compliance, and that you can take advantage of the FREE ad credits available to you each month.