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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. Enroll in Google for Nonprofits


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). From there:

1. Go to the [Google for Nonprofits registration site](#)
  - Agree to Google's statements about non-discrimination
  - 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. (See the screenshot below.)

# 1 Answer a few questions to determine your eligibility

 Before continuing, make sure you have the following:

- Your organization's [nonprofit registration number \(EIN in the US\)](#) 
- Your organization's physical address
- Your organization's online contact information

 This step usually takes about 10 minutes

[Begin](#)

## 2 Wait for verification

This takes about 2-14 business days. You can go to your account page anytime to check the status.

## 3 Activate products

3. Verify your non profit status with Percent

How to get verified by Percent

Verification of your nonprofit status is performed through Percent, a trusted international company that works to connect nonprofit organizations with the technology they need to empower their missions. Percent checks a global database to verify your organization's status as a legally registered nonprofit.

To apply for Percent, you will need:

- Your Organization's EIN
- A valid website address (not a Facebook page or .wix website address)
- A mission statement

Percent will contact you to verify your email address. They will also contact you for more information or documentation (such as your 501C3 determination letter) so they can verify your organization so be sure to look for emails from the domain @poweredbypercent.com.

Most requests are reviewed within 3-5 business days. If you don't receive a contact from Percent during this time frame check your spam folder and then contact [Percent](#).

[See country eligibility guidelines](#)

With your Percent verification and your Google for Nonprofits application complete, you should have everything you need to find out if you have been accepted into Google for Nonprofits.

The application review process from Google and Percent can take anywhere from 3-14 days on average.

## 4. Prepare your website for the Ad Grant application

When applying for the Google Ad Grant, Google is going to require that your site has:

- Google Analytics tracking installed
- Robust information

- More than one page
- SSL certificate and is secure
- Easy to use navigation
- Your EIN and mission statement
- Fast load times
- No broken links
- No malware

## 5. Apply for the Google Ad Grant

Once you have been accepted to Google For nonprofits, head over to the Google for nonprofits account and follow the instructions.

You will need to use the same user name for your Google for Nonprofits and Ad Grant accounts. For example, if you signed up for Google for Nonprofits using `username@gmail.com`, your Ad Grants account will also be associated with that email address. You can invite additional users to access and manage your Ad Grant account after activation.

Before you begin, check to see if your website is secure. You may do this by navigating to your website, and clicking on the icon next to your url in your browser, a drop down will appear letting you know if your site is secure. If it is not, correct that before proceeding. Following are the steps to apply for the Ad Grant.

Step 1: Verify that your website is secure with HTTPS

1. Sign in to [Google for Nonprofits](#)
2. Click Get started under Google Ad Grants
3. Enter the website your organization will use for Ad Grants (this must be a regular url not a .wix or .godaddy url and cannot be a Facebook page, etc)
4. Click Submit website to check if your website is secure

Step 2: Watch the welcome video

1. This should take 5 minutes. The [video](#) provides information about the Google Ad Grants program requirements and tips on how to succeed

2. Click the checkbox to confirm you have completed the video

Step 3: Submit your activation for review

1. Click Submit activation request to submit your activation for review

Your activation request will be reviewed and you'll receive an email with further instructions. The review typically takes 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.

## 6. 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](mailto:kristen@mbaforaday.com) and [analytics@mbaforaday.com](mailto: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](mailto:kristen@mbaforaday.com) and [ppc@mbaforaday.com](mailto: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](mailto:kristen@mbaforaday.com) and [analytics@mbaforaday.com](mailto: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>

## **7. Contact us to get your campaigns setup**

Call us at 401-227-0535 or email us at [info@mbaforaday.com](mailto: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.