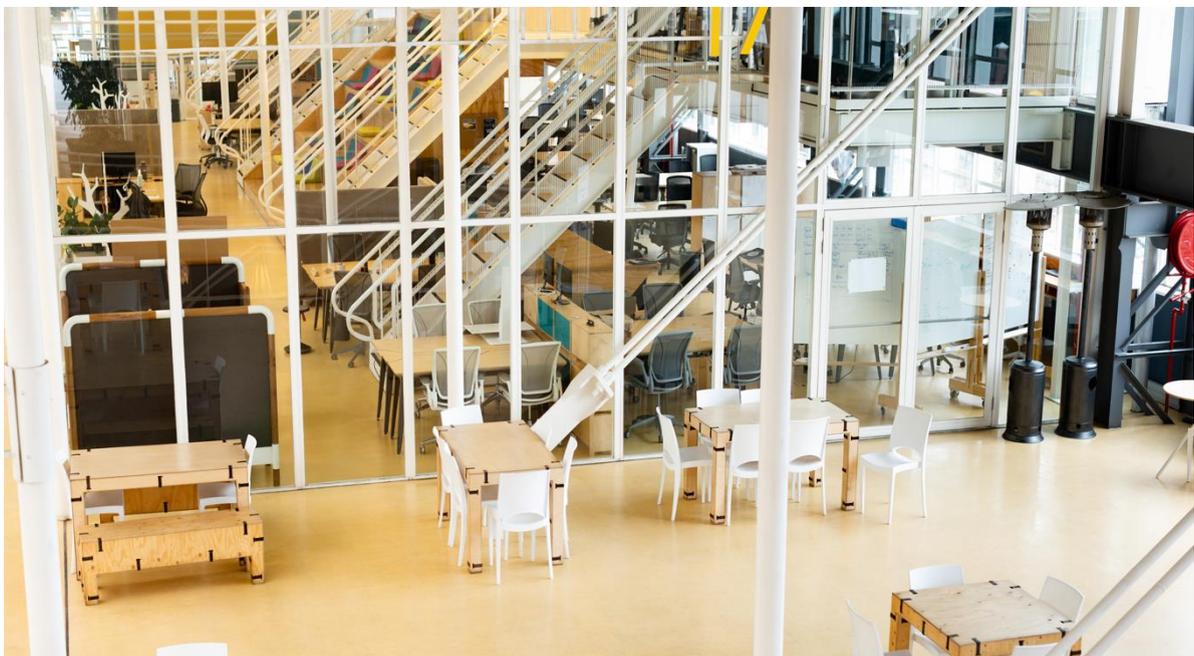




Google Grant For Cause Centers

Explaining Google Grants and the Value Behind It

Fuel your success and share your cause with the world! Imagine the success your organization can achieve with \$10,000 a month in advertising from Google AdWords (The largest paid search marketing tool in the world).



An insight into Google Grants:

Google has been one of the most profitable industries in the world for quite some time now. The California-based Tech Giant birthed its AdWords Platform in the year 2000 with 350 advertisers. There are now millions of advertisers generating billions per year.

Google AdWords is considered by many one of the most effective online advertising platforms around. Google allows advertisers to compete for "adspace" that gets shown to all web users, using the right keywords and hyperlinks to their official website.

AdWords further offers pay-per-click advertising solutions, which allows us to redirect web traffic to their websites in exchange for a fee (only when clicked), that is paid directly to Google.

For-Profit organizations find it easy to recover a return on their investment (ROI) when thinking in terms of marketing. When you are a Cause Center however there are unique goals in mind that can bring in an ROI or even an SROI or a Social Return on Investment. Raising awareness can increase donations, finding volunteers can cut costs, increasing program services can maximize a Cause Center's core mission. These are all things that Cause Centers can focus on when thinking about marketing and the list goes on and on.

To help Cause Center organizations promote their mission via Google AdWords efficiently and effectively without paying an arm and a leg, the ambitious Google Grants incentive was born. This program can best be described as a "AdWords for Cause Centers".

Google Grants allows in-kind advertising credits to all eligible Cause Center organizations. Cause Centers that are eligible for Google Grants are entitled to \$10,000 per month in in-kind advertising with Google.

Simply put: If your Cause Center qualifies for Google Grants, you will be able to promote your Cause Center online to engage with new users to increase donations, volunteers, etc. While Google provides this program for Cause Centers, they ask that the grant either be managed by an expert (experienced AdWords user) or for the Cause Center to hire an agency (the cheaper alternative) to provide results and keep the account in good standing.

The ultimate marketing tool for Cause Centers:

All Cause Centers wish to promote their mission, vision, and program services with hopes of generating donations and support. Most Cause Centers will turn to online strategies, specifically creating a website, to showcase their programs and the work they have done. Cause Centers hope that by having a website they will generate donations but having a website alone cannot be the only online strategy in place for generating donations. There has to be a plan in place to promote your website; that's where Google Grants come in.

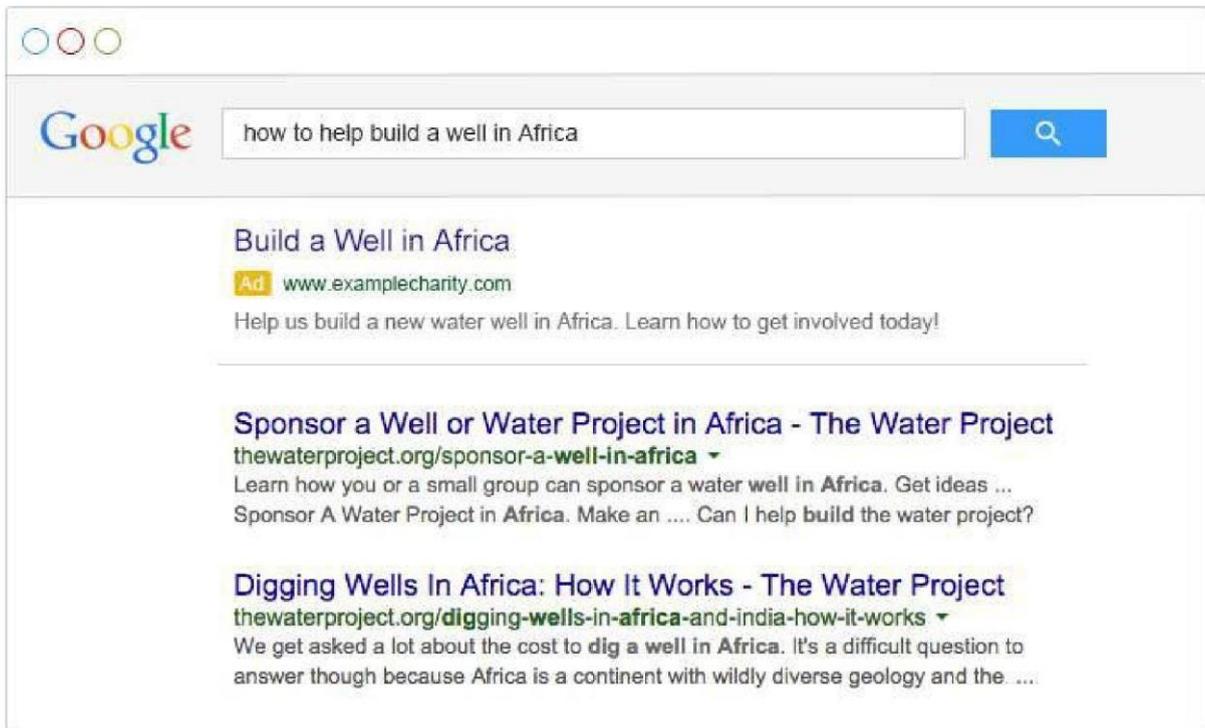
For Cause Center organizations, Google Grants provide unlimited online marketing, publicity and brand recognition.

So how does Google Grants work exactly?

When searching on Google there are two types of results: organic and paid. Organic search results are the type that Google randomly selects to be listed. In the example shown below, these results are the ones listed below the gray line. Paid search results are the ones usually listed above the organic search results. Again, referring to the example below, ads can be recognized by the yellow box with the word "Ad" in it. They usually appear at the top or to the right of the search results.

Google Grants targets the paid searches. You pick search terms (keywords) that you would like to drive ad traffic to on page one, such as "How to help build a well in Africa," like shown below. Every keyword has a price "per click". This price can be as little as \$1 to as high as \$50 per click. Remember that with Google Grants you have a \$2-\$3 keyword restriction. Once your ad goes live users can click on your ad and are taken to your website to learn more. For Cause Center organizations, Google Grants provide extensive online marketing, publicity and brand recognition.

Where Do These Ads Appear?



Locally or Globally

Depending on your needs and target demographics we can custom fit the right audience for you! Whether its local to cities, states, or regions its entirely up to your needs and goals. After we get you all situated it's time for you to simply hold us accountable for our work, enjoy the ROI we believe we can achieve for your organization and then celebrate the fact that you are reaching the largest possible audience in the most cost efficient way possible!



How is the \$10,000 Google Grant used?

Every month, your Cause Center will receive \$10,000 to be applied to your AdWords account. Let's say that during one of those months, you spend 6 out of the \$10,000; you will not receive a \$4,000 check for the amount leftover, nor does that amount carryover to the next month. Simply put: If you do not use the total amount of \$10,000 in any given month, you will lose it.

Google does not charge your Cause Center when your ad goes live; you are only charged if a user clicks on your ad. That charge will approximately be \$2 per click, as keeping with the pay per click program. When we use the word "charged," we mean that the \$2 from the click will be deducted from your monthly \$10,000. In theory, your Cause Center could receive 5,000 clicks per month (5,000 clicks x \$2 = \$10K). Once your \$10,000 budget is completely used your ads will stop showing. *Quick note:* You cannot go over budget; you will never be billed from Google within this Grant Program.

Is My Cause Center Eligible for Google Grants?

For all the benefits Google Grants offers, the eligibility criteria and the application process are rather complex. As previously mentioned, only Cause Center organizations falling within Section 501c(3) are eligible for the grants. In addition, the following guidelines apply:

1. The organization must hold valid and current status of charity, as determined by the rules of the country of incorporation of such organization.
2. The organization must agree to, acknowledge, and be in possession of a certification that verifies that the organization does not follow any discriminatory policies for the receipt and use of the donations made.
3. The organization must have a working website with complete view of their core mission.

Furthermore, the following Cause Center organizations cannot obtain a Google Grant:

- 1) Governmental entities and their organizations.
- 2) Medical groups, clinics and hospitals.
- 3) Academic institutions, childcare centers, universities and schools. However, philanthropic branches of an educational institution are eligible.

For More Info: Call 1 (832) 416-1377 or Visit Us Online at www.causecenters.org