How to Apply for and Keep $10k per Month in Ad Credits

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How Google Ad Grants Works

You'll receive $10,000 USD of in-kind advertising from Google each month to create text-based ads, and get access to tools to help you build effective campaigns that can display on Google Search when people look for information related to your church.

How to apply for Google Ad Grants

Meet — Meet the Google Ad Grant eligibility requirements. ...

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

Enroll in — Enroll in Google for Nonprofits. ...

Apply — Apply for the Google Ad Grant. ...

Manage — Manage your Google Ads account correctly
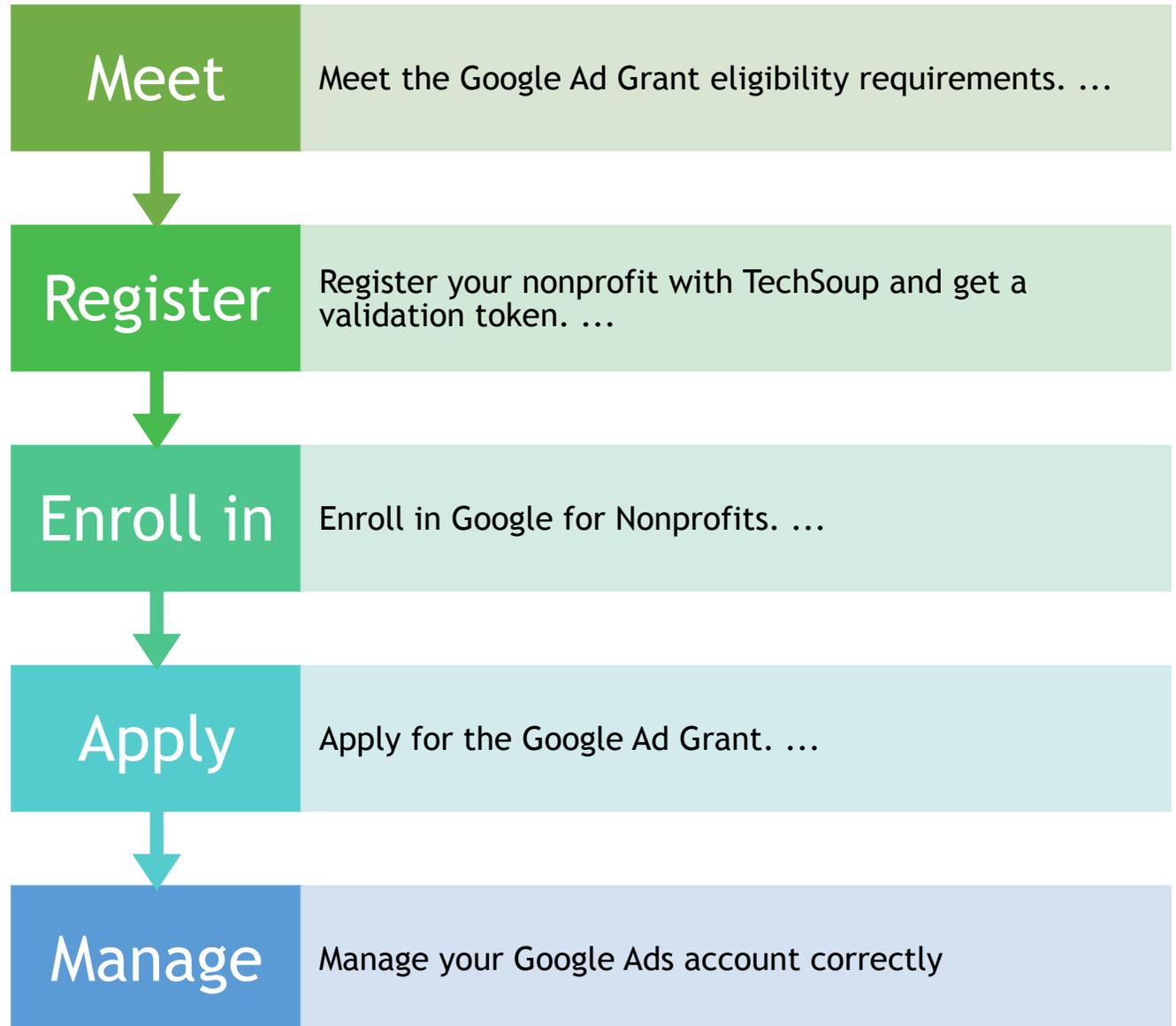
Meet the **Google Ad Grant** eligibility **requirements**

Have or apply for IRS 501c3 status (StartChurch.com)

Inelligle Organizations:

- Hospitals or Medical
- Schools
- Government

Have a high quality website (OurChurch.website)

Get a TechSoup validation token

Go to TechSoup.org

Register as a nonp-profit

Get an email response (up to 30 days)

Login and copy your TechSoup token

Looks like this: 689c436@YourChurchName

Enroll in Google Nonprofits

Go
- Go to Google.com/nonprofits

Click
- In the top right, click Get started.

Complete
- Complete the application

Follow
- Follow the instructions in the acceptance email

Apply for Google Ads Grant

Login in to Google Ads using the url that in acceptance email

Make sure that you use the same email address

Skip the billing process – DO NOT ENTER CREDIT CARD

Create an ad campaign

Set your daily budget at $329 per month

Wait for acceptance email (up to 30 days)

Manage your Google Ads account correctly

Log in and making	Log in and making some change to the account at least once a month
Send	Only send traffic to your website domain tha you applied with
Maintain	Maintain an account-wide 5% clickthrough rate and a keyword quality score of 2 or higher
Complete	Complete Google's surveys
Download	Download and carefully follow the Google Ads Grant Guide

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