DonorWord

Google Ads Grant Management for NonProfits

**$10,000 Monthly Google Ads**

With $10,000 every month in Google Advertising, what can you do? Increase awareness, recruit volunteers, increase membership, and share your story with the world!

**Google Ads**

Position your organization at the top of Google’s search results to communicate your mission to the people who are motivated to help.

**Acquiring the Grant**

We will navigate the Grant application process for you, regardless of the status of any past or suspended accounts.

**Configuring the Ad Campaigns**

We will work with you and your staff to understand your missions and programs. We use this insight to setup multiple campaigns each with multiple ads in order to get your ad in front of all possible constituents.

**Continuous Optimization**

Your organization is changing, Google is changing, Ad competition is changing. We stay on top of all of it, constantly tweaking, A/B testing, and adapting the Google Ads for a changing world.

**Compliance Management**

Maintaining the Google Ads Grant means playing by Google’s rules. We monitor your Ads and content to ensure compliance and avoid grant suspension.

**Account Manager Access**

We’re here every step of the way. Your account manager will schedule a monthly call to make sure we understand where your organization is headed, and make sure you know how your Ads are performing. We are also available anytime via phone or email.

**Performance Dashboard**

Check-in on your Ad campaigns anytime with a simple dashboard that provides the insights that you need.

**Cancel Any Time**

If DonorWords is not providing the value that you expect, cancel. Your Ads will be available to you to maintain even if you decide not to continue with us.

**Getting Started**

If you’re interested in more information go to [www.DonorWords.com](http://www.donorwords.com) and click “Upcoming Webinars” to join us for more information. We will even show you how to acquire and manage the Google Ads Grant yourself if you choose!

Go to [www.DonorWords.com](http://www.donorwords.com) and click “Buy Now” to get started with DonorWords right away.