

This document introduces Google's advertising program "Google AdWords" and teaches non-profits how to leverage AdWords to market on Google.

Guidelines are provided for non-profit organizations to apply for an AdWords grant.

Google AdWords 101

Advertising on Google...The Right Way

What is Google AdWords?

Google AdWords is Google's advertising program. AdWords lets you create simple, effective ads and display them to people already searching online for information related to your undertaking. So how is it possible to show ads only to the most relevant audiences? The answer is keyword-based advertising.

Google compiles paid advertising on the side of the page to draw users to advertised sites. You set up AdWords spending and only pay if users click on your ad. Often Google AdWords shows up as "Sponsored Links" at the right of your Google search. Different keywords may vary in price; Google helps to estimate the costs.

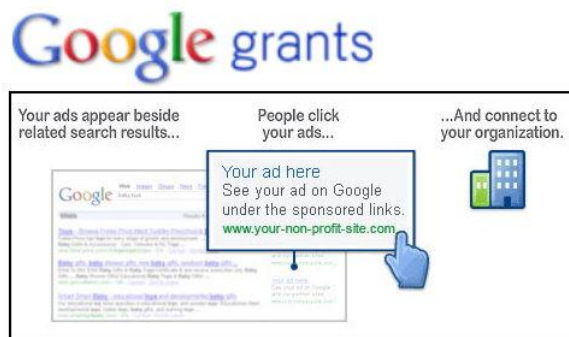
Find out more about Google AdWords at:
www.adwords.google.com

AdWords for non-profits

Google provides grants to non-profit organizations for free AdWords. Recipient organization may receive up to \$1,000 a month in free advertising on Google.com. To apply for a grant, visit www.google.com/grants/.

Your organization must have 501(c)(3) non-profit status by the United States IRS to be eligible. Additional eligibility requirements found here: www.google.com/grants/details.html#eligibility.

Illustration of Google Adwords at work for non-profits.



Google AdWords 101, continued

To Apply:

You need your organization's 3-digit NTEE code, and 9-digit Federal Tax ID.

Be prepared to explain how Google AdWords contributes to your organization and know your target audience. You will need to provide a sample ad (see guidelines below).

Ready to Start?

Here's Google's preferred format:

Text ads generally contain the following four lines:

- 1) *Headline - 25 characters, including spaces*
This title attracts users possibly interested in your products or services.
- 2) *Description - two lines up to 35 characters each, including spaces*
These two lines contain your product(s), service(s), and other details (like promotions). Content should be clear enough to communicate your intent and compelling enough to convince the user to click your ad and visit your site.
- 3) *Display URL - 35 characters, including spaces*
Lists the exact website the user visits if they click your ad.
- 4) *Destination URL - up to 1024 characters*
This is the actual page users land when they click your ad. This URL won't appear in the ad. Many advertisers link their ads to particular destination pages within their website, but use the simpler homepage as the display URL.

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