

Google Grants

INTRODUCTION

The Google Grants programme awards organisations with a unique in-kind online advertising account to help promote their website via Google AdWords. The grant can be used in a variety of ways including general outreach, fundraising activities and recruitment of volunteers.

Key Facts

AdWords is Google's online, self-managed advertising programme
Google will support not-for-profit organisations which serve the community

FUNDS AVAILABLE

The typical grantee receives approximately \$300 worth of advertising on Google.co.uk per month. However, the value of advertising that an organisation receives is dependent upon the performance of its ads in the programme and this is influenced by many variables including the number of times that people search on the keywords and whether searchers click on the ad.

GUIDELINES

Google advises that organisations should be aware of some important criteria regarding the programme:

- Organisations must have a website and ads must link to a page on that website.
- The keywords used must be relevant to your programmes and services.
- The website cannot display revenue generating ads while participating in Google Grants.
- The ongoing, active management of the advertising campaign is the responsibility of the organisation.

ELIGIBILITY

Organisations must be based in the UK and registered with the Charity Commission of England and Wales, the Office of the Scottish Charity Regulator or by the Inland Revenue to be considered for a Google Grant.

Grants are made to support organisations which serve communities in art, education, health, science and technology and volunteerism amongst other things.

DEADLINES

Applications can be made at any time.

CONTACT

For more information on this fund please contact:

Stephanie Tindal

Indigo Project Solutions Ltd

Tel. 0131 452 2031

stephanie@indigops.com