# What is a Google Ad Grant

# And does my charity need it?

## Introduction

Qualifying non-profits can access £7,000 per month to use for pay-per-click (PPC) ads that are shown in Google's search results. These can be used to raise awareness, attract donors or recruit volunteers.

This online webinar will outline Google Ads Grants and the considerations you need to make to decide if is the right tool for your organisation.

Following this webinar, we will be running an in-person full day workshop called 'How to use your Google Ad Grant' to ensure that those who have applied and been awarded the grant know how to use it effectively.

## Who is it for?

This webinar will only be available to staff from organisations that meet the Google Ad Grants eligibility criteria. You do not need to have existing digital marketing knowledge for this webinar, but your organisation must be registered with or recognised by relevant authorities as a registered charity or HMRC exempt charities or churches.

You are not eligible for Google Ad Grants if your organisation is:
    a.  A governmental entity or organisation
    b.  A hospital or healthcare organisation (charitable arms or foundations associated with healthcare organisations are eligible).
    c.  A school, academic institution or university (philanthropic arms of educational organisations are eligible).

## Workshop structure

- What is a Google Ad Grant?
- What are the benefits to my charity?
- How to identify keywords
- How do I apply?

Upon completion of this webinar, SMEs should feel comfortable in applying for a Google Ad Grant to support their marketing activity. SMEs that then successfully apply for Google Ad Grants will be further supported with a follow-up workshop.

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**Duration**

2 hours

**Dates**

Contact our Digital Skills team for upcoming workshop dates

**Timing**

Registration: 09:15

Session: 09:30 – 11:30

**Location**

Zoom Online Webinar

**Cost**
Fully subsided for Workforce for the Future registered SMEs

**Book your place**

Contact our Digital Skills team to book your place on the next workshop

**Contact**
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