

# Maximizing Impact with the Google Ad Grant

*Real Stories from the Field*

*AUGUST 2025*



# Meet Our Team

Presenter & Moderators



**Erin Mastrantonio**

*Chief Operating Officer*

Presenter



**Will Fair**

*Senior Account Manager*

Moderator



**Patrick West**

*Google Ad Grant Specialist*

Assistant Moderator

# What We Provide

With over 18 years of experience exclusively serving the nonprofit sector, Elevation is at the forefront of helping nonprofits enhance their online presence.



## Nonprofit Web Design

WordPress websites for all budgets, built on an agency framework of components tailor-made for nonprofit needs

## Website Maintenance

Premium hosting and support services to keep your site secure and up-to-date so you can get back to focusing on your mission

## Marketing Strategy

Holistic approach that encompasses social media, email newsletters, SEO, Google Ad Grants, and paid search strategies

## Brand Strategy

From brand refreshes to total overhauls, we offer logo redesigns, core messaging updates, and organizational renames.

# What is the Google Ad Grant?

\$10,000 in free Google search ads per month available to qualifying 501(c)(3) nonprofit organizations



## Eligibility

Cannot be a school/university, government institution, or healthcare facility. Must own unique website domain and pass site quality audit.



## Primary Uses

Brand awareness, promotion of mission-based programs and services, event registrations, donations, and more!



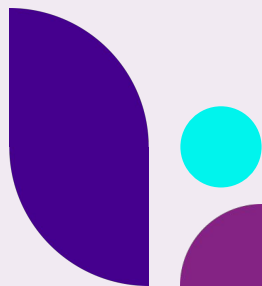
# Why this webinar, why now?

With nonprofits facing more funding uncertainty than ever before, now is the time to unlock low- and no-cost marketing strategies to relieve the pressure to do more with less.

ELEVATION



**Stay with us for a  
special offer!**



Unlock **two** bonus offers at the conclusion of the webinar to get started with your application or optimize your existing Ad Grant account.

# Live Poll #1

## Where Are You in the Ad Grant Process?

- Haven't applied yet
- Applying now
- Have the grant, but not running ads yet
- Running ads, but unsure how to optimize
- Actively managing & optimizing campaigns

# Meet The Panelists



**Crystal Boutiette**

*Sr. Director of Integrated Marketing and Comms  
Junior Achievement of  
Southern California*



**Maheen Chranya**

*Strategic Communications Manager  
Jeannette Rankin  
Foundation*



**Ted Jun**

*Director of Marketing & Communications  
Second Harvest Foodbank  
of Southern Wisconsin*



## Junior Achievement of Southern California

Junior Achievement of Southern California empowers students with real-world skills in financial literacy, career readiness & entrepreneurship, reaching 50K youth annually with hands-on, immersive programs across SoCal.



Jeannette Rankin  
FOUNDATION

*Transforming Futures Through Education*

## Jeannette Rankin Foundation

Inspired by our namesake, the first U.S. Congresswoman, the Jeannette Rankin Foundation awards grants to applicants who are working toward their first associate's or bachelor's degree, identify as women/nonbinary, are 35 and older, and demonstrate financial need — from all states and backgrounds.



## Second Harvest Foodbank of Southern Wisconsin

Second Harvest Foodbank of Southern Wisconsin exists to end hunger in southwestern Wisconsin. We operate hunger relief and food recovery programs with hundreds of partners across 16 counties to build nutrition security and food equity.

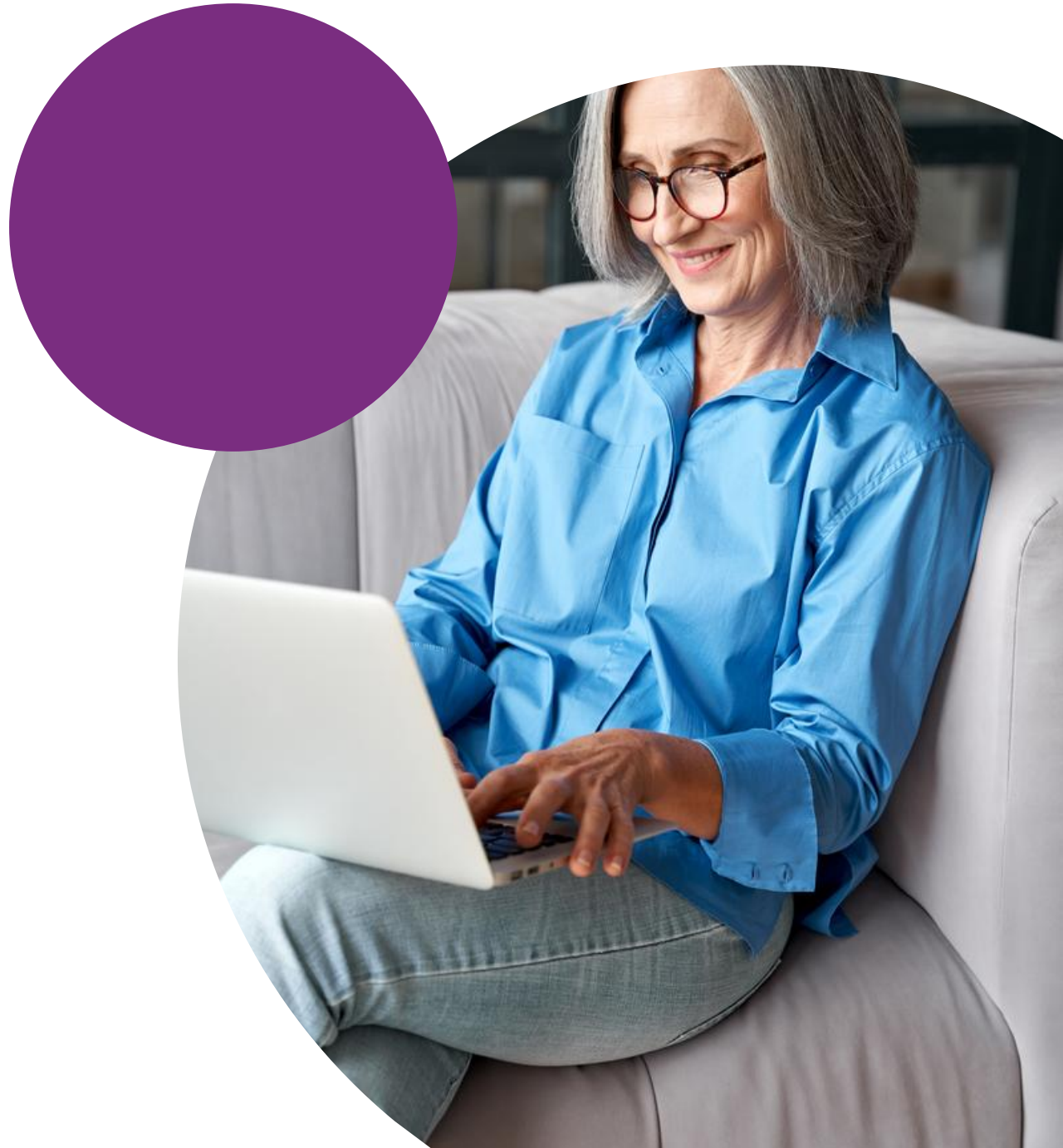
# Meet Their Missions

The causes that inspire our panelists to action

# Submit Your Questions Now

Use the chat to submit your questions for the panel, and we'll answer as many as we can live. Our moderators will also be responding to common questions as we go.

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**#1**

# Panel Discussion

What challenge were you trying to solve with the Ad Grant?

# Not A Silver Bullet

The Ad Grant is a tool that you must continually sharpen to be effective.

**\$300**

*Average Ad Grant spend  
per month<sup>1</sup>*

## Active Campaigns

Passive campaigns are a missed opportunity. Don't set it and forget it!

## Landing Page Updates

Don't just iterate on your ads! Pay attention to landing pages also for best results.





#2

# Panel Discussion

What kinds of campaigns have been most effective for you?

# Live Poll #2

What Is Your Typical Monthly Ad Grant Spend?

- Under \$1,000
- \$1,000–\$3000
- \$3,000–\$7000
- \$7,000–\$9000
- Above \$9,000

**#3**

# Panel Discussion

Can you share a specific outcome the Ad Grant helped you achieve?

# Live Poll #3

What Outcome Do You Want The Most?

- Increase brand awareness
- Grow donations
- Recruit volunteers
- Boost event registrations
- Other



**Businesses that create well-optimized landing pages can experience up to a **220% boost in conversion rates** compared to generic web pages.**

**Celeine Easdon-Smith, MBA**

Global Growth Specialist @ Firework





# Conversion Strategy Matters

The Ad Grant brings traffic—but it's up to your website and marketing team to convert that traffic into subscribers, members, volunteers, and donors.



**\$2.75**

## Search Ad ROI

Search ads deliver \$2.75 in return for every \$1 spent, compared to just \$0.50 for Meta and \$0.41 for X

[SOURCE](#)



**3x**

## Donation Multiplier

Multi-channel donors give 3x more, yet just 3% of nonprofits leverage multi-channel communications

[SOURCE](#)



**7-12**

## The Rule of Seven

The number of touchpoints it takes before a donation is finally made. Not all touchpoints should look and feel the same!

[SOURCE](#)

# When to Hire A Pro

How do you know when it's time to partner with an agency or Ad Grant consultant?

01

## Low Monthly Spend

You're spending under 30% of your available grant dollars each month

02

## Compliance Issues

Your ads have been deactivated due to website or ad policy violations

03

## Optimization Uncertainty

You're still not seeing results after 3 months and/or you're unsure what's working and not working



# What to Look For in an Agency

Not all Ad Grant managers are equal. Look for partners with deep experience, strong analytics chops, a holistic strategy, and proof they've done this successfully for other nonprofits.



## Experience is Everything

Make sure the agency is Google Ads Certified and has \$500k+ under active management



## Holistic Approach

If they plan to focus only on the Ad Grant and no other channels, look elsewhere



## Continuous Monitoring

They should take an iterative approach and conduct regular check-ins with your team



## Analytics Capabilities

Look for a team with a strong grasp of Google Analytics and Tag Manager



## Proof of Impact

They should be able to show real case studies for missions similar to your own

# Open Q&A

Selected questions submitted in the chat

# A Special Offer For You

Take a positive step forward today and launch your nonprofit to the next level



## Free Application Assistance

Complimentary audit of your website to look for barriers to approval, followed by completion of your application by our team.



## 50% Off Your First 3 Months

Try out one of our professional management plans at half the cost! Only available to the first 5 organizations who sign up, so act now.

# Let's Get In Touch

Book a free consultation to chat about the Ad Grant or any other marketing need you currently have.



**Ad Grant Consultation**

 [Click to book](#)

**Website Consultation**

 [Click to book](#)

**Marketing Consultation**

 [Click to book](#)

**Thank You!**

