



Google Ads & Campaigns for Nonprofits



How to Reach More Donors,
Volunteers, and Supporters



Presented By:
KRISTY MORRIS



Your Host

KRISTY MORRIS

Chief Marketing Officer | Sneakers4Good

Back in my day: I wore JNCO jeans and used dial-up internet just to get on AIM.

Career path: Bartender turned Visual Merchandiser turned Social Media Strategist turned Brand Consultant turned Chief Marketing Officer.

Best at: Storytelling, creative taglines, having an eye for design and turning every occasion into a party.



Overview: Today's Topics



Google Ad Grants

Google Ad Grants makes it easy to launch effective campaigns, with advertising solutions designed for nonprofits of all shapes and sizes.

Google Ad Basics

Ads still matter today. More visibility. More donations. More volunteers. That's what comes from sharing your message with the people who are most likely to engage.

Google Analytics

Measuring ad performance is the most important thing you can do to gauge success as well as reviewing landing pages and campaigns that actually convert. We're not just throwing money at a wall.





Google Search Has Changed

Google Search is changing rapidly.

People are now discovering nonprofits through:

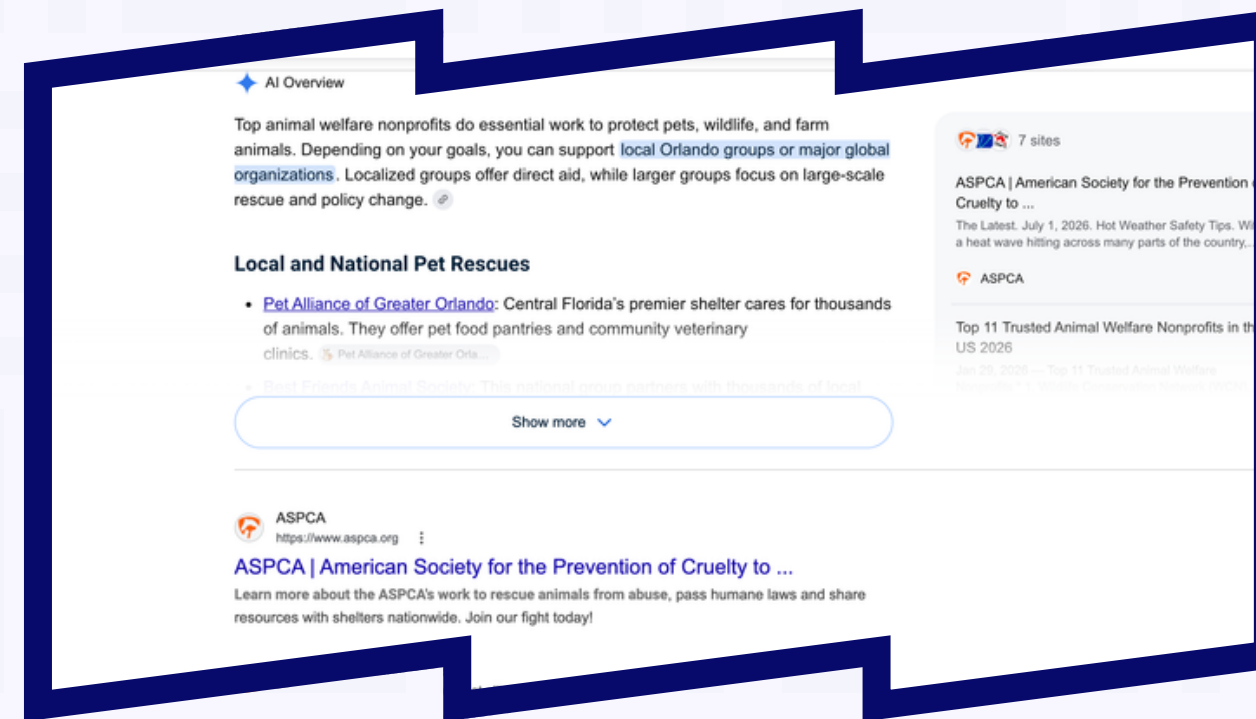
- Google Search
- Google AI Overviews
- Google Maps
- YouTube
- Voice search
- AI-powered search assistants

If people cannot find your organization online, they cannot support it.



Organic Search vs Google Ads

Organic SEO



Organic SEO

- Free
- Long-term
- Builds authority

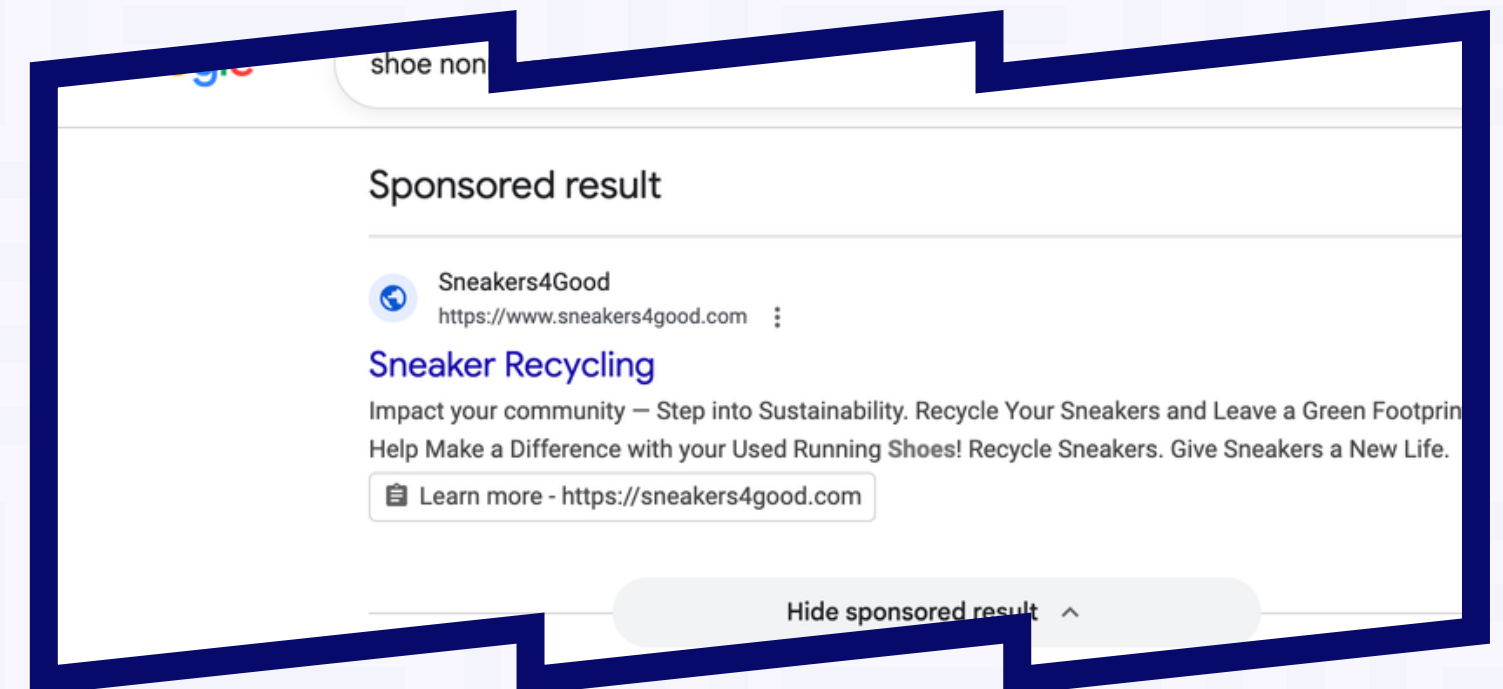
Google Ads

- Immediate visibility
- Great for campaigns
- Great for events
- Great for fundraising

The BEST strategy uses both!



Google Ads





Google Ad Grants

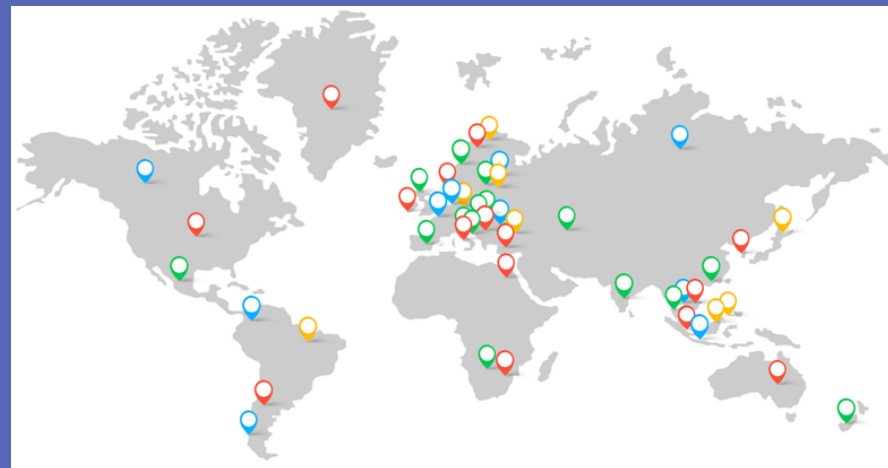
5 Steps to Apply for Google Ad Grants

Eligible nonprofits can get up to \$10k/month

Before You Apply

Make sure your nonprofit has:

- A secure website (HTTPS)
- Clear information about your mission
- Donation or volunteer opportunities
- Contact information
- Privacy policy
- Original, helpful content



Google reviews your website as part of the approval process, so a strong website significantly improves your chances of success.

Step 1

Confirm your nonprofit is eligible

- Verify your organization qualifies for Google for Nonprofits.
- Make sure your nonprofit is based in a country where Google Ad Grants is available
- Ensure your website meets Google's quality requirements (secure, content-rich, and mission-focused).

Next Steps for

Google Ad Grants

1. **TechSoup is no longer the U.S.**

verification partner. For U.S. nonprofits, Google now uses Goodstack to verify nonprofit eligibility for Google for Nonprofits. Older materials referencing TechSoup for U.S. verification should be updated.

2. **The activation process has been**

streamlined Google no longer emphasizes the separate "eligibility form" and "confirm eligibility form completion" steps the way it did in previous years.

Step 2

Apply for Google for Nonprofits

Create your Google for Nonprofits account and complete nonprofit verification through Google's validation partner.

Step 4

Set Up Your Google Ads Account

Google will create your Ad Grants account and guide you through the remaining setup steps, including accepting invitations and configuring required account settings.

Step 3

Activate Google Ad Grants

Once approved for Google for Nonprofits, select Google Ad Grants from your dashboard and begin the activation process.

Step 5

Launch Your First Campaign

Build your campaigns, set up conversion tracking, and begin using your monthly Google Ad Grant to promote your mission.

 <https://www.google.com/grants/get-started/>



Building Campaigns That Actually Convert



Build Better Campaigns

Start with Goals



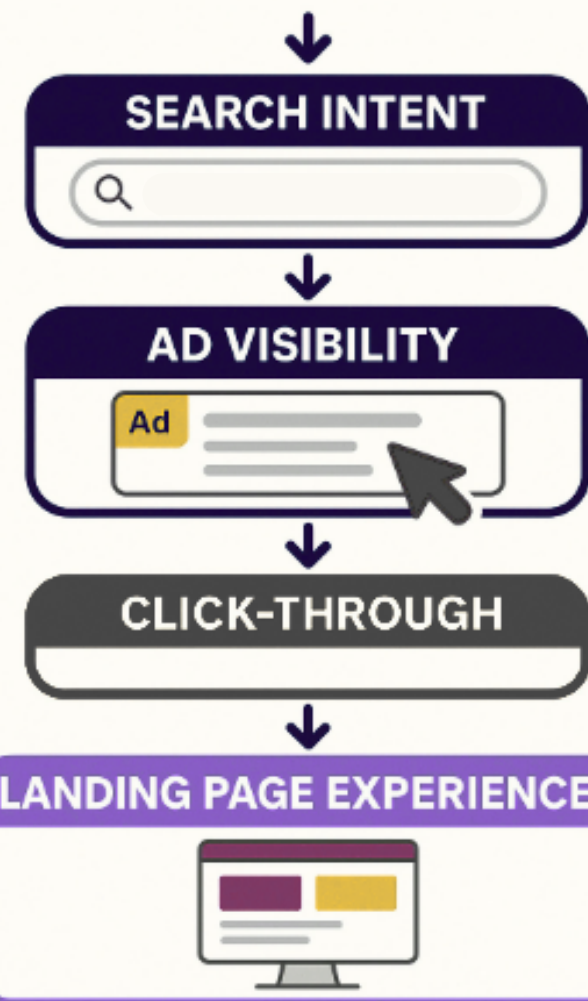
Don't start with keywords. Start with outcomes.

The Search Journey

Search
↓
Ad
↓
Landing Page
↓
Conversion
↓
Stewardship



CUSTOMER JOURNEY FROM LOCAL GOOGLE SEARCH TO CONVERSION



Examples:

- ✓ Donate
- ✓ Volunteer
- ✓ Register
- ✓ Subscribe
- ✓ Download

Keyword Research

AI is Changing This Up

Keyword Research

This is a part of SEO & ad building: creating an extensive list of keywords that you would like a website to rank for. To build this, dig into your desired audience. What search terms do people type into Google when looking for your service, or organization? With this list, you can create content that will attract more, high-quality traffic to your site.

Use your brand name and related services along with localized keywords. Keep in mind the average person is now asking Google and search engines questions.

 Google has a built-in Keyword Planner that helps.

Keywords

Keywords

Negative keywords

URL inc

+

Y¹

Keyword status: Enabled, Paused

☐	☒	Keyword	Match type
☐	☒	fundraising	Broad match
☐	☒	fundraising products	Broad match
☐	☒	raising funds	Broad match
☐	☒	fund raiser	Broad match
☐	☒	fundraising ideas	Broad match
☐	☒	non profit fund raising	Broad match
☐	☒	fundraising tips	
☐	☒	fund raising program	
☐	☒	school fundraising ideas	
☐	☒	charity employment	
☐	☒	fundraising companies	

☐

Negative keywords ↑

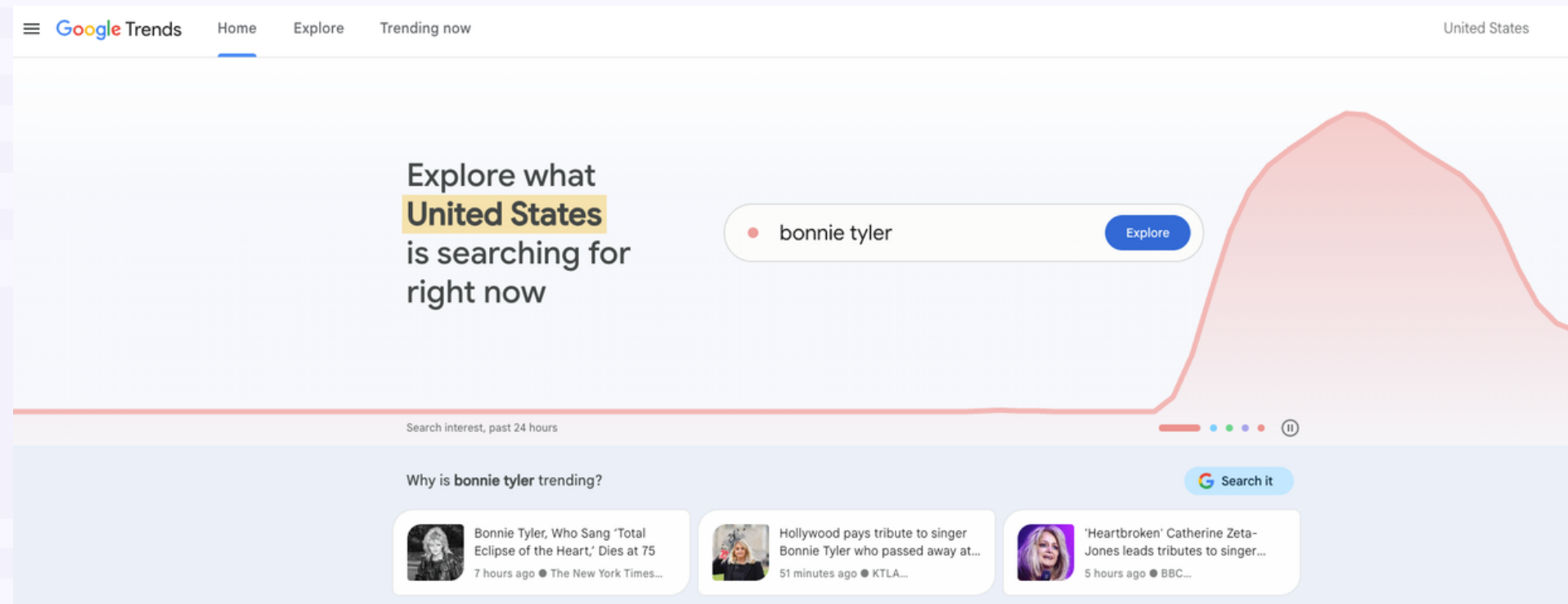
	Match type
☐ [501 c 3 nonprofit selling shoes online]	Exact match
☐ [501c3 rules for fundraising]	Exact match
☐ [503b charity looking to fundraise with alex and ani]	Exact match
☐ [99 cent only stores 45 and tidwell houston tx]	Exact match

Use both short and long-tail keywords.

Negative Keywords

Also prepare a negative keyword list too. These are keywords that you don't want your nonprofit ad to be displayed on. This allows you to eliminate the searches from people who are not looking for your organization or its programs.

New Keyword Research Tools



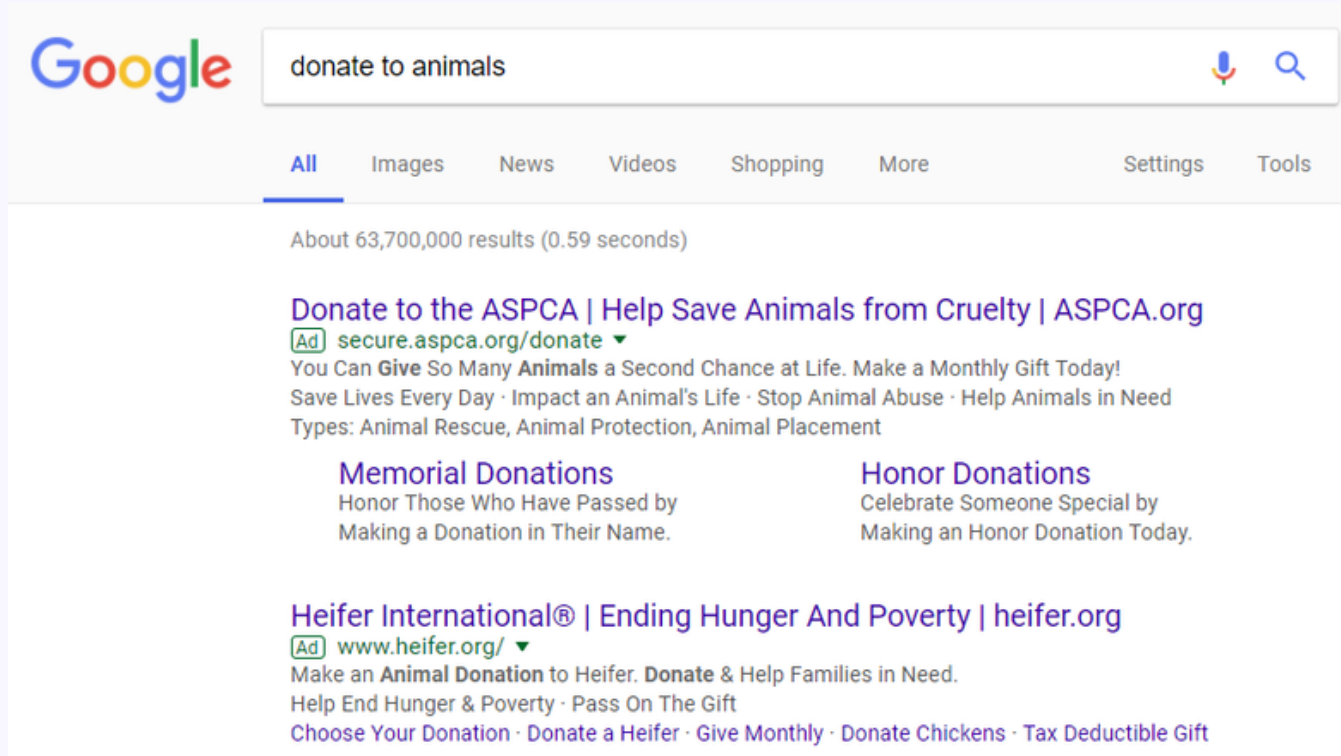
AI can help brainstorm keywords, but Google data should validate them.

Tools to Check Out

- ✓ Google Keyword Planner
- ✓ Google Trends
- ✓ AnswerThePublic
- ✓ Claude
- ✓ Google Search Console
- ✓ People Also Ask

AnswerThePublic by NP digital

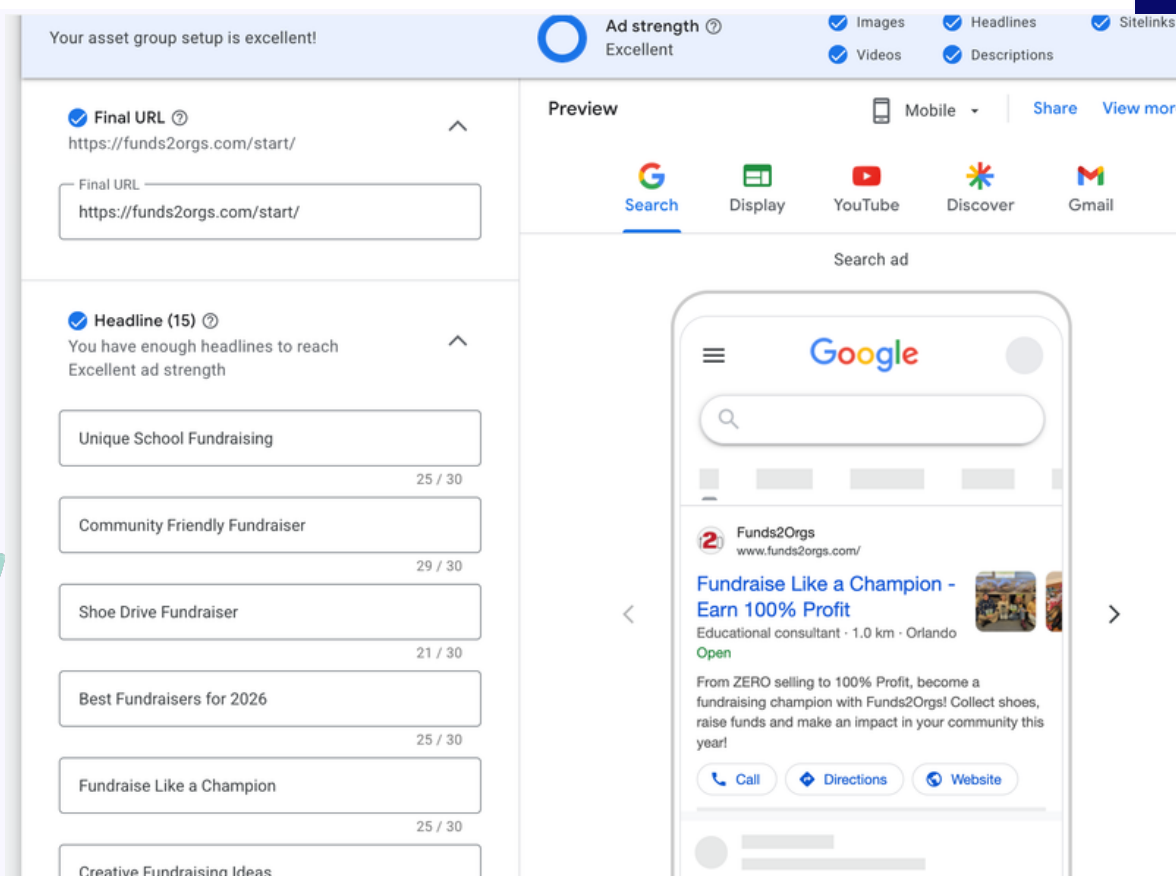
Creating a Campaign



Create a Search or Performance Max Campaign

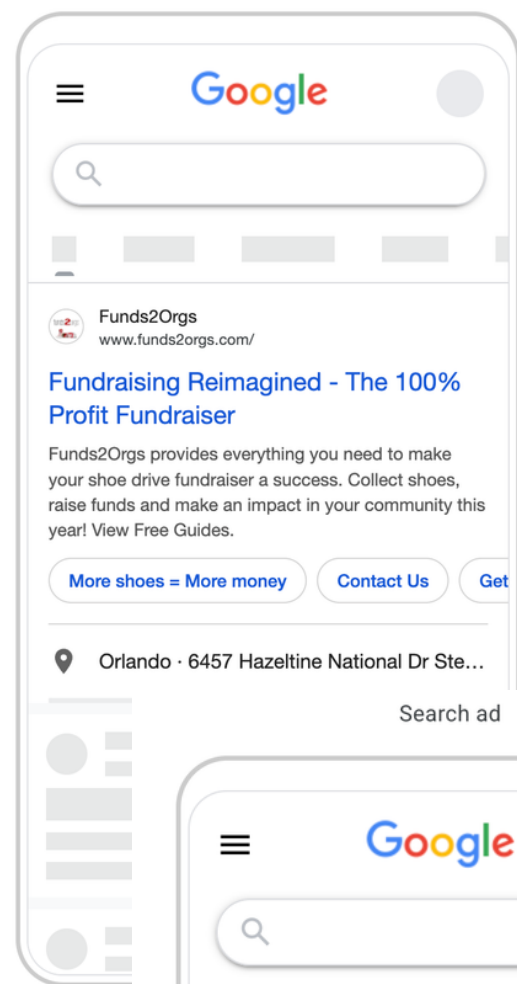
- Once choosing a clear goal, first build a Search Campaign, these are text-based ads for when people search topics related to your mission.
- Next create an Ad Group for each of your segments/audiences.
- Send visitors to a focused landing page related to that segment. Every ad should have: one clear message, one CTA, fast load times and a mobile-friendly design.
- Example goals: Drive donations, Recruit volunteers, Build your email lists by promoting newsletter sign-ups or educational downloads.
- P-Max Campaigns: AI-powered and does not require specific keywords. Instead defines target audience and Google automates the ad placement across Search results and Google Maps. This is why your location is important in targeting!

P-Max



Ad Examples

Search ad



Search ad

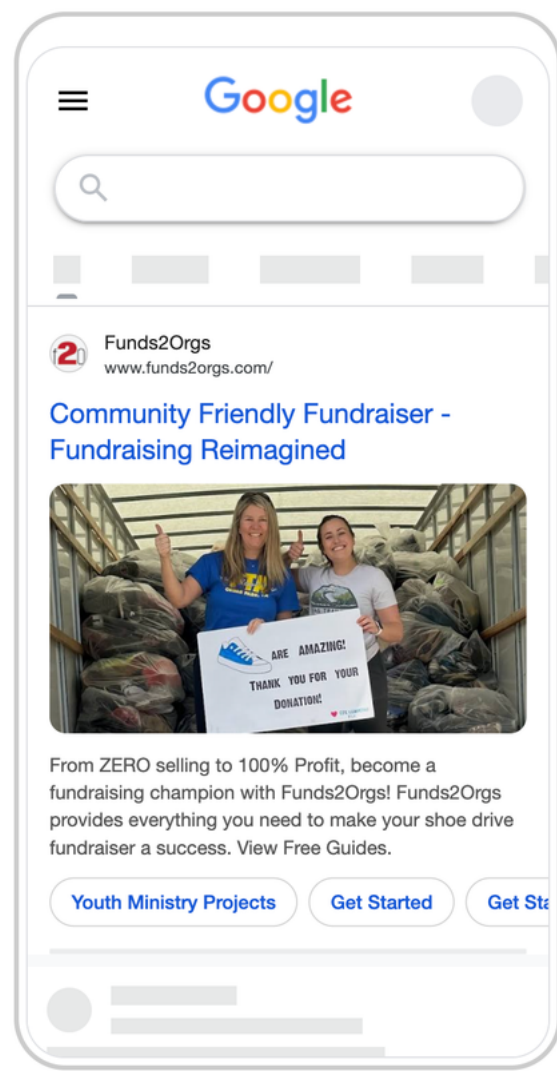
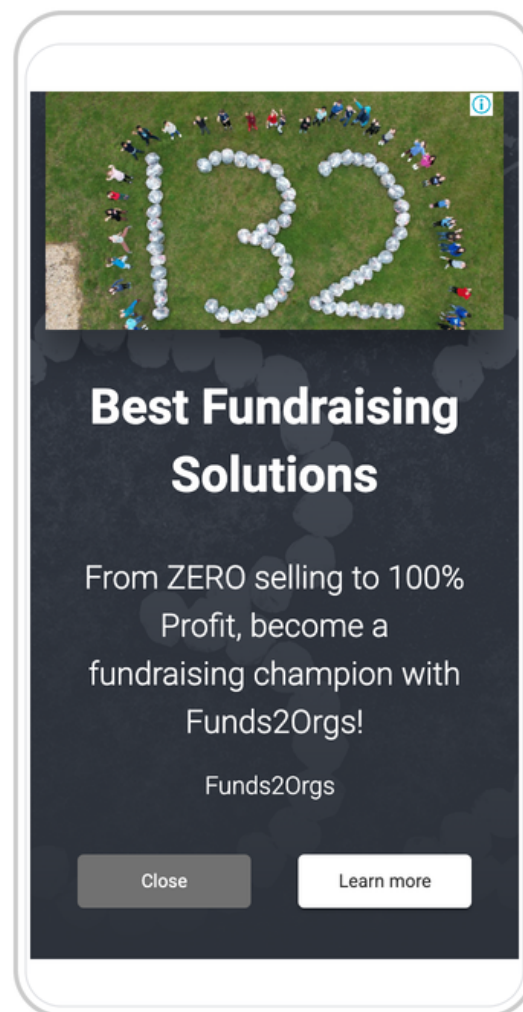


Image display ad



Search ad

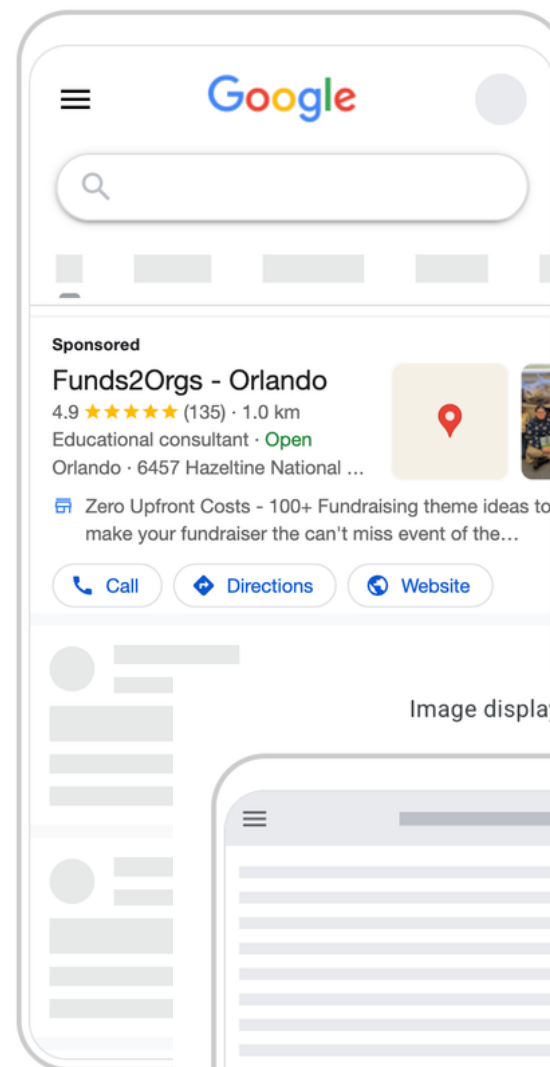


Image display ad

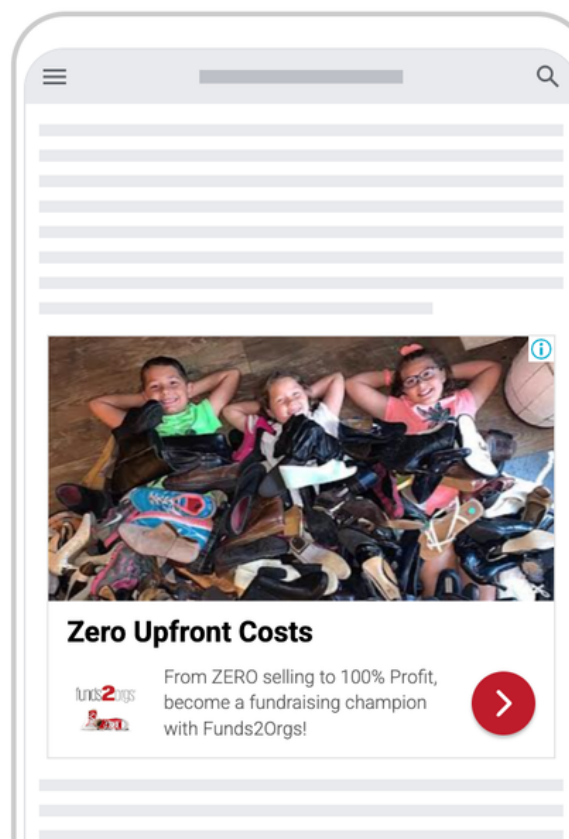
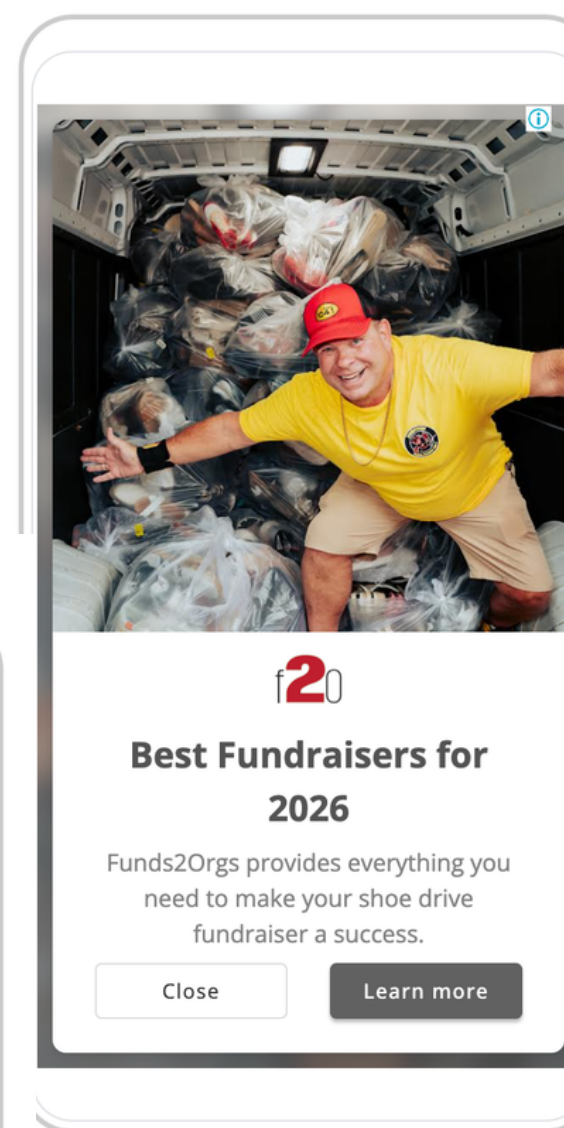
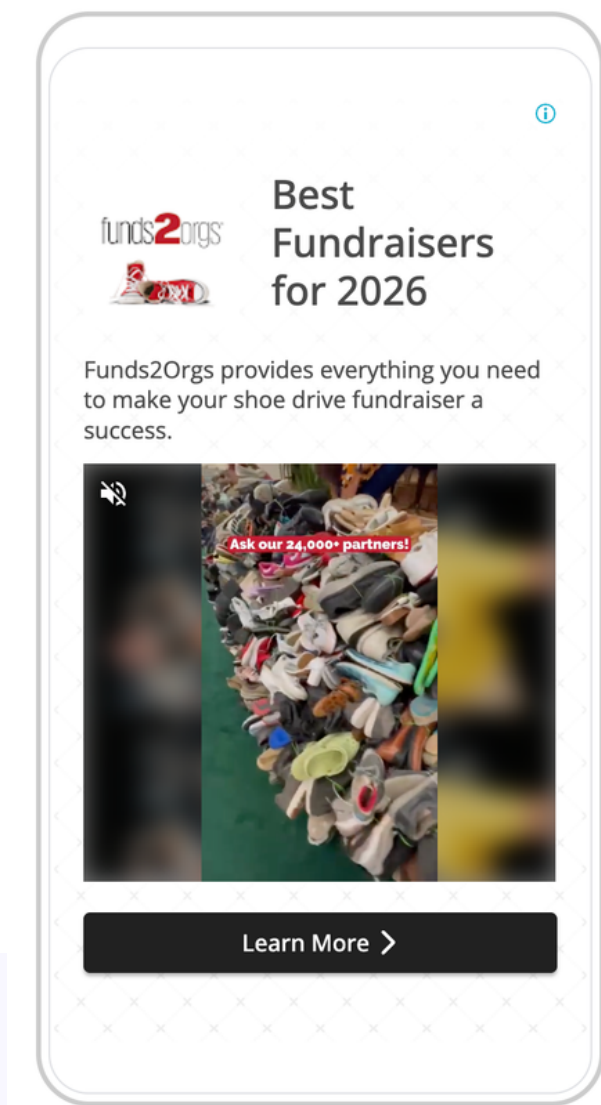


Image display ad



Video display ad





Landing Pages Matter More Than Ads

Most nonprofits improve ads. Few improve landing pages. Review your landing pages, quarterly and annually to optimize.

Page Checklist

- Headline (H1)
- One CTA
- Trust signals
- Impact numbers
- Testimonials
- Fast load time
- Mobile-first

CTA

Call To Action

Have a clear tagline or title and ensure your logo is visible. Speak directly to the audience who will click on your ads. Additional links off your site should be minimal and not on any main pages.



Testimonials

Social Proof

Have at least one image or graphic to provide a visual element to the page. When designing a page or working with a developer think about customer behaviors, how they would navigate and how this would look on a phone.

Clear Objective

When directing people to a certain landing page, it's important that the copy and objective of that page matches your keyword and ad copy. This ensures that you're accurately reflecting what was promised in your ad.



Conversion Tracking

Utilizing Both Google Ads & GA4

Track:

- Donations
- Volunteer forms
- Newsletter signups
- Downloads
- Phone calls

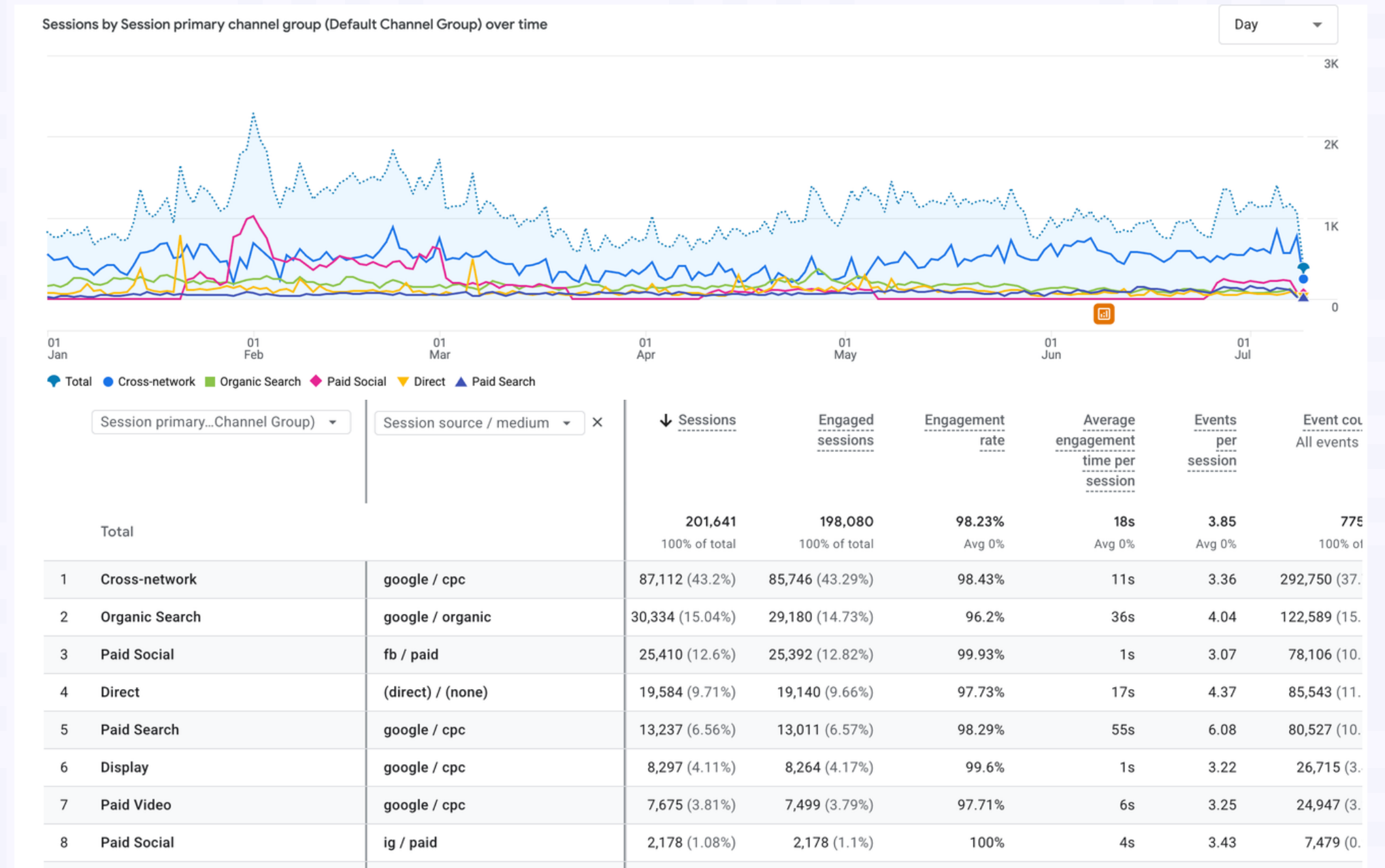
Don't chase Clicks & Impressions.

Instead focus on:

- Conversions
- Cost per conversion
- Donation value
- Volunteer signups
- Engagement

Google Analytics

Traffic to website based on the Session source / medium



AI in the Fundraising Funnel

Prompt: Improve Donation Page Copy

Role: You are an expert nonprofit copywriter and behavioral strategist who specializes in improving donation page conversion while maintaining trust, clarity, and mission alignment.

Objective: Rewrite and optimize the donation page copy to increase conversions while keeping the tone warm, clear, and community-focused. The goal is to help donors quickly understand the impact of their gift and feel confident taking action.

Details

- Keep language at a 7th to 9th grade reading level
- Remove friction, confusion, or unnecessary wording
- Clearly explain what the donation supports
- Emphasize impact in simple, tangible terms
- Reinforce trust and transparency
- Keep the tone human, supportive, and non-pushy
- Avoid guilt, pressure, or overly emotional manipulation
- Include a clear and low-stress call to action
- Ensure the page is easy to scan for mobile users



What to Improve

- Headline and opening message
- Impact statements tied to donation amounts
- Call to action language
- Trust-building elements (transparency, credibility)
- Flow and readability

Examples of Direction

- Replace vague phrases like “make a difference” with clear outcomes
- Turn long paragraphs into short, scannable sections
- Use phrases like “Here’s what your support makes possible”
- Include simple impact anchors like “Every bag collected helps...”

Sense Check

Before finalizing, ensure:

- The copy feels like it is written for a real person, not a campaign
- The impact is easy to understand within seconds
- The donor feels invited, not pressured
- The page builds confidence and trust



Resources for Every Step

Google Ad Grants

- Google for Nonprofits
- Google Ad Grants Help Center
- Google Skillshop

SEO & AI Search

- Google Search Central Documentation
- Google Search Quality Evaluator Guidelines
- Semrush State of Search
- Ahrefs Blog
- Search Engine Journal



Search Trends

- Google Search Central
- Google I/O 2025 announcements
- SparkToro
- HubSpot State of Marketing Reports
- NP Digital Search Trends

Keyword Research

- Google Keyword Planner
- Google Trends
- Search Console
- AnswerThePublic
- Claude

Analytics

- Google Analytics 4
- Looker Studio
- Google Tag Manager





Q & A

Get your questions ready...

It's almost time for our Giveaway and a lil Q & A!



Who Is

funds2orgs™

Who We Serve:

- Schools and education groups
- Nonprofits and civic groups
- Animal rescues and service animal groups
- Faith-Based organizations, churches, and mission travel groups
- Adoptions, families, and individuals

As a global social enterprise with headquarters in Florida, we support 4,000 families of micro-enterprise partners in the reuse economy across 20+ developing countries worldwide.



What is a Shoe Drive Fundraiser



A creative, non-traditional fundraiser in which your organization can raise funds without asking your supporters to open their wallets. Get paid to collect gently worn, used or new shoes from your community!

What you get:

- A 100% profit fundraiser with no out-of-pocket costs
- Collection materials, flyer templates, social media posts, and more!
- A fundraising coach to help you with every step of the way.
- A check within 2 days of receipt and processing at our warehouse.
- A sustainable, feel-good fundraiser that supports your group, local community, and communities all over the world. It's a WIN-WIN!

**SHOE DRIVES CREATE OPPORTUNITIES
LOCALLY THAT IMPACT PEOPLE GLOBALLY.**

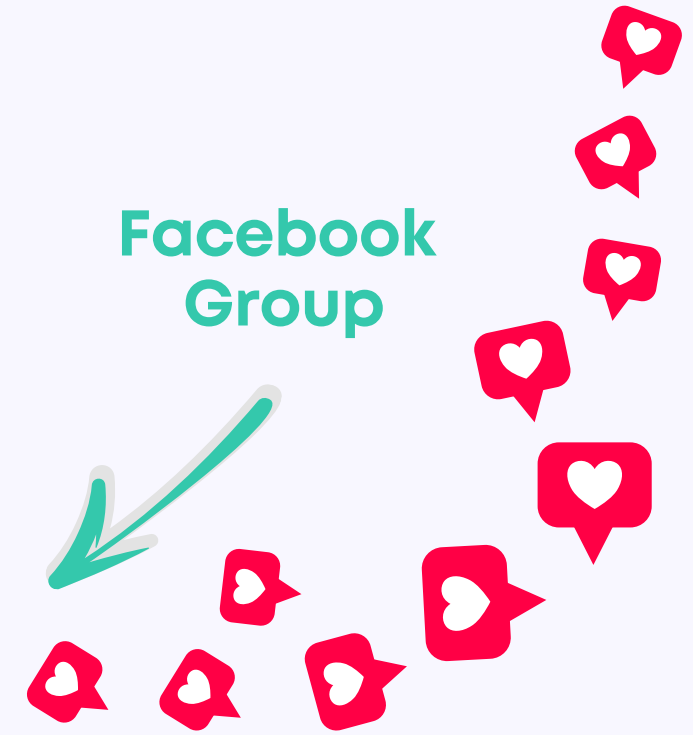
funds**2**orgs™



THANK YOU 
for Watching Our Webinar!



Facebook
Group



@funds2orgs

Visit Us at

funds2orgs.com

to learn more or speak to our fundraising
coaches today by calling 407-930-2979 and
hear all about a FREE, 100% profit fundraiser!

