

Increase your non-profit's reach with Google Ad Grants

Google Ad Grants is a programme offering eligible UK charities up to £8,000 per month in free advertising to help them promote your mission.

The ads can be used to attract volunteers, drive memberships, increase donations, and raise awareness.

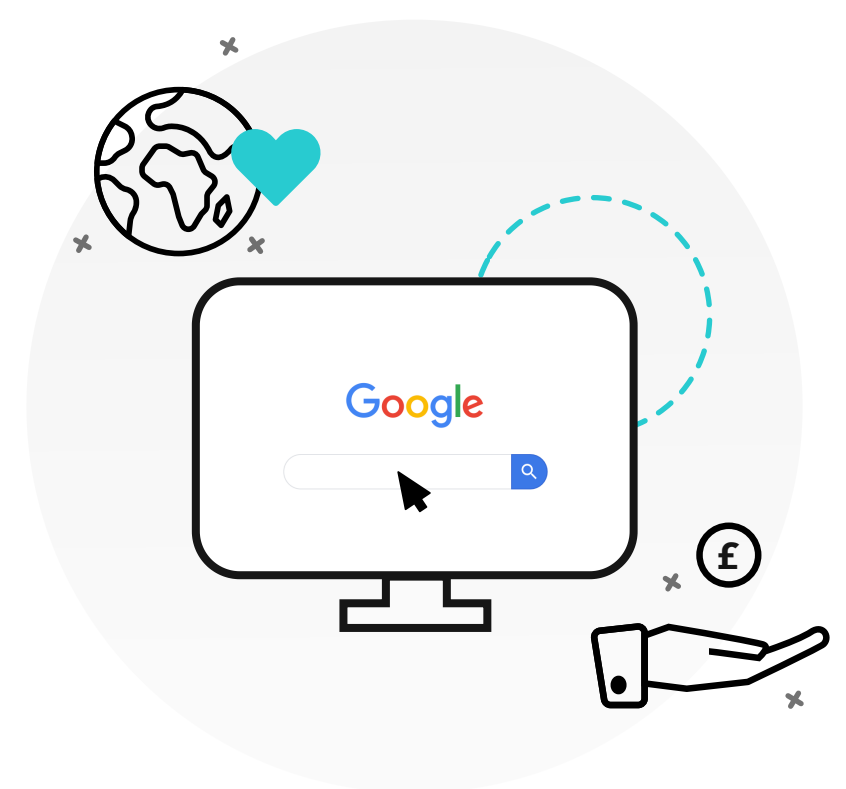
Google AdGrants

What is it?

Google Ad Grants works just like Google Ads, displaying text-based ads to people in Google search results, but without having to pay for the clicks.

To qualify for the Grant, your organisation must hold a valid charity status and have a quality website.

If you qualify, you'll receive £8,000 in Google Ads in-kind advertising every month to promote your mission with your target audience. The more frequently your ads appear on Google, the more your audience will be aware of your cause, which can translate into increased donations, volunteers, members — the lifeblood of every non-profit.



Application process

We will guide you through the application and account creation until you're eligible for the Grant.



Making the most of the available free budget

We will ensure the account meets all Google requirements in order to stay qualified and keep earning the free monthly allowance.



Customised Dynamic Dashboard

We will create a dashboard to give you a precise view into your Google Ads performance and insight into driving the wider business objectives.