

Google Ad Grants for ATD Chapters

Setting up the Account

To begin, you need to sign up for Google for Nonprofits. Hopefully, your chapter has already done this. If not, you can learn more about the steps to complete that process here:

<https://www.google.com/nonprofits/>.

Once your chapter is setup with a nonprofit account, you can enroll in the Google Ad Grants program. You can review the steps here: <https://www.google.com/grants/how-to-apply/>.

Make sure to select AdWords, not AdWords Express. It will allow you to create better ads for your audience. Also, make sure that you **do not enter a credit card** when prompted for billing information; this program is free up to \$10,000/month, and it is unlikely you will hit that amount.

If you run into any issues, contact Google for support. They are very responsive. When I was setting up the account, I could not get passed a prompt for a credit card. I contacted support, and they called me back the same day.

For specifics on setting up ads, see the attached PDF.

Learning Google AdWords

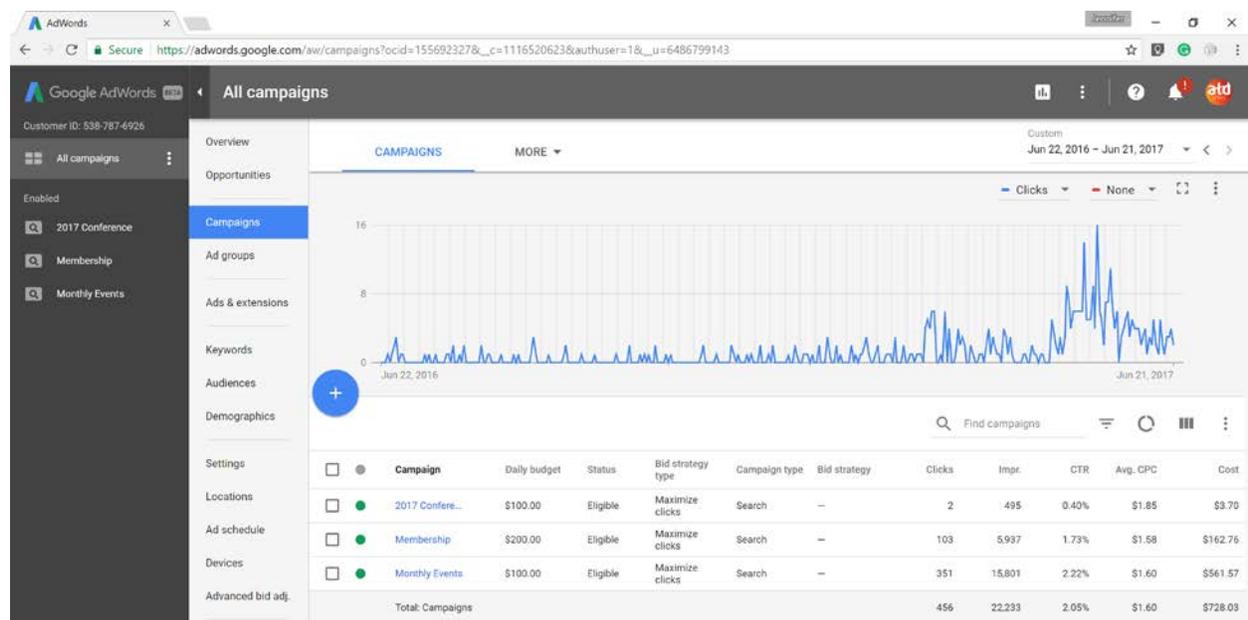
Google has many resources to help you use AdWords effectively. Here's a good one to start with:

<https://support.google.com/adwords/answer/6146252>.

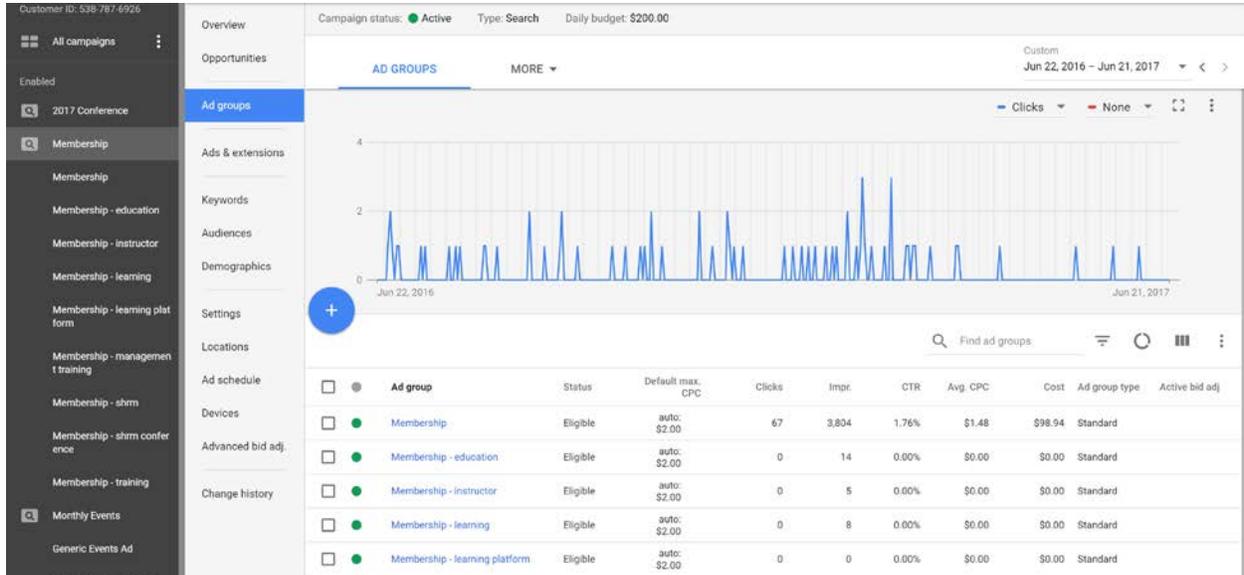
You can also find courses on Lynda, Udemy, and other sites.

Setting up Ads

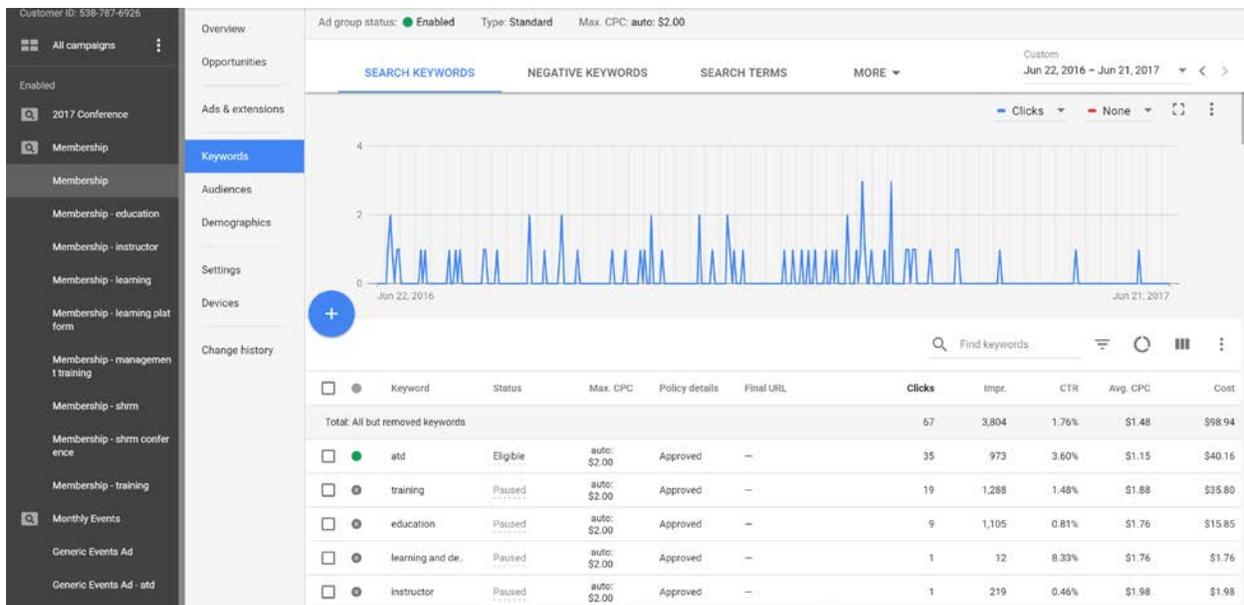
To get started, think about the big picture items you want to promote in your ads. We focus on membership, monthly events, and our annual conference. I set these up in our account as campaigns. Select Campaigns, and then click the big blue plus sign to create a new campaign.



Within your campaigns, you then set up ad groups. Your ads will go inside these groups. For our monthly events, I set up a general group and then groups for the next two to three events. For our conference, I set up a general group and then groups for our tracks and keynote speakers. For membership, I have a general group and then groups for different roles.



You setup keywords at the ad group level. All of the ads you build in this group will use these keywords. If you use Google Analytics, you can start with common keywords people use to find your site.



As your ads run, Google will make suggestions for how to improve your ads, and these can also be useful. They will appear in the AdWords interface as a notification.

Click Ads & extensions to view and create your ads within the selected ad group. Google periodically changes their ad formats and the AdWords interface, so make sure to check their documentation for the latest information.

The screenshot shows the Google AdWords interface for a campaign named 'Membership'. The 'Ads & extensions' tab is selected, showing a 'New text ad' form. The form includes fields for Final URL (www.utahastd.org/Membership), Keywords (ATD Utah), Headlines (ATD Utah, Connect and Develop), Display path (www.utahastd.org / Membership / Path 2), and Description (Join the local Association for Talent Development chapter). A mobile preview of the ad is shown on the right, displaying the text 'ATD Utah - Connect and Develop' and 'www.utahastd.org/Membership'. Below the form is a table of existing ads.

Ad	Status	Ad type	Clicks	Imp.	CTR	Avg. CPC	Cost
ATD Utah Connect and Develop www.utahastd.org/Membership Join the local Association for Talent Development chapter	Approved	Expanded text ad	2	133	1.50%	\$1.30	\$2.60
ATD Utah www.utahastd.org/Membership	Paused	Expanded text ad	0	0	0.00%	\$0.00	\$0.00

Set up a few different variations on your ad to see what gets more views and clicks. Different headings, formats, or language will get different responses.