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| **Chapter Name** | Utah ATD |
| **Chapter Number (ex. CH0000)** | CH8031 |
| **Chapter Location (City, State)** | Salt Lake City, UT |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Jennifer Milner |
| **Email Address:** | [vpsocialmedia@utahastd.org](mailto:vpsocialmedia@utahastd.org) |
| **Phone Number:** | (801) - 867 - 0356 |
| **Chapter Board Position:** | VP Social Media |
| **Chapter Website URL:** | [http://utahatd.org/](http://enotification.td.org/track/click/30530608/utahatd.org?p=eyJzIjoidXh0TEdIbFVBZTI0alE2MEZiOXBFQUFjSHpJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdXRhaGF0ZC5vcmdcXFwvXCIsXCJpZFwiOlwiOTY5MTNjMjU4NzIzNDk5MWE1NDU1MTM4Mjc5ZmU1ODhcIixcInVybF9pZHNcIjpbXCIzOTJlOWY0YTQ4YWQyNzIxMDZiMTcxZTY2MGJlNTVhODNlMmVmODFlXCJdfSJ9) |
| **Submission Title:** | Using Google AdWords to Promote Your Chapter |
| **Submission Description:** | Using Google Ad Grants for nonprofits to promote ATD chapter events and membership |
| **Need(s) Addressed? Please be specific.** | Promoting chapter membership and events |
| **What is your chapter's mission?** | Utah ATD engages its membership to create a community of learning professionals; foster personal and professional growth opportunities; and provide relevant programs, networking, and resources by incorporating cutting-edge technology tools and strategies, timely information, and best practices |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | It helps us build our community with new potential members and event attendees. |
| **National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.** | It helps promote awareness of ATD and its offerings to L&D professionals in Utah. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | L&D professionals in Utah |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)** | Google provides eligible nonprofits with up to $10,000 in of in-kind AdWords advertising each month. If your chapter is a 501c3, you should be eligible. You can learn more on the Google Ad Grants page: <https://www.google.com/grants/>. |
| **How did you implement: (please give a brief description)** | To begin, you’ll need to have already signed up for Google for Nonprofits. 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 don’t enter a credit card when prompted for billing information; this program is free up to $10,000/month, and it’s unlikely you’ll 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 couldn’t 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. |
| **What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)** | Over the last year, we received $1,250 in free advertising. Our ads have been seen 32,743 times and clicked 810 times. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Make sure to setup a Google AdWords account, not an Express account. It has a steeper learning curve, but it will give you more options to tailor your ads to your audience. Google has a lot of 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.  We have campaigns set up for membership, monthly events, and our annual conference. I’ve included some screenshots in the attached PDF. Since the nonprofit accounts are free, the stakes are pretty low for playing with different keywords. Get creative, and see what works. |
| **Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):** | Many other chapters use Google for Nonprofits, and it’s a great resource. |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [SOS Google AdWords.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiOGVmRkxpaEdVRldWNmlDMTFrQ0NlMFFmbTVnIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNalFtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI5NjkxM2MyNTg3MjM0OTkxYTU0NTUxMzgyNzlmZTU4OFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS from another Chapter Leader |
| **Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Request for Proposals (RFPs) open in May of each year at** [**td.org/alc**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiQTYtbnBjUkFDWGlnSXM1RlY2RzdpTzZMN1o0IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjk2OTEzYzI1ODcyMzQ5OTFhNTQ1NTEzODI3OWZlNTg4XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | No |