

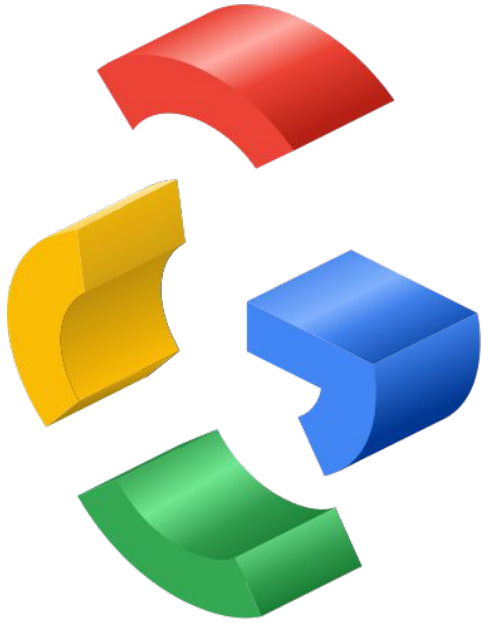


NONPROFITMEGAPHONE

The Google Ad Grant

Maximizing the Value for Your
Nonprofit

Beginning at 1pm CT // 2 PM ET



What is the Google Ad Grant?

How Can it Help My Nonprofit?

do i have copd



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About 52,400,000 results (0.75 seconds)

Do You Have COPD? · Take Our Screener Today

[Ad](#) www.copdfoundation.org/

It Takes Less Than One Minute To Find Out If You're At Risk For **COPD**. Take Our Five-Question Risk Screener Today. Breathe Better Tomorrow. Take Action Today. Locations: Washington-D.C., Miami.

[About Us](#) · [Contact Us](#)

COPD or Alpha-1? · Know The Signs · alpha1.org

[Ad](#) www.alpha1.org/copd

About 3% of people diagnosed with **COPD** may **have** Alpha-1. Read the signs & what to **do**. Those with **COPD** **should** be tested for Alpha-1 as it is often times misdiagnosed. Learn more. See Our Resources. Find Support. Find An Alpha-1 Doctor. We Aim To Find A Cure.

[Find Alpha-1 Specialists](#) · [Donate](#) · [Contact Us](#) · [Alpha-1 Education Days](#)

COPD symptoms often don't appear until significant lung damage has occurred, and they usually worsen over time, particularly if smoking exposure continues. Signs and symptoms of **COPD** may include: Shortness of breath, especially during physical activities. Wheezing. Apr 14, 2020



This ad appears at the top of the Google search results in response to the query “do I have COPD”

Chronic obstructive pulmonary disease

Also called: COPD

[OVERVIEW](#)

[SYMPTOMS](#)

[TREATMENTS](#)

[SPECIAL](#)

Requires a medical diagnosis

Symptoms include shortness of breath, wheezing, or a chronic cough.

People may experience:

Cough: can be dry or with phlegm

Respiratory: frequent respiratory infections, shortness of breath, wheezing

Whole body: fatigue or inability to exercise

Also common: chest pressure

For informational purposes only. Consult your local medical authority for advice.

Sources: Mayo Clinic and others. [Learn more](#)

RELATED CONDITIONS



end polio



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About 20,900,000 results (0.45 seconds)

Ad · www.endpolio.org/ ▼

Rotary Foundation · End Polio With Us

We've Reduced The Number Of **Polio** Cases By 99.9%. Help Us Save More Lives! **End Polio** For Good. Your Donation Is Tripled. Learn About **Polio**. Highlights: Resource Center, Newsletter Available.

End Polio Home

With your help,
we can end polio for good.

News & Stories

Read how we help keep
India Polio-free.

Donate

Donate to end polio.
Your contribution will be tripled.

What Is Polio?

Learn about the disease
that affects kids under 5.

Google
Grant Ad





service dog sully



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About 2,980,000 results (0.55 seconds)

Ad · www.vetdogs.org/ ▾ (631) 930-9000

Sully The Service Dog · President Bush's Service Dog

Read The Story Of **Sully** And How He Helped President George H.W. Bush Until His Last Days. In June 2018, We Placed A Specially-Trained **Service Dog**, **Sully**, With President Bush. **Service Dogs** For Vets. All **Services** Are Free. **Dogs** For First Responders.

FAQ's

Have questions about our service dog program? Read our FAQs!

Home

We provide service dogs for vets & first responders at no charge.

[en.wikipedia.org](http://en.wikipedia.org/wiki/Sully_(dog)) › [wiki](#) › [Sully_\(dog\)](#) ▾

Sully (dog) - Wikipedia

Jump to **Subsequent service** - He was assigned to assist George H. W. Bush in the summer of 2018 through the dog's participation in a veteran **service dog** ...

[Early life and training](#) · [Death of George H. W. Bush](#)

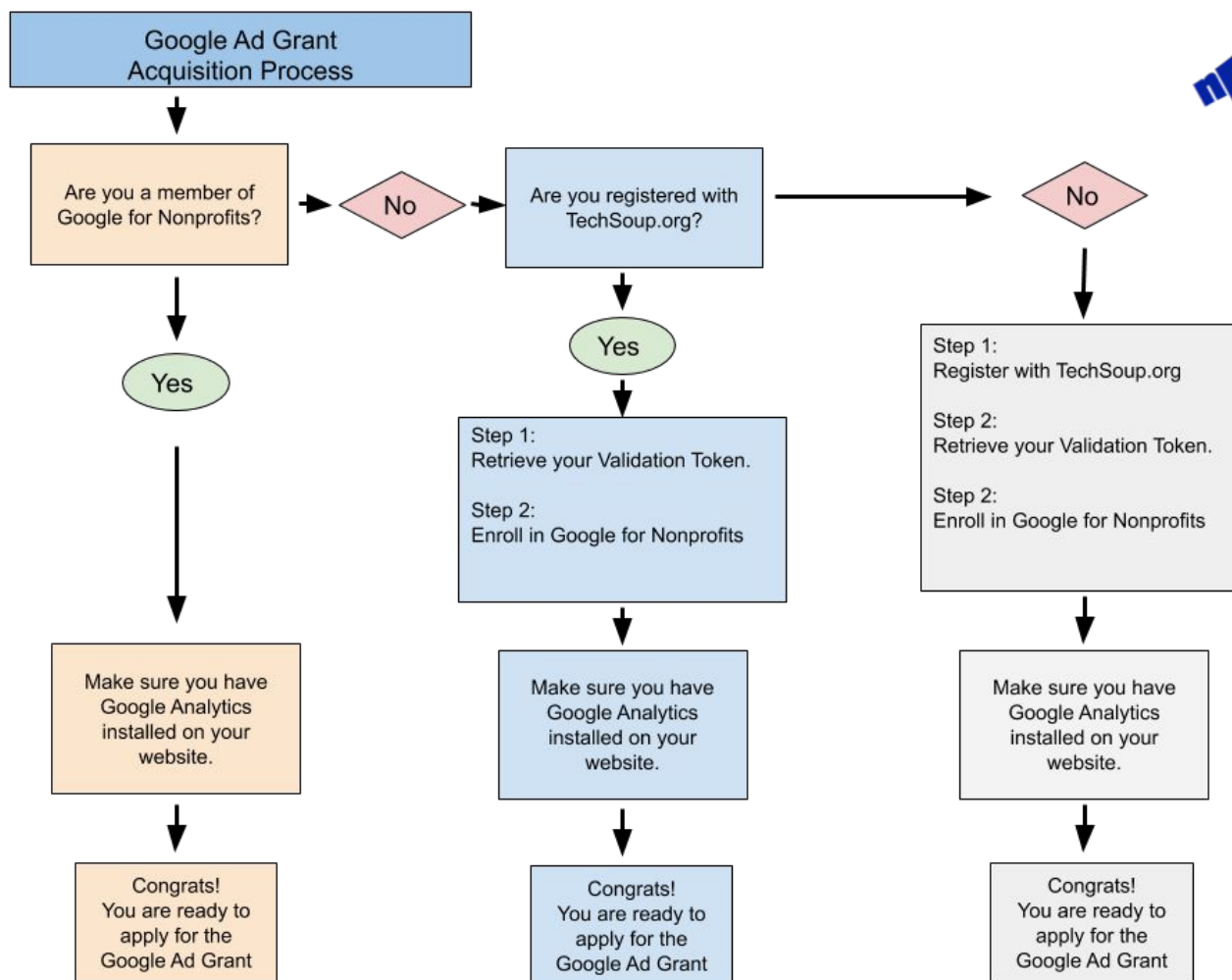
www.cnn.com › [2019/02/27](#) › [george-hw-bush-dog-sully...](#)

George H.W. Bush's former service dog Sully has a new job ...

Mar 7, 2019 - **Sully** H.W. Bush, the former **service dog** to the late President George H.W. Bush, has started a new job helping to soothe patients at Walter ...

Eligibility

Acquiring the Google Grant



How the Google Grant Can Help



DRIVING AWARENESS

Penn-Mar Human Services uses Nonprofit Megaphone to reach individuals who have or have family members with intellectual disabilities.



SELLING TICKETS

The Omaha Symphony uses Nonprofit Megaphone to promote their concerts and special events, driving ticket sales.



SHARING THOUGHT LEADERSHIP

UNCF uses Nonprofit Megaphone to share content on the economic and social impact of HBCUs and the progress they are making possible in creating a diverse and inclusive workforce.



PROMOTING EVENTS

Wellfield Botanic Gardens uses Nonprofit Megaphone to promote events and wedding venue bookings, increasing revenue and visitors.



ENGAGING DONORS

Habitat for Humanity ReStore of Wake County, NC uses Nonprofit Megaphone to drive in-kind and cash donations that fund their operations.



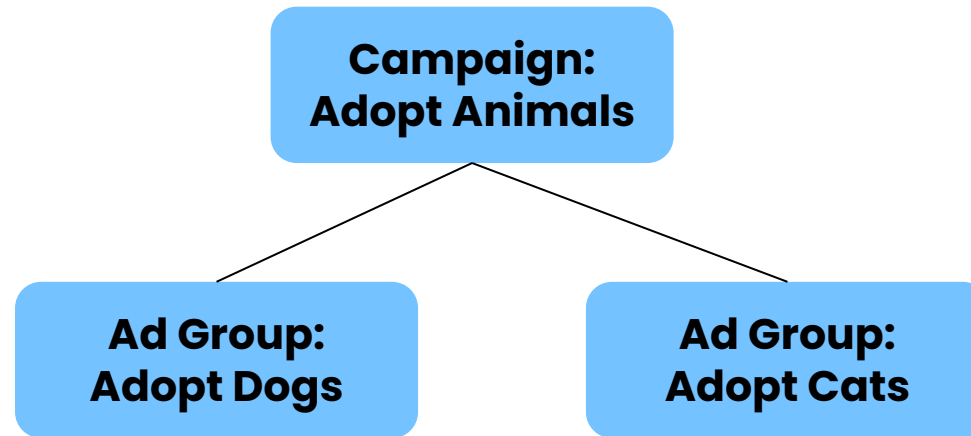
ATTRACTING VISITORS

Aquarium of the Bay uses Nonprofit Megaphone to bring visitors in the door, connecting with parents, tourists, wildlife lovers and conversation enthusiasts.

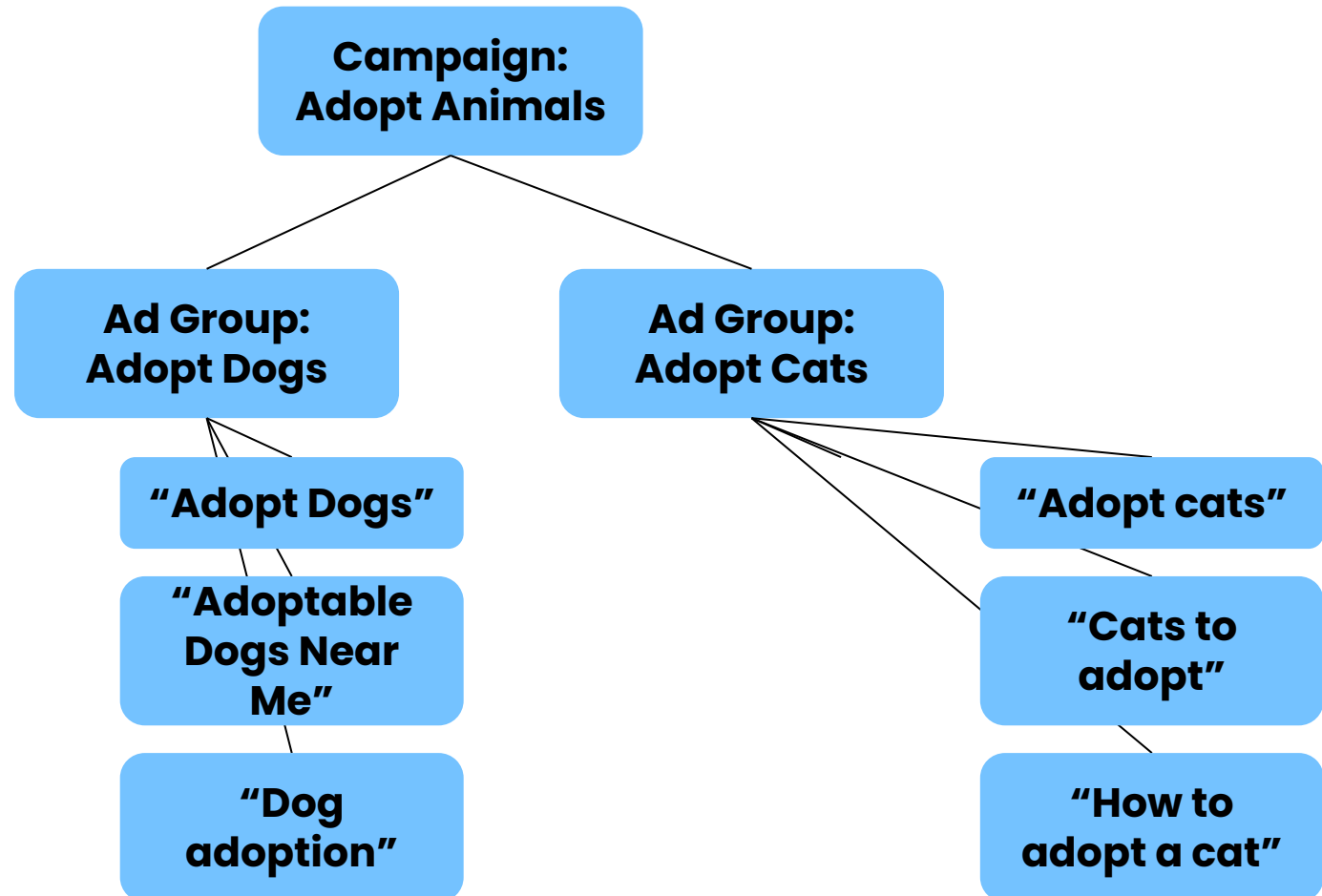
How Ad Accounts Are Structured

**Campaign:
Adopt Animals**

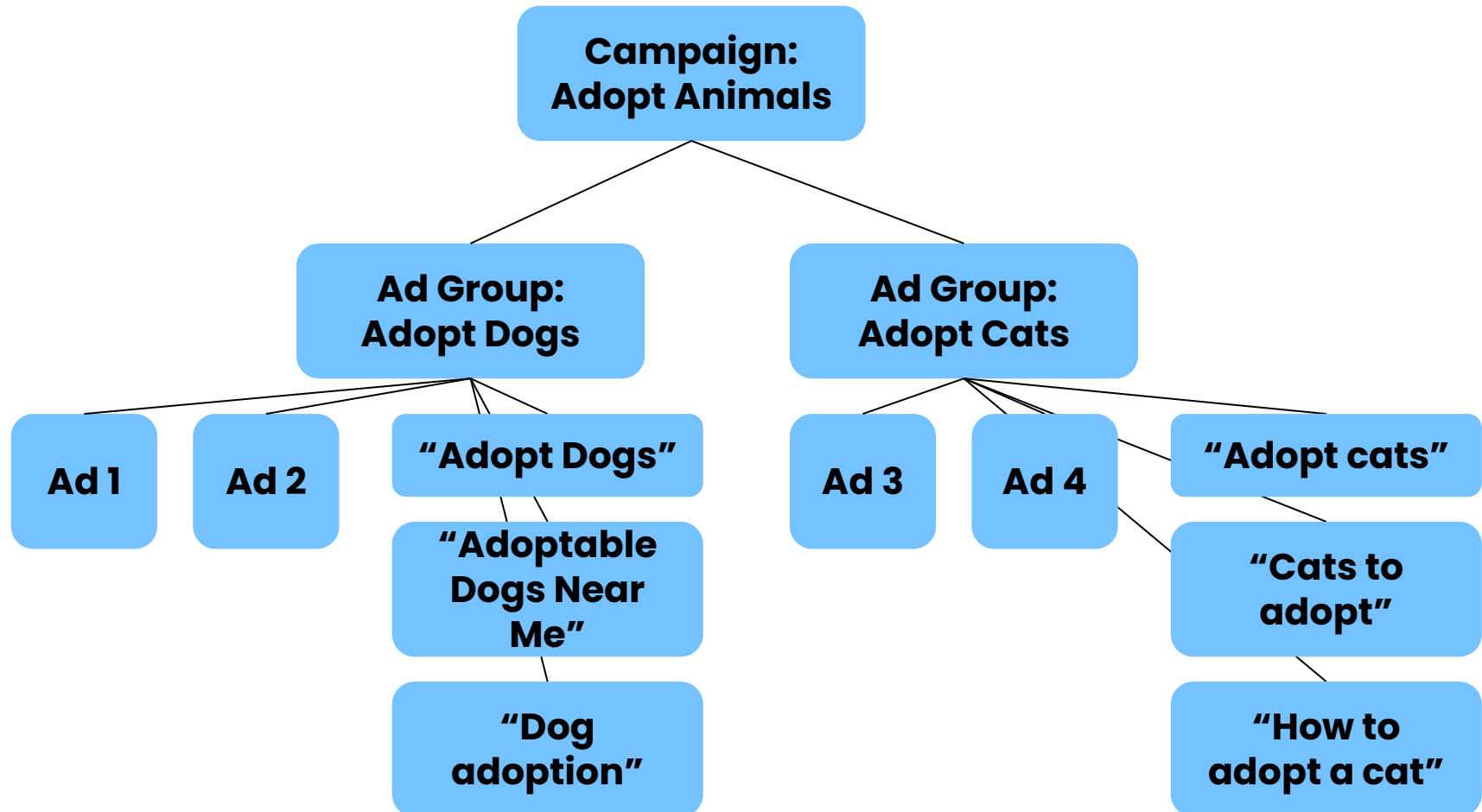
How Ad Accounts Are Structured



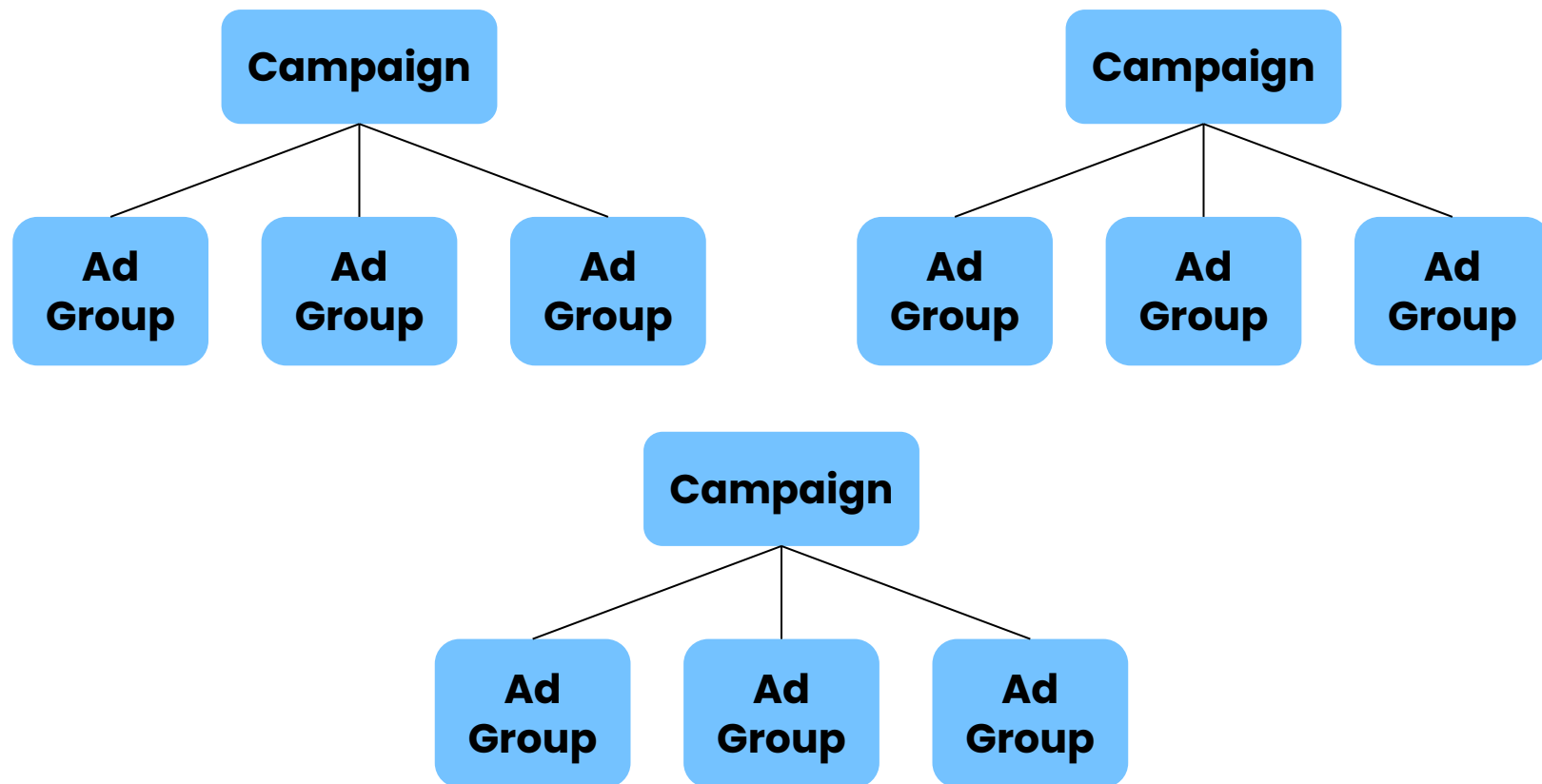
How Ad Accounts Are Structured



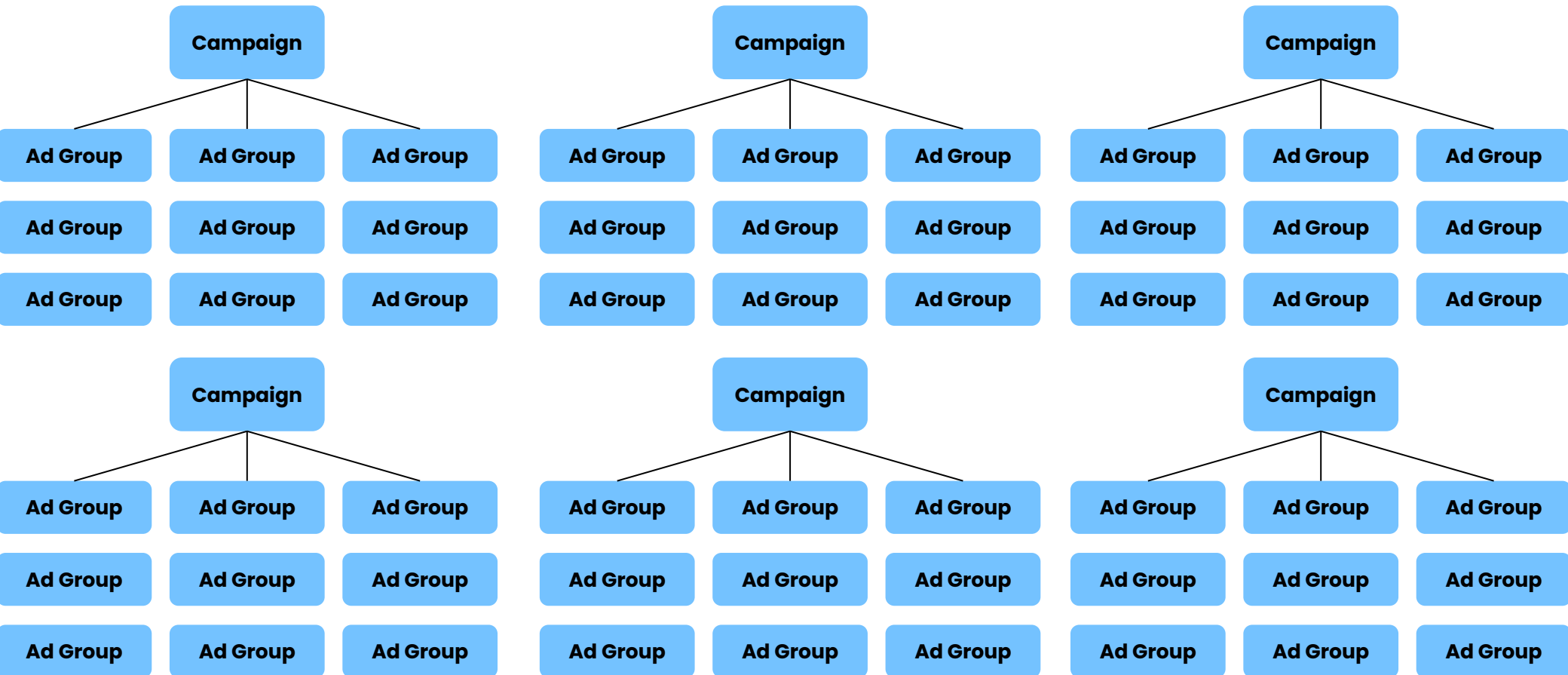
How Ad Accounts Are Structured



Account Maturity: “Younger” Account



Account Maturity: More “Mature”



Reaching Your Audience **Where They're At**



Reaching Your Audience **Where They're At**



Reaching Your Audience **Where They're At**

**The
(Affordable!)
Cost of
Adopting a Dog**

Is adopting a dog
expensive?

**Local Animal
Shelter: Hours
& Directions**

I wonder if there
are any animal
shelters nearby?

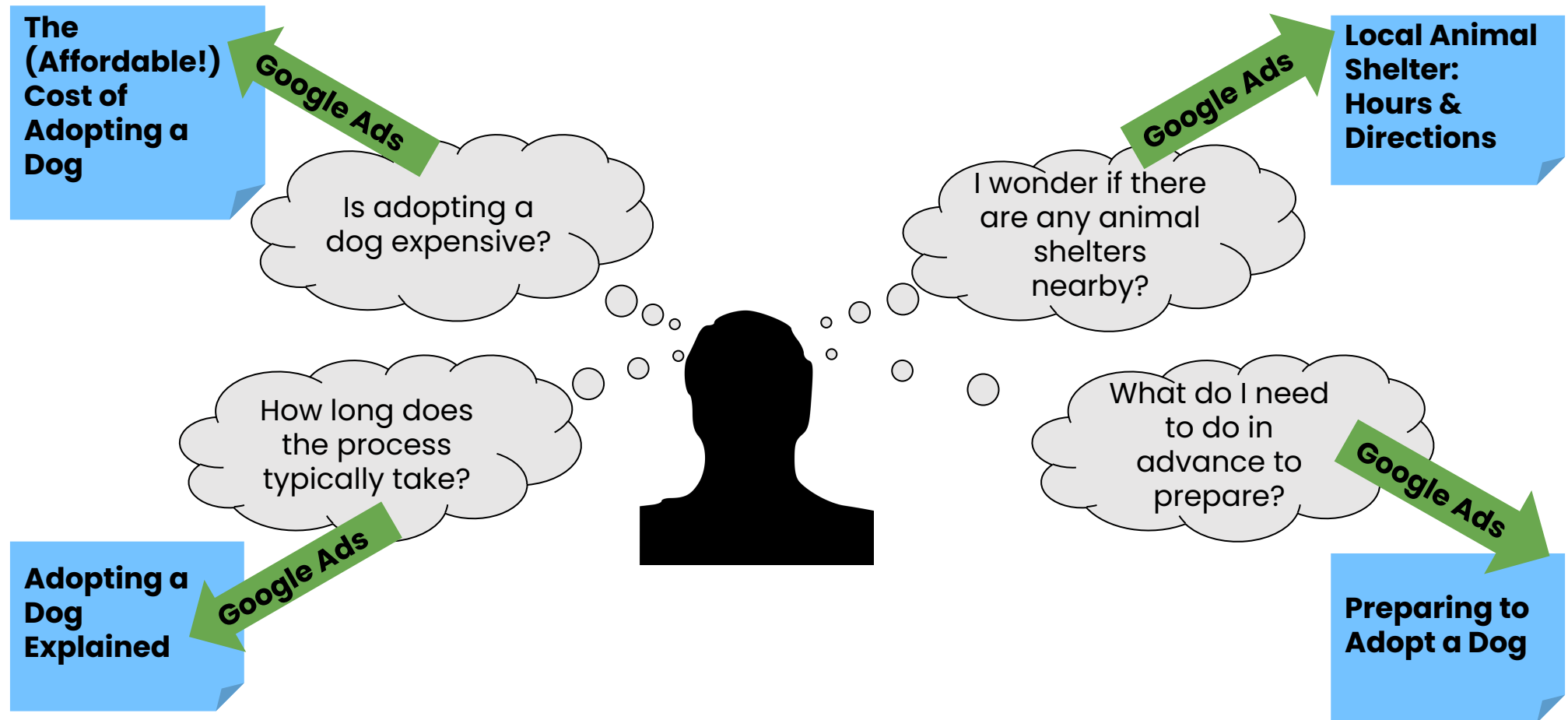
How long does
the process
typically take?

What do I need to
do in advance to
prepare?

**Adopting a
Dog Explained**

**Preparing to
Adopt a Dog**

Reaching Your Audience **Where They're At**

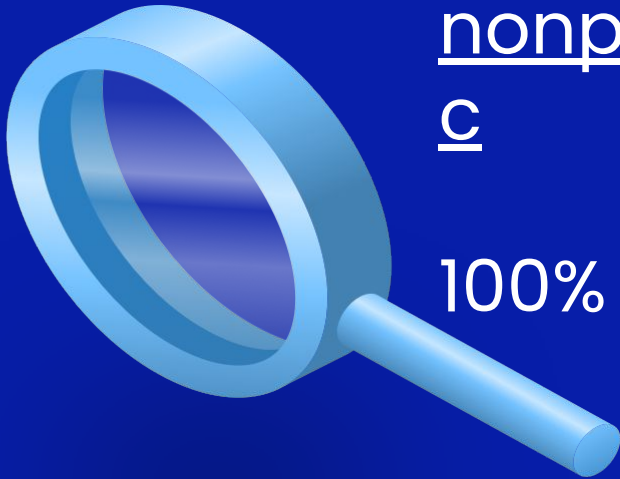


Why Your Website's Content Matters

- **How Many “Promotable” Pages does your website have?**
- **Characteristics of a Promotable Page:**
 - **Single Topic**
 - **Significant Content (wordcount)**
 - **A subject that people are searching for**
 - **Includes a “Call to Action”**

Get Your Website Readiness Score
nonprofitmegaphone.com/website-rubric
c

100% Free Tool



Q: Types of NPOs That **Benefit Most?**

- **A: 3 big categories**
- **Nonprofits who need to reach a large audience**
 - Perhaps your organization is national/international
 - Perhaps your mission is widely applicable to many people
- **Nonprofits with revenue models that benefit from exposure**
 - Example: YMCAs, JCCs, Habitat for Humanity ReStores
- **Nonprofits that lots of people are searching for**
 - Example: animal rescues, advocacy organizations, current events

Q: Do nonprofits spend the **full \$10k**?

- **A: The vast majority do not.**
- **Spend vs. Conversions**
- **For most nonprofits, the budget is more than enough and you will never need all of it**



2020

Google Ad Grant
Ultimate Guide



Google Grant Ultimate Guide:
nonprofitmegaphone.com/guide

Free PDF Download

Any Questions?

Contact info:



grant@nonprofitmegaphone.com



NonprofitMegaphone.com

Poll: How Familiar Are You With the Google Grant?

Very Familiar

Somewhat Familiar

Not Very Familiar

Not At all Familiar

Poll: Is Your Organization Using the Google Grant?

Yes: We Have for Some Time

Yes: We are Just Getting Started

We Used to, But Don't Actively Use it Today

We Have Never Used It

Poll: If you had to guess, how ready is your website to make the Google Grant successful?

Very Ready

Somewhat Ready

Not Very Ready

I'm Not Sure