



WINNING DIGITAL GRANTS

A Nonprofit Roadmap for Google, LinkedIn, & Meta

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Introduction

For nonprofits looking to amplify their impact, grants from major digital platforms like Google, LinkedIn, and Meta (Facebook) offer invaluable opportunities to increase awareness, enhance fundraising efforts, and boost engagement with supporters.

Yet Nonprofits often face challenges, especially with the complexity of application processes, strict eligibility requirements, and the need for effective campaign management. These platforms offer great opportunities, but without expertise, nonprofits can struggle to make the most of them.

Brandemix can help by guiding organizations through each step - from identifying the right grants to creating compelling applications and managing campaigns. With their experience and strategic approach, Brandemix ensures nonprofits can maximize these opportunities, navigate the complexities, and ultimately achieve greater impact with their online presence and resources.

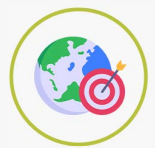
This blog explores why nonprofits should take advantage of these grants, and how Brandemix can assist throughout the process.

Understanding The Importance of Digital Presence for Nonprofits

A strong digital presence is essential for nonprofits for several reasons:

Global Reach

Online platforms allow nonprofits to extend their reach beyond geographical boundaries, connecting with supporters worldwide.



Enhanced Engagement

Digital tools facilitate interactive engagement, allowing nonprofits to communicate effectively with their audience.



Increase Awareness

A solid online presence helps spread awareness about the nonprofit's cause and mission, attracting more supporters.



Boost Fundraising

Most importantly, digital campaigns can attract more donations by reaching a larger, more diverse audience.



Leveraging Google Grants

Google Ad Grants offer nonprofits up to \$10,000 per month in free advertising on Google search results pages. This can significantly drive targeted traffic to a nonprofit's website, increasing donations, volunteer sign-ups, and overall awareness.

Eligibility Criteria for Google Ad Grants

To be eligible for Google Ad Grants, nonprofits must:

- You must be a 501(c)(3) nonprofit organization or hold a similar status in one of the **50 countries that have been added so far**.

Note: If you don't see your country listed here, Google has not launched **Google for Nonprofits** in your country yet.

- Agree to Google's non-discrimination and donation receipt policies.
- Have a high-quality website that complies with the website policy **here**, with substantial content.

Step-by-Step Guide to Applying for Google Ad Grants

Register Your Nonprofit

All organizations must also be verified as a nonprofit organization by Google for Nonprofits' validation partner Percent.

Learn more about getting verified by Percent.

Activate Google Ad

Once your account is approved, activate the Ad Grants feature.

Create Ad Campaigns

Set up ad campaigns that align with your nonprofit's goals, focusing on relevant keywords and compelling ad copy.

Tips for Maximizing Google Ad Grants



Keyword Research

Use relevant keywords that potential supporters might search for.



Compelling Ad Copy

Create engaging ad copy that motivates action.



Regular Monitoring

Monitor and adjust your campaigns regularly for better performance.



Case Studies

Charity: Water

Charity: Water is a nonprofit organization dedicated to bringing clean and safe drinking water to people in developing countries. Founded in 2006, the organization has funded over 111,000 water projects in 29 countries, providing clean water to more than 15 million people.



Solution:

Charity: Water applied for and received Google Ad Grants, which provided them with a grant for free advertising on Google's search results pages. They implemented a strategic approach to make the most of these ad grants:

Challenge:

Despite their impactful work, Charity: Water faced the challenge of expanding their reach and increasing online donations to support their mission. They needed a cost-effective way to raise awareness and drive traffic to their website.

- **Keyword Research:** They identified keywords related to clean water, water projects, and charity work that potential donors might search for.
- **Compelling Ad Copy:** Charity: Water crafted engaging and informative ad copy that highlighted their mission, the impact of their work, and how donations could make a difference.
- **Targeted Campaigns:** They created targeted ad campaigns that directed users to specific landing pages on their website, such as donation pages, project updates, and informational content about the global water crisis.

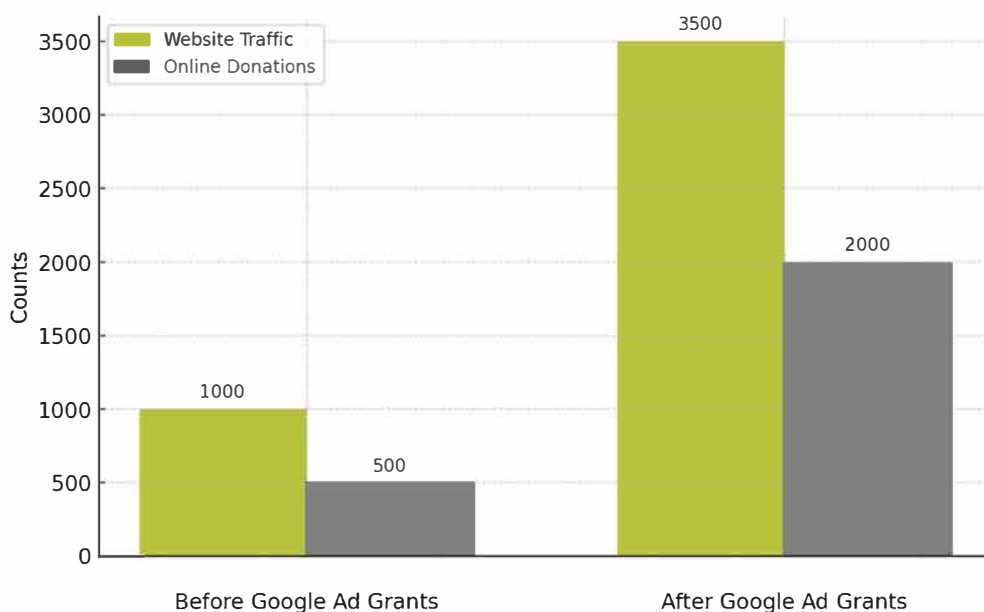
Results:

Increased Website Traffic: The Google Ad Grants drove a significant increase in targeted traffic to Charity: Water's website.

Boost in Online Donations: The targeted ad campaigns led to a notable increase in online donations, helping to fund more water projects.

Enhanced Awareness: The increased visibility from the ads raised broader awareness about the global water crisis and Charity: Water's efforts to address it.

Impact of Google Ad Grants on Website Performance



If you need help in creating the Google Ads Grants account, then reach out to Brandemix for assistance. In case you want **Brandemix** to completely manage your Google Ads Grants account, then fill out the enquiry form [here](#).

Leveraging LinkedIn Grants

LinkedIn also provides a powerful platform for nonprofits to connect with professionals, organizations, and potential supporters. Similar to Google Grants, **LinkedIn Grants** offer unique opportunities to increase visibility, and establish valuable partnerships, all of which can significantly enhance a nonprofit's reach and impact. But one of the differences is that LinkedIn Grants also allows you to connect with and recruit skilled volunteers.

Benefits of LinkedIn Grants

Professional Network

- **Connecting with Supporters:** LinkedIn allows nonprofits to connect with professionals who are passionate about their causes. This can lead to support in the form of donations, expertise, and advocacy.
- **Building Partnerships:** Nonprofits can establish partnerships with companies and other organizations that align with their mission, leading to collaborative efforts and resource sharing.

Volunteer Recruitment

- **Skilled Volunteers:** LinkedIn is a hub for professionals from various fields, making it an excellent platform for recruiting skilled volunteers who can provide valuable services such as legal advice, marketing, and IT support.
- **Targeted Outreach:** Nonprofits can use LinkedIn's advanced search and networking tools to find and reach out to potential volunteers who have the skills and experience they need.

Awareness and Engagement

- **Visibility:** With LinkedIn's vast user base, nonprofits can increase their visibility by regularly posting updates, articles, and engaging content.
- **Engagement:** By participating in LinkedIn groups, commenting on relevant posts, and sharing impactful stories, nonprofits can engage with their audience and build a supportive community.

Step-by-Step Guide to Applying for LinkedIn Grants

LinkedIn for Nonprofits

Drive awareness, donations,
and more with LinkedIn
Marketing Solutions



Create a LinkedIn page

Setup: Start by creating a comprehensive LinkedIn page for your nonprofit. Include detailed information about your mission, programs, impact, and contact details.

Apply for the LinkedIn Nonprofit

Registration: Register your nonprofit for the LinkedIn Nonprofit Program. This program provides access to grants, resources, and tools tailored for nonprofits.

Eligibility: Familiarize yourself with our three eligibility requirements to begin the process.

Develop a Strategy

Planning: Develop a comprehensive strategy on how to use LinkedIn's tools to achieve your nonprofit's goals. This includes identifying target audiences, setting objectives, and planning content and engagement activities.

Tips for an Impactful LinkedIn Presence



Regular Updates



Networking



Use Analytics

Regular Updates

- **Content Strategy:** Post regular updates about your nonprofit's activities, success stories, upcoming events, and volunteer opportunities. Consistency is key to keeping your audience engaged.
- **Engaging Content:** Share a mix of content types, including articles, infographics, videos, and testimonials to keep your page dynamic and interesting.

Networking

- **Building Connections:** Actively connect with professionals, companies, and other nonprofits that align with your mission. Engage with their posts and participate in relevant LinkedIn groups.
- **Interactive Engagement:** Encourage your team and supporters to like, comment, and share your posts to increase visibility and engagement.

Use Analytics

- **Performance Tracking:** Utilize LinkedIn's analytics tools to track the performance of your posts and overall page engagement. Monitor metrics such as views, clicks, shares, and follower growth.
- **Strategy Adjustment:** Use the insights gained from analytics to adjust your content strategy, focusing on what resonates most with your audience.

By leveraging LinkedIn Grants, nonprofits can tap into a vast network of professionals and organizations, enhancing their visibility, recruiting skilled volunteers, and building valuable partnerships. Following the steps to create an impactful LinkedIn presence and utilizing the tips provided can help nonprofits maximize the benefits of LinkedIn's platform, driving greater engagement and support for their mission.

If you need Brandemix's help in creating the campaign with LinkedIn Campaign Manager, or if you want us to completely manage your LinkedIn Campaign Manager account, just reach out here.



Leveraging Meta Grants for Nonprofits

Meta, through its platforms such as Facebook and Instagram, offers valuable grants and advertising credits that help nonprofits expand their reach, enhance engagement, and achieve their missions. These resources are designed to support nonprofits in raising awareness, recruiting volunteers, and driving donations effectively.

Overview of Meta Grants

Facebook Ad

- **Purpose:** Facebook ad credits allow nonprofits to run paid advertising campaigns on Facebook and Instagram without incurring costs. These campaigns can be used to promote events, raise awareness about specific causes, and drive traffic to the nonprofit's website.
- **Usage:** Nonprofits can create targeted ad campaigns that appear in the news feeds of Facebook and Instagram users. These ads can include images, videos, and call-to-action buttons to encourage donations, event registrations, or website visits.

Fundraising Tools

- **Facebook Fundraisers:** A powerful tool that enables nonprofits to create fundraising campaigns directly on Facebook. Supporters can donate through the platform, and nonprofits can track their fundraising progress in real-time.
- **Instagram Donations:** Nonprofits can also use Instagram's donation stickers in Stories and posts, making it easy for followers to contribute directly from their mobile devices.

Eligibility and Application Process for Meta Grants

To be eligible for Meta Grants, nonprofits must meet specific criteria and follow a structured application process:

Eligibility Requirements

- **Registered Charitable Organization:** Nonprofits must be officially registered as charitable organizations in their respective countries.
- **Compliance:** They must comply with Meta's policies and guidelines, which include non-discrimination policies and transparency in reporting.

Eligible organizations

Grant applications will be accepted by eligible organizations in communities where Meta has an operational data center (see eligible communities).

In the United States, eligible nonprofit organizations as per our program's terms and conditions and public schools are eligible for grants. Schools are encouraged to notify the superintendent of desired grants to ensure the most competitive and feasible applications are submitted.

In Europe, registered not for profit organizations and government entities (including state-run schools and municipalities) are eligible for grants.

Schools may apply for multiple grants. All other organizations are limited to one application per cycle. Projects must have demonstrable metrics that can be publicly reported. Grant funds are intended to be used within one year of the grant award date.

Application Process

Step 1:

Registration: Nonprofits must first register through Meta's nonprofit support program. This involves creating an account and providing details about the organization.

Step 2:

Documentation: Applicants need to submit necessary documentation that verifies their charitable status. This might include registration certificates, tax exemption letters, and financial statements.

Step 3:

Application Submission: After registering and providing documentation, nonprofits can apply for grants by filling out an application form on Meta's platform. This form includes information about the nonprofit's mission, target audience, and planned use of the grants.

Note: Currently the application for Meta Grants is closed. You need to check for the application on a regular basis to apply for Meta Grants.

Meta Grants Application Process



Best Practices for Using Meta's Advertising Tools

To maximize the benefits of Meta's advertising tools, nonprofits should follow these best practices:



Targeted Advertising



Engaging Content



Regular Updates

Targeted Advertising

- **Audience Segmentation:** Use Meta's advanced targeting options to segment your audience based on demographics, interests, behaviors, and geographic locations. This ensures that your ads reach the people most likely to support your cause.
- **Custom Audiences:** Create custom audiences from your existing donor lists or website visitors to re-engage them with specific campaigns.

Engaging Content

- **Visual Appeal:** Create visually appealing ads that capture attention. Use high-quality images and videos that convey the impact of your work.
- **Emotional Storytelling:** Craft emotionally compelling stories that connect with your audience on a personal level. Highlight real-life examples of how donations and support have made a difference.

Regular Updates

- **Consistent Posting:** Keep your audience engaged by posting regular updates about your activities, successes, and upcoming events. This keeps your nonprofit top of mind and maintains engagement.
- **Interactive Content:** Encourage interaction by posting questions, polls, and live videos. Respond to comments and messages promptly to build a community around your cause.

By following these best practices, nonprofits can effectively leverage Meta's advertising tools to achieve their goals, drive meaningful engagement, and make a greater impact.

Meta Grants, including Facebook ad credits and fundraising tools, provide invaluable resources for nonprofits seeking to expand their reach and enhance their digital presence. By understanding the eligibility requirements and following a structured application process, nonprofits can access these grants and use them strategically to drive awareness, engagement, and donations.

Partnering with Brandemix experts can further optimize these efforts, ensuring that nonprofits fully harness the power of Meta's platforms to achieve their missions.



Case Studies

Save the Children

Save the Children is a global nonprofit organization dedicated to ensuring every child has the best chance for success. Founded in 1919, Save the Children works in over 100 countries, providing healthcare, education, and emergency aid to children in need.



Solution:

Save the Children utilized Meta's (Facebook and Instagram) ad credits to launch targeted fundraising campaigns:

- **Strategic Campaign Planning:**

They developed strategic campaigns that highlighted specific programs and urgent needs, such as emergency relief efforts or educational initiatives.

- **Visual and Emotional Appeal:** Save the Children created compelling ad content with impactful visuals and emotional storytelling. They focused on stories of children helped by their programs, invoking empathy and a call to action.

- **Targeted Audience Segmentation:** Using Meta's advanced targeting tools, they segmented their audience based on demographics, interests, and past interactions with their organization. This ensured their ads reached those most likely to support their cause.

- **Clear Call-to-Action (CTA):** Each ad included a clear CTA directing viewers to donate directly through Facebook Fundraisers or visit Save the Children's website to learn more and contribute.

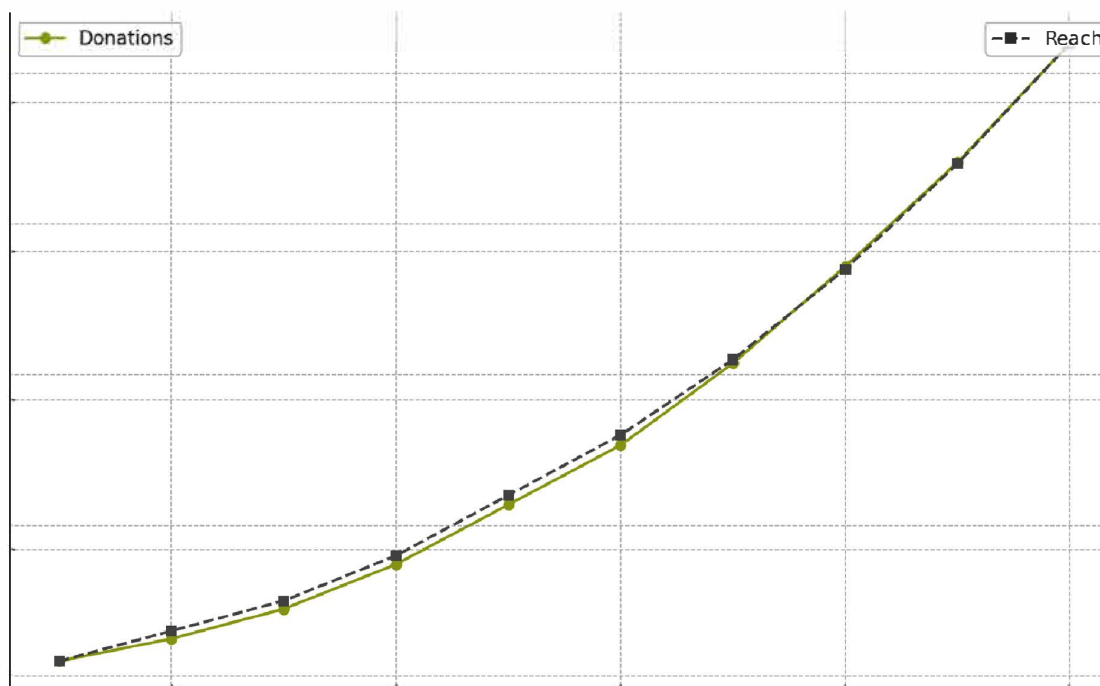
Challenge:

Despite their impactful work, Charity: Water faced the challenge of expanding their reach and increasing online donations to support their mission. They needed a cost-effective way to raise awareness and drive traffic to their website.

Results:

- **Increased Donations:** The targeted ads resulted in a significant increase in donations, allowing Save the Children to fund more programs and provide critical support to children in need.
- **Enhanced Awareness:** The campaigns raised awareness about Save the Children's mission and programs, reaching a broader global audience on Facebook and Instagram.
- **Community Engagement:** By leveraging Meta's platform, Save the Children fostered engagement within their community, encouraging supporters to share and amplify their fundraising efforts.

Impact of Meta's Ad Credits on Donations and Reach



Case Studies

World Wildlife Fund (WWF)

The World Wildlife Fund (WWF) is a leading conservation organization dedicated to protecting the world's most endangered species and habitats. Established in 1961, WWF works in over 100 countries, collaborating with local communities, governments, and businesses to achieve conservation goals.



Solution:

WWF turned to Facebook Fundraisers, a feature within Meta's platform, to launch effective fundraising campaigns:

Campaign Creation and Promotion:

WWF created compelling fundraising campaigns that highlighted specific conservation projects, such as protecting endangered species, combating climate change, and preserving habitats.

Peer-to-Peer Fundraising: Leveraging Facebook's social network, WWF encouraged supporters to create their own fundraising pages and rally their friends, family, and colleagues to donate. This peer-to-peer approach amplified their reach and fundraising efforts.

Engaging Content Strategy: They utilized impactful visuals, videos, and stories of wildlife conservation successes to inspire and educate donors about the importance of their contributions.

Transparency and Accountability: WWF ensured transparency by providing updates on how donations were used and the impact achieved through their conservation efforts. This built trust and encouraged continued support.

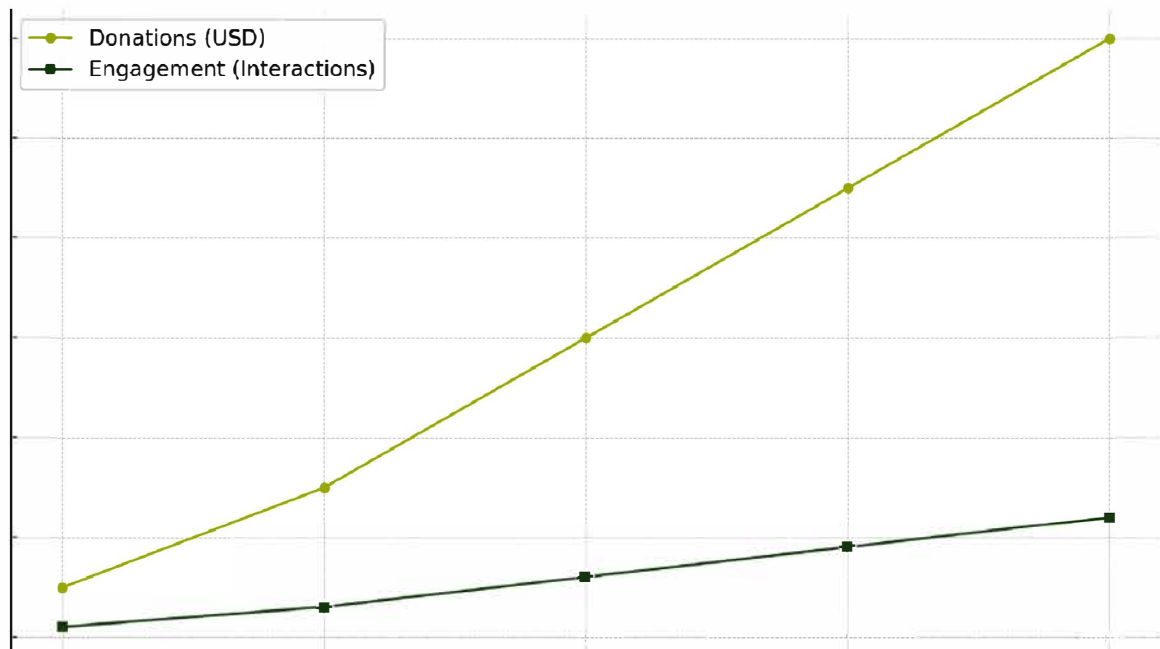
Challenge:

WWF aimed to increase fundraising efforts and engage a global audience in their conservation initiatives. They sought a platform that could facilitate easy and secure online donations while also raising awareness about environmental issues.

Results:

- **Substantial Donations:** Facebook Fundraisers enabled WWF to generate substantial donations from a wide range of supporters, including individuals, groups, and corporate partners.
- **Global Reach:** The campaigns reached a global audience on Facebook, expanding WWF's supporter base and increasing awareness about critical environmental issues.
- **Community Building:** WWF fostered a community of passionate supporters who engaged actively in their fundraising campaigns, contributing not only financially but also through advocacy and awareness spreading.

Impact of Facebook Fundraiser Campaigns on Conservation Efforts



How Brandemix Can Help

Brandemix specializes in helping nonprofits enhance their digital presence and leverage available grants. Here's how we can assist:

Application Assistance

- **Eligibility Check:** Ensure your nonprofit meets the criteria for grants on Google, LinkedIn and Meta through partners like Powered by Percent.
- **Documentation:** Help with detailing of the required documents and easing out the process.
- **Submission:** Guide you through the submission process to avoid common pitfalls.

Campaign Management

- **Strategy Development:** Develop effective strategies for using Google, LinkedIn, and Meta grants.
- **Ad Creation:** Create compelling ads tailored to each platform.
- **Performance Monitoring:** Regularly monitor and optimize campaigns for better results.

Comprehensive Support

- **Training:** Provide training for your team on best practices for each platform.
- **Consultation:** Offer ongoing consultation to address any challenges and improve strategies.

Conclusion

In the digital age, leveraging the available tools and grants from Google, LinkedIn, and Meta can significantly enhance a nonprofit's ability to achieve its mission. By partnering with Brandemix, nonprofits can navigate these processes more effectively, ensuring they make the most of the opportunities available to them. Reach out to Brandemix today to start your journey toward digital success and greater impact.

Contact Brandemix for a consultation and start maximizing your nonprofit's digital potential today.

Contact Us



Frequently Asked Questions (FAQs)

What are Google Ad Grants and how can they benefit my nonprofit?

Google Ad Grants provide up to \$10,000 per month in free advertising on Google search results pages for eligible nonprofits. This helps increase website traffic, attract donations, recruit volunteers, and raise awareness about your cause.

How do I know if my nonprofit is eligible for Google Ad Grants?

To be eligible, your nonprofit must be registered as a charitable organization, agree to Google's non-discrimination and donation receipt policies, and have a high-quality website with substantial content. More details can be found on the Google for Nonprofits website.

What kind of support does LinkedIn offer for nonprofits?

LinkedIn offers grants and tools for nonprofits to connect with professionals, recruit skilled volunteers, increase visibility, and build valuable partnerships. These tools include LinkedIn's volunteer marketplace, company page features, and advertising credits.

How can my nonprofit apply for LinkedIn Grants?

To apply for LinkedIn Grants, create a comprehensive LinkedIn page for your nonprofit, register for the LinkedIn Nonprofit Program, and follow the application guidelines provided by LinkedIn. A detailed strategy for using LinkedIn's tools effectively is also essential.

Frequently Asked Questions (FAQs)

What types of grants and tools does Meta (Facebook) provide for nonprofits?

Meta offers ad credits for running paid advertising campaigns on Facebook and Instagram, as well as fundraising tools like Facebook Fundraisers. These resources help nonprofits reach a broader audience, increase engagement, and raise funds.

How do I apply for Meta Grants for my nonprofit?

To apply for Meta Grants, your nonprofit must be a registered charitable organization. You need to apply through Meta's nonprofit support program and provide the necessary documentation and information about your organization.

What challenges might nonprofits face when applying for these grants?

Common challenges include complex application procedures, confusion about eligibility criteria, and limited resources to dedicate to the application process. Planning ahead, seeking expert help, and thorough preparation can help overcome these challenges.

How can Brandemix assist my nonprofit with grant applications?

Brandemix offers comprehensive support, including eligibility checks, document preparation, submission guidance, strategy development, ad creation, and performance monitoring. They provide expert guidance and ongoing consultation to ensure your nonprofit maximizes the benefits of available grants.

Frequently Asked Questions (FAQs)

Can Brandemix help improve our nonprofit's overall digital presence?

Yes, Brandemix specializes in enhancing nonprofits' digital presence by developing effective strategies for using Google, LinkedIn, and Meta grants, creating compelling ads, and providing training and consultation on best practices for each platform.

How can my nonprofit start leveraging these digital tools and grants today?

Begin by assessing your eligibility for Google, LinkedIn, and Meta grants, and prepare the necessary documentation. Reach out to Brandemix for a consultation to receive expert assistance and start maximizing your nonprofit's digital potential.