



LARIMER&CO

# GOOGLE AD GRANT MANAGEMENT FOR NONPROFITS

Executive briefing for nonprofits, cultural attractions, and institutions.

## THE OPPORTUNITY

Eligible nonprofits can access up to \$10,000 per month in in-kind Google Search advertising. When the program is properly structured and actively managed, that inventory can become a measurable channel for donor acquisition, volunteer recruitment, event promotion, service awareness, and broader mission visibility.

## WHY ORGANIZATIONS BRING US IN

- Google Ad Grants are powerful, but policy-heavy and difficult to manage consistently in-house
- Performance depends on campaign architecture, keyword strategy, ad testing, conversion tracking, and weekly optimization
- Without active oversight, organizations often underutilize the grant or fail to resolve suspensions
- Many miss compliance thresholds or fail to convert traffic into meaningful outcomes

## WHY LARIMER & CO. MAINTAINS A 100% RETENTION RATE

We do not take on every nonprofit. We choose partners where we believe our work can produce the greatest measurable benefit and ROI. That selectivity, combined with flexibility, transparency, and rigorous account management, is why our clients stay with us.

## A LOW-RISK, PERFORMANCE-DRIVEN MODEL

- 12-month engagement with a formal six-month performance review
- Option to conclude at six months if agreed benchmarks are not met
- Structured to deliver confidence in at least a 1:1 return on investment
- Success measured through traffic, conversions, awareness, donor growth, volunteer activity, and program inquiries

<p><b>Eligibility + Recovery</b></p> <p>Enrollment, ongoing policy compliance, and suspension resolution</p>	<p><b>Tracking + Measurement</b></p> <p>GA4, Tag Manager, and conversion setup</p>	<p><b>Optimization + Reporting</b></p> <p>Weekly tuning of bids, queries, negatives, and geo settings</p>
<p><b>Campaign Architecture</b></p> <p>Mission-aligned campaigns for donations, volunteers, programs, and events</p>	<p><b>Ad Copy + Testing</b></p> <p>High-intent keywords, compelling ads, and extension strategy</p>	<p><b>Executive Visibility</b></p> <p>Clear dashboards, funnel metrics, and actionable next steps</p>

## EXECUTIVE SNAPSHOT

- **\$10,000/MO**  
Current Google Ad Grant allocation for eligible nonprofits
- **10+ YEARS**  
Managing Google Grant and Google Ads programs
- **\$120K-\$480K**  
Annual media allocation across individual accounts
- **\$1M-\$20M**  
Typical annual operating budgets of organizations

## BEST FIT ORGANIZATIONS

- Nonprofits focused on donor, membership, event, or awareness growth
- Leadership teams that expect transparency and measurable results
- Organizations with a strong conversion path

## CONTACT

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