Free & Inexpensive
Online Advertising

Learn how to increase your subscriber base with GRANTS and SPONSORS so you can build your email list, online donations, event attendees, volunteers, and more.

Financial Help for Advertising Services

Our services don't have to cost you anything, if we connect your organization with a sponsor.

(Don't want a sponsor? That's OK, we can still help.)

Your non-profit will receive up to $120,000 in Google advertising credits, and the sponsor will pay for our Ad Management Service costs. Both you and your sponsor gain valuable online branding and visibility.

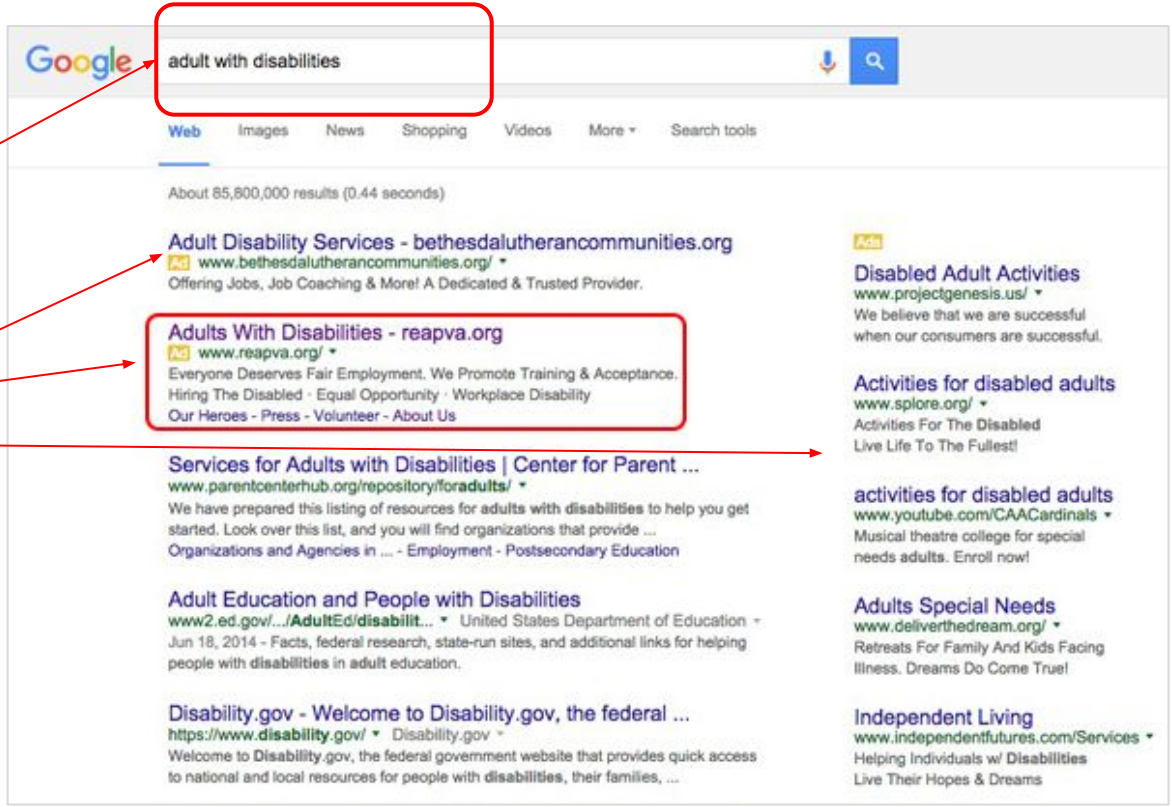
The business that sponsors you will have a banner on a special page on your site that we make for you.

How do the Google ads work? (next slide)

Google AdWords

When you do a Google search, ads appear with your search results,

They appear at the top and on the sides of the search results page.

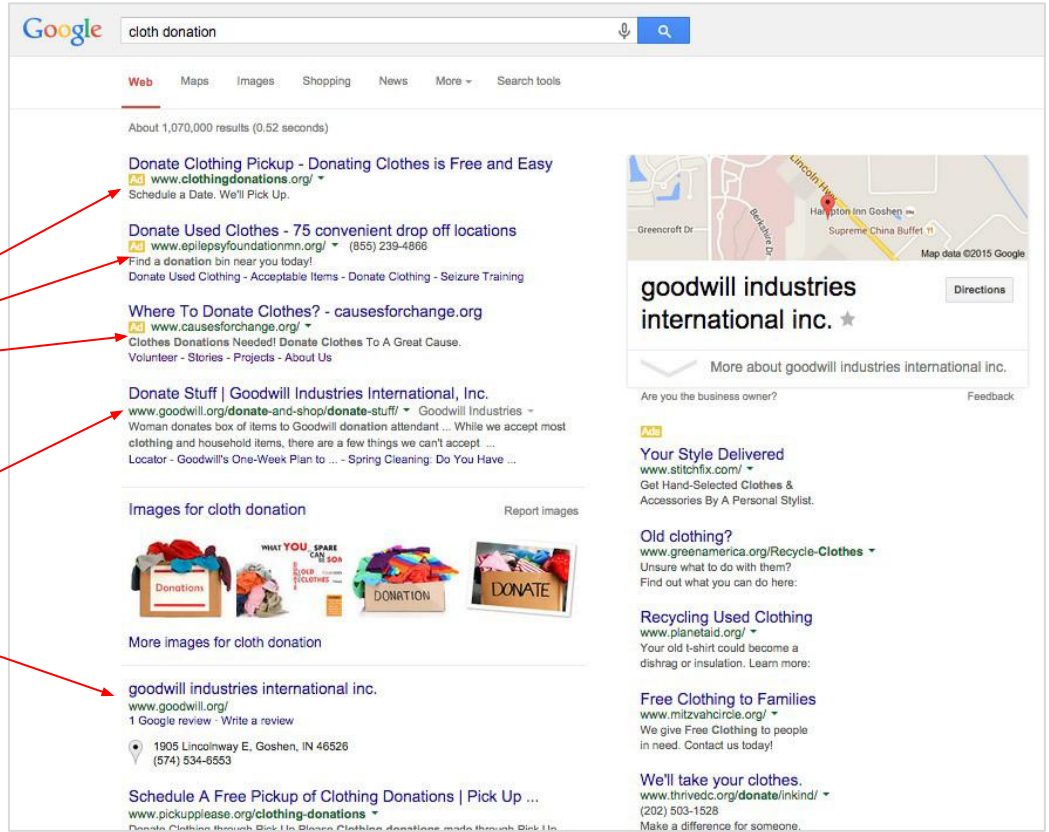


Google AdWords

Most people can't tell the difference between an AdWords Ad and an organic search result.

AdWords Ads

Organic Search Result



When a potential supporter clicks on the AdWords ad, they are taken to a landing page.

Google search results example

1

Landing Page Example

2

Google AdWords

AdWords drives more people to your website.

More website visitors

=

More supporters, newsletter sign-ups, volunteers, event attendees, and donations!

Google Ad Grants

Google gives up to $120,000 a year in AdWords credits to eligible non-profits.

That's great news, but who is going to

- set up the grant?
- do the technical set up?
- write ads?
- create landing pages?
- do the reporting?
- continuously be on top of changing Google algorithms?

Ad Grants Management Services

idGrants specializes in acquiring and managing the Google Ad Grant for Non-Profits

- ➔ Staff trained specifically for Google AdWords grant management (Google Certified AdWords Experts)
- ➔ Ad development best practices
- ➔ Keyword training
- ➔ Technology specialists
- ➔ Program training
- ➔ Cost Effective
- ➔ Able to work with you to find sponsors

Remember: your ads are competing with ads written by professionals who work all day, every day, to get better placement for theirs than yours!

Services idGrants Performs, Part 1

idGrants will do all the work for you...

Grant Setup

- Construct & submit grant
- Make necessary revisions
- Set up base keywords, ads, etc.

Technical

- Set up Google Analytics
- Create account to monitor landing pages
- Conversion code set-up and tracking

Ad Writing

- Research relevant keywords
- Create text ads for each campaign
- Create Ad groups as needed
- Continued keyword research & maintenance
- Continued ad research & maintenance

Services idGrants Performs, Part 2

Landing Pages

- Design & develop all landing pages
- Landing page Calls To Action
- Landing page and CTA tracking
- Landing page A/B Testing to maximize conversions

Reporting

- Impressions – how many times ad was displayed on Google
- Click-Through Rate – how many people clicked on the ad
- Conversions – how many people clicked to your website
- Analytics – increase in website traffic
- Top performing ads – we show you what is most effective

Benefits

- ➔ Increase website traffic, and as a result, increase support and donations
- ➔ Reduce the amount of time and money you spend garnering support and donations
- ➔ Increase geographical reach locally, nationally, and internationally depending on your initial objectives
- ➔ Increase volunteer service and additional participation amongst those already volunteering
- ➔ Promote newsletters, special events, and registrations with a minimal budget
- ➔ We have a scientific process to evaluate what messages work to communicate your mission
- ➔ We can increase, and in some cases, double or triple outreach effectiveness
- ➔ We help non-profits establish a more robust online presence

idGrants Clients & Partners

Case Study

The Dixie Sternwheeler
The Dixie Sternwheeler is a 501(c)(3) non-profit. The main mission of the organization is to continue renovations and maintain the historical 1929 Dixie Paddlewheel Boat.

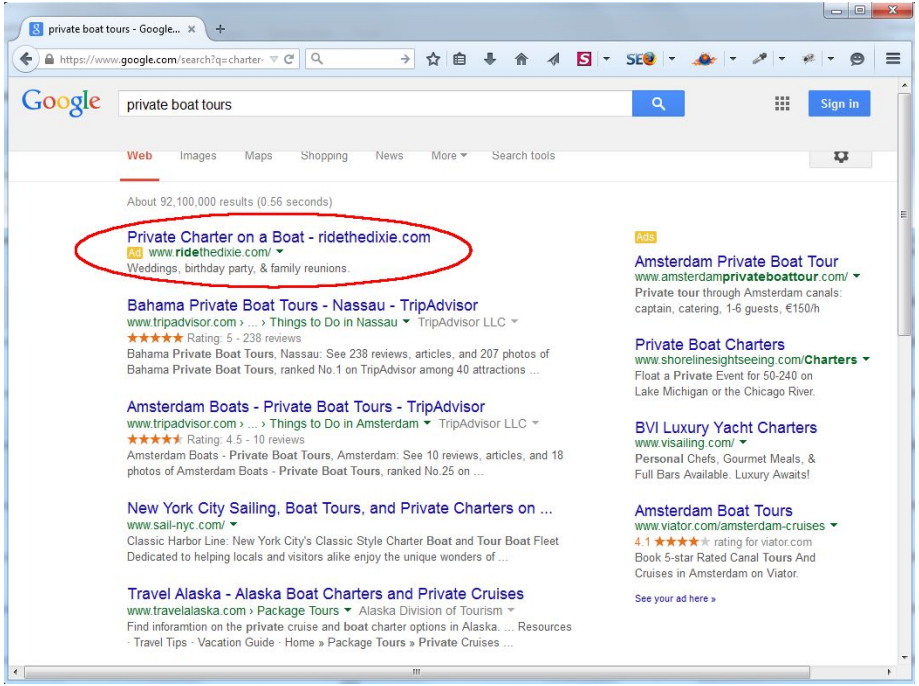
The Problem
They needed to gain more visibility and supporters to keep the Dixie Sternwheeler afloat.

The Request
idGrants was enlisted to help the Dixie increase its online exposure to reach more supporters on a larger scale.

Case Study

The Solution

- idGrants obtained Google's online advertising grant worth up to $120,000 annually.
- idGrants designed advertising campaigns that enabled the Dixie to achieve their goals and reach beyond their traditional limited, local population base.
- idGrants created various landing pages for their website, encouraging new visitors to join their community email list.



Case Study

Outcomes for the Dixie Sternwheeler

BEFORE UPDENTITY

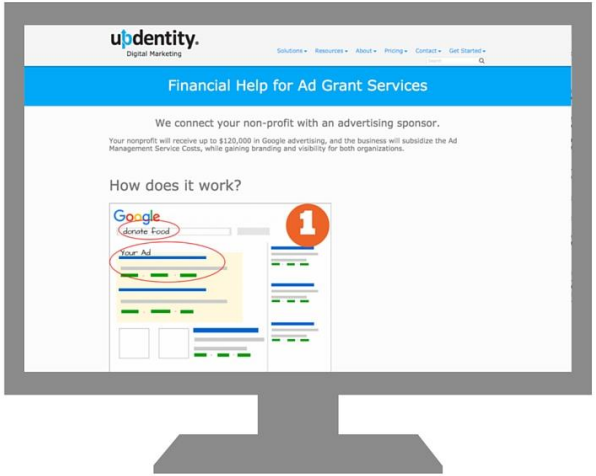
- Were receiving less than 250 website visitors per week
- Were not promoting its mission through the most commonly used search tool, Google
- Were often unable to tell what was of interest to supporters
- Did not have an online advertising budget

AFTER UPDENTITY

- Now receiving between 1,100 – 2,100 website visitors per week
- Now promoting its mission with online ads displaying to more than 150,000 potential new supporters per week
- Now experiencing between 1,100 – 1,400 individuals per week showing interest in their online ads causing them to click on them and travel to their website
- Now using approximately 100% of their weekly advertising grant budget

Financial Help for Ad Grant Services

Get sponsored by joining our waiting list.

- Go to: https://www.updentity.com/financial-help-for-ad-grant-services/
- Fill out the form
- You will be notified when a sponsor has indicated interest in sponsoring your organization.

Or If you would like our Ad Grant Services without a sponsor, start by checking your eligibility for the grant here: https://www.updentity.com/eligibility-check/