

Grow with Google

A guide to navigating uncertain times

Tips, tools, and resources to help your nonprofit organisation.



Here's what we'll cover

01

Keep people informed

Update your nonprofit's Business Profile on Google.

02

Go digital

Stay connected and spread the word.

03

Tips for remote working

Make it work for you and your team.

04

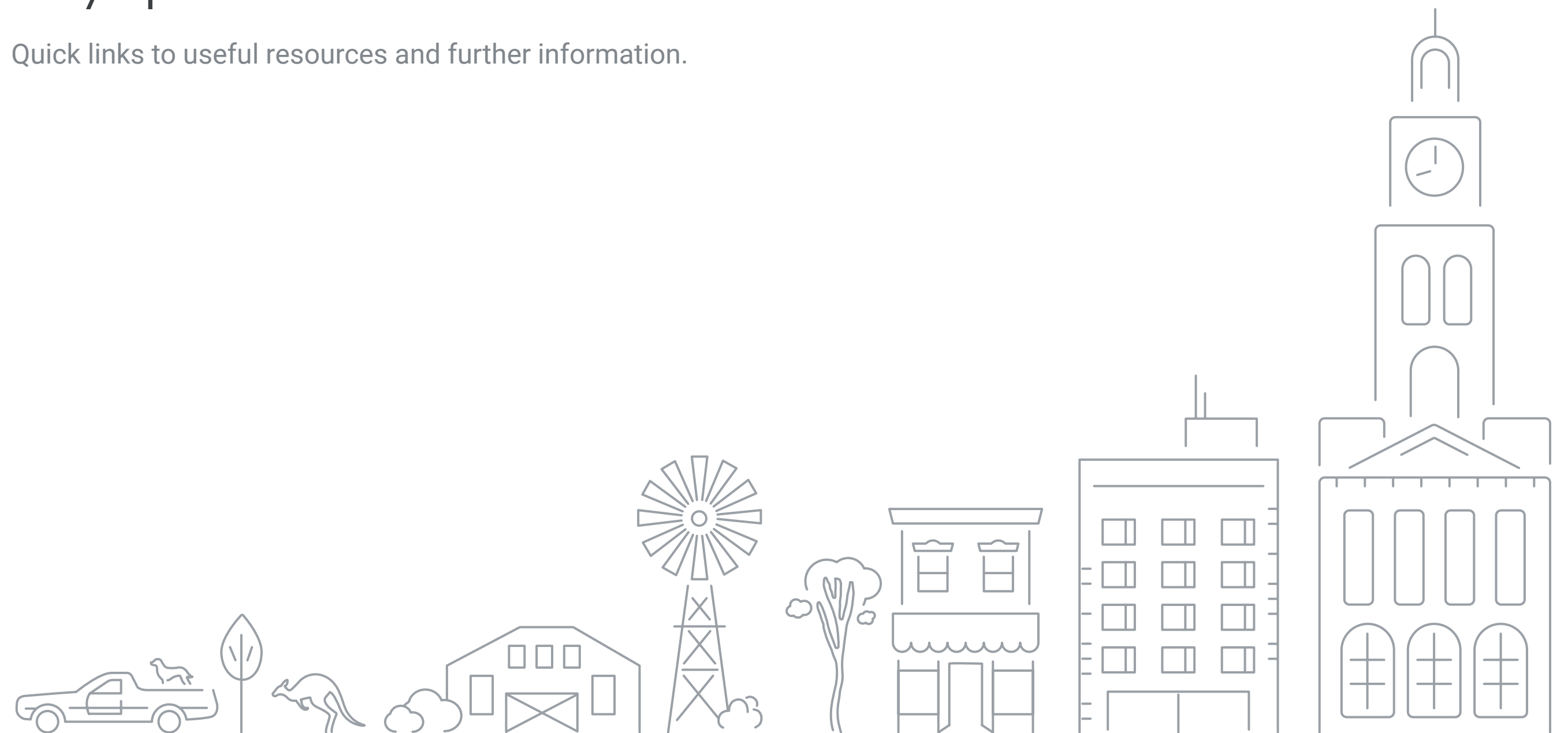
Stand out online

Tools and tips to help you maximise your online presence.

05

Stay up to date

Quick links to useful resources and further information.



01

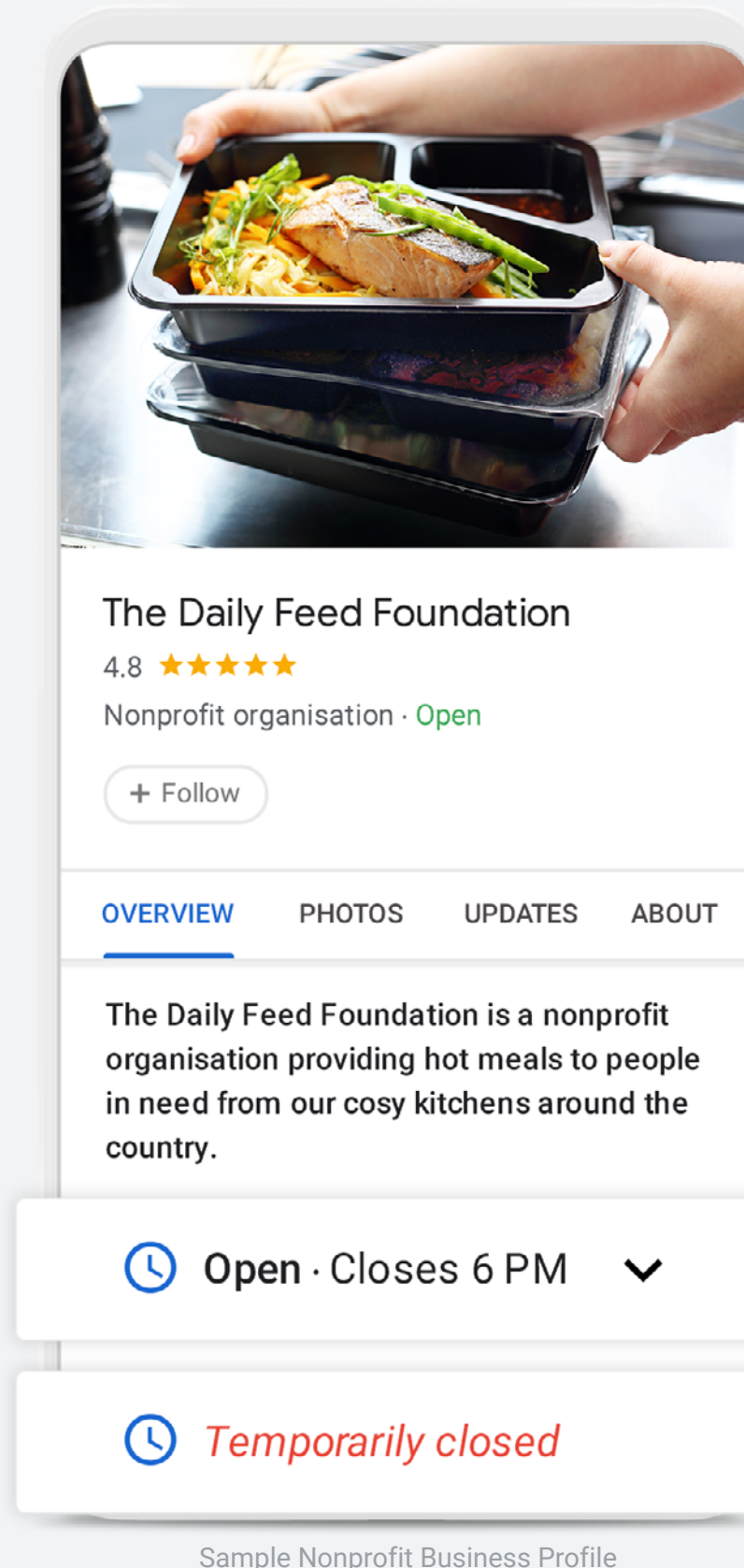
Keep people
informed

Get the right message out there

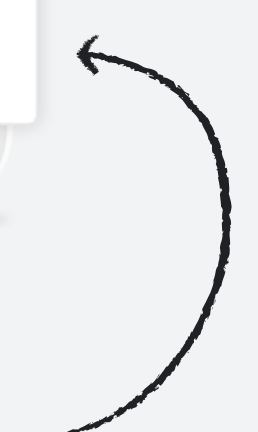
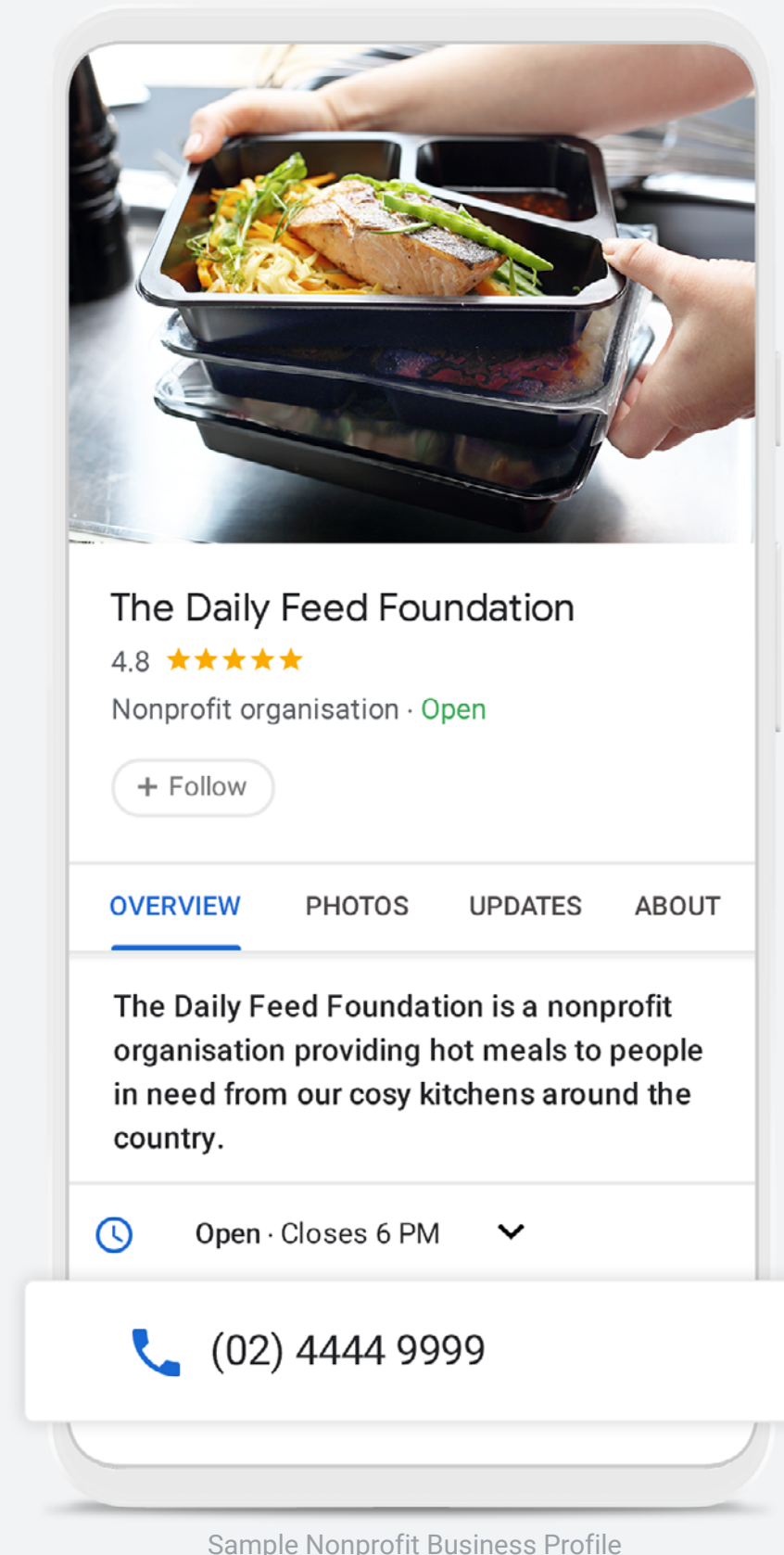
Right now, people could be searching for your nonprofit online. Make sure they're getting the right information by updating your Business Profile on Google.

Quick tip

You'll find everything you need to know about updating your Business Profile [here](#).



Update your opening hours or mark as 'temporarily closed'.



Working remotely? Update your phone number so that people can still reach you.



Share real time updates

Let people know about changes to your nonprofit as soon as they happen.

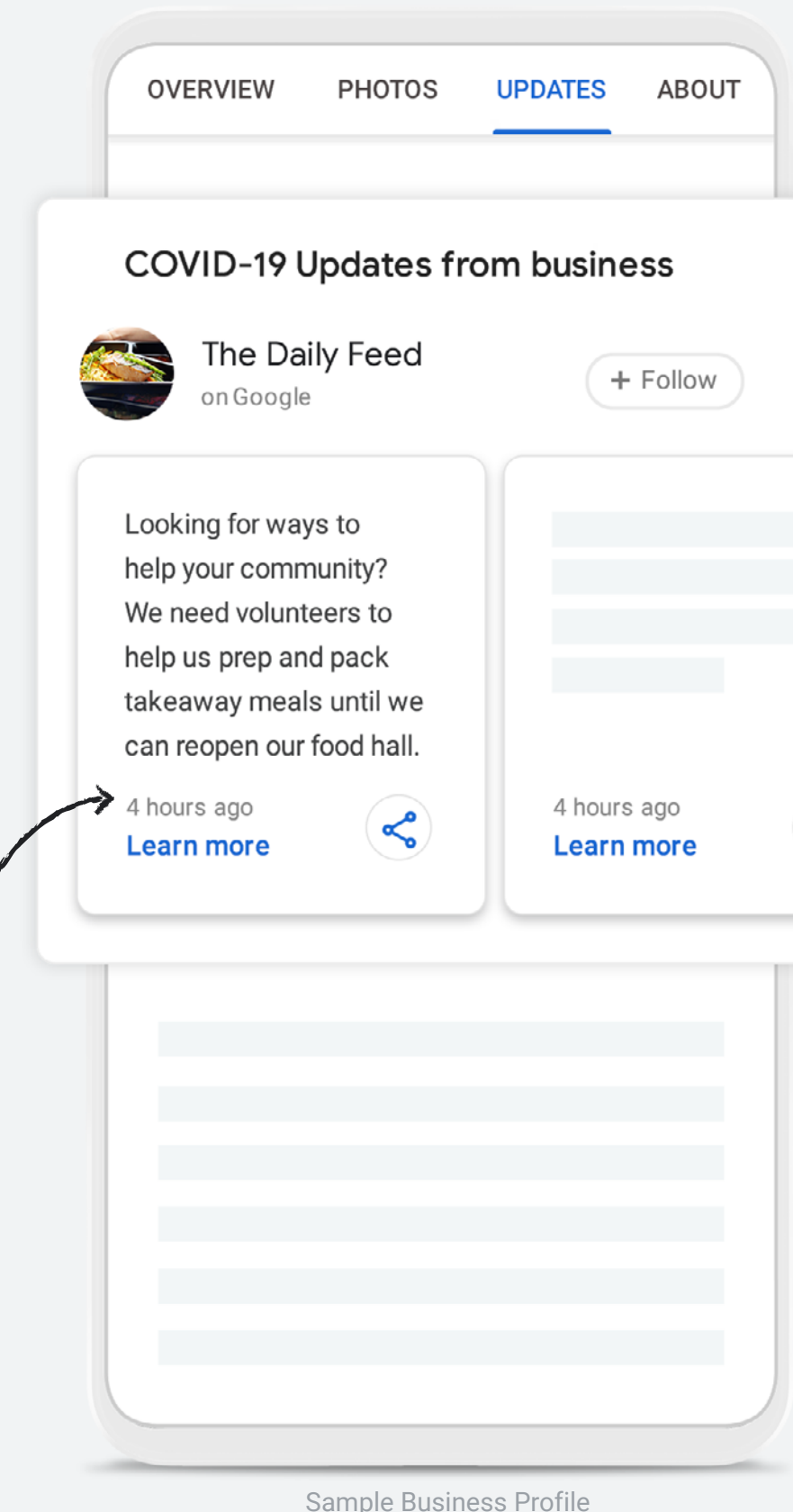
You can even make updates on the go with the Google My Business app. Download for free on [Android](#) or [iOS](#).

Did you know?

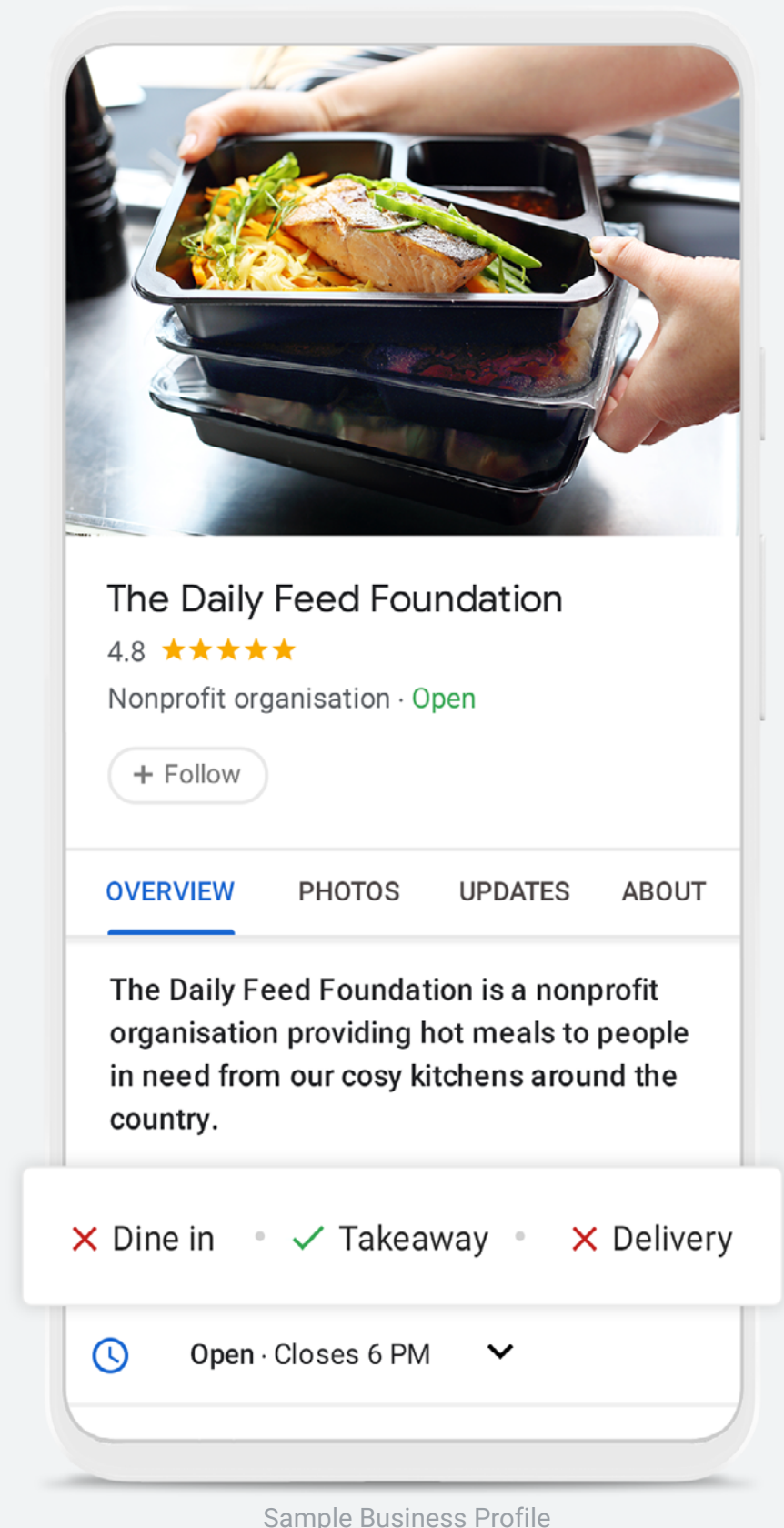
Up to date Google Business Profiles are:

-  **2.7x** more likely to be considered reputable¹
-  **70%** more likely to attract location visits¹

1. [Ipsos research: Benefits of a complete listing 2017](#)



Post COVID-19 updates to keep customers in the loop.



Add new services or features to your profile

02

Go digital



Get your cause out there

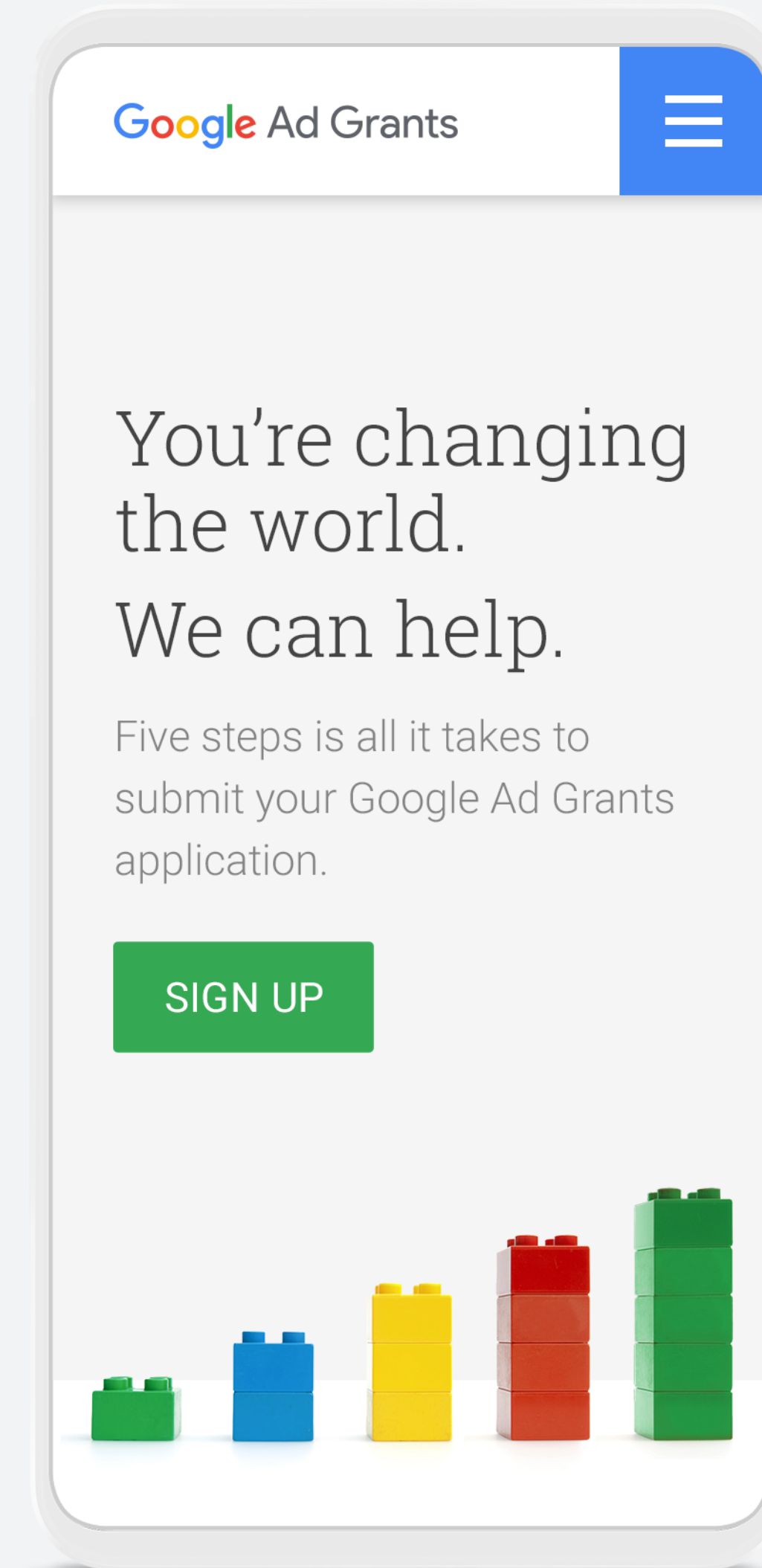
Did you know that your nonprofit could be eligible for Google Ad Grants? If eligible, you'll receive \$10,000 USD worth of advertising every month. You can use this to help raise awareness, attract donations, promote new services, and more.

Here's a quick look at how to get started:

1. See if you're [eligible](#).
2. Request a Google for Nonprofits account (if you haven't already).
3. Create your Ad Grants campaign.
4. Skip the request for your billing information.
5. Submit your account for review.

Ready to go?

[Here's](#) a handy guide that'll take you through the steps in more detail.

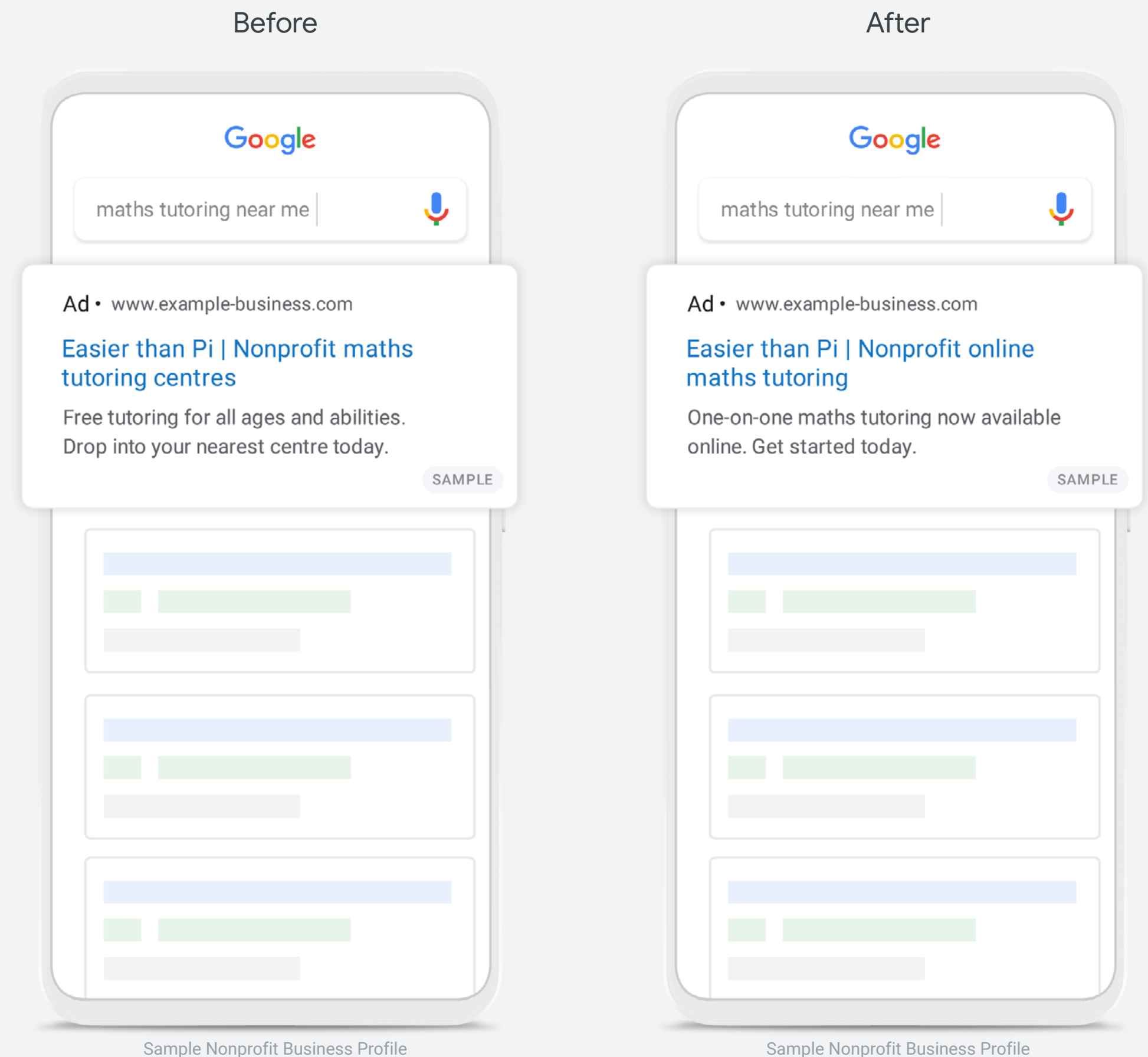


Adjust your advertising

If you already have a Google Ad Grants campaign on the go, you should consider updating the messaging. Like the example shown here, you can update your Ads to let people know that your nonprofit is still here to help.

Did you know?

There is a community of [certified professionals](#) on hand to help you manage and maximise your Google Ad Grants.



How to: Maximise your Google Ad Grants

This short video breaks down the Google Ad Grants program and provides tips on how to get the most out of your account.

In under five minutes, you'll learn how to:

- Engage more donors, volunteers, and recipients.
- Create relevant campaigns that support your mission.
- Keep your account eligible.

[Play video](#)



03

Tips for remote working



Make remote working work for you

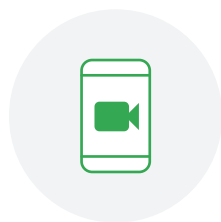
Here are four tips to get you started:



Connect with your team via video or chat, collaborate on projects remotely, and increase productivity with [G Suite for Nonprofits](#).



Work, teach, or learn from anywhere with Google's [free tools and resources](#).



Make better [video calls](#).



Set up free, online classes and recreate in-person learning environments with [Google Classroom](#).

Did you know?

G Suite for Nonprofit account holders now have free access to Google Meet's [premium features](#). This includes larger meeting sizes, live streaming, and more.



04

Stand out
online



Boost your nonprofit's Business Profile

Once you've made all the necessary updates to your Business Profile on Google, you can get down to the fun stuff.

Adding photos and videos to your nonprofit's Business Profile is a great way to share more of your personality, showcase your team and services, and build trust.

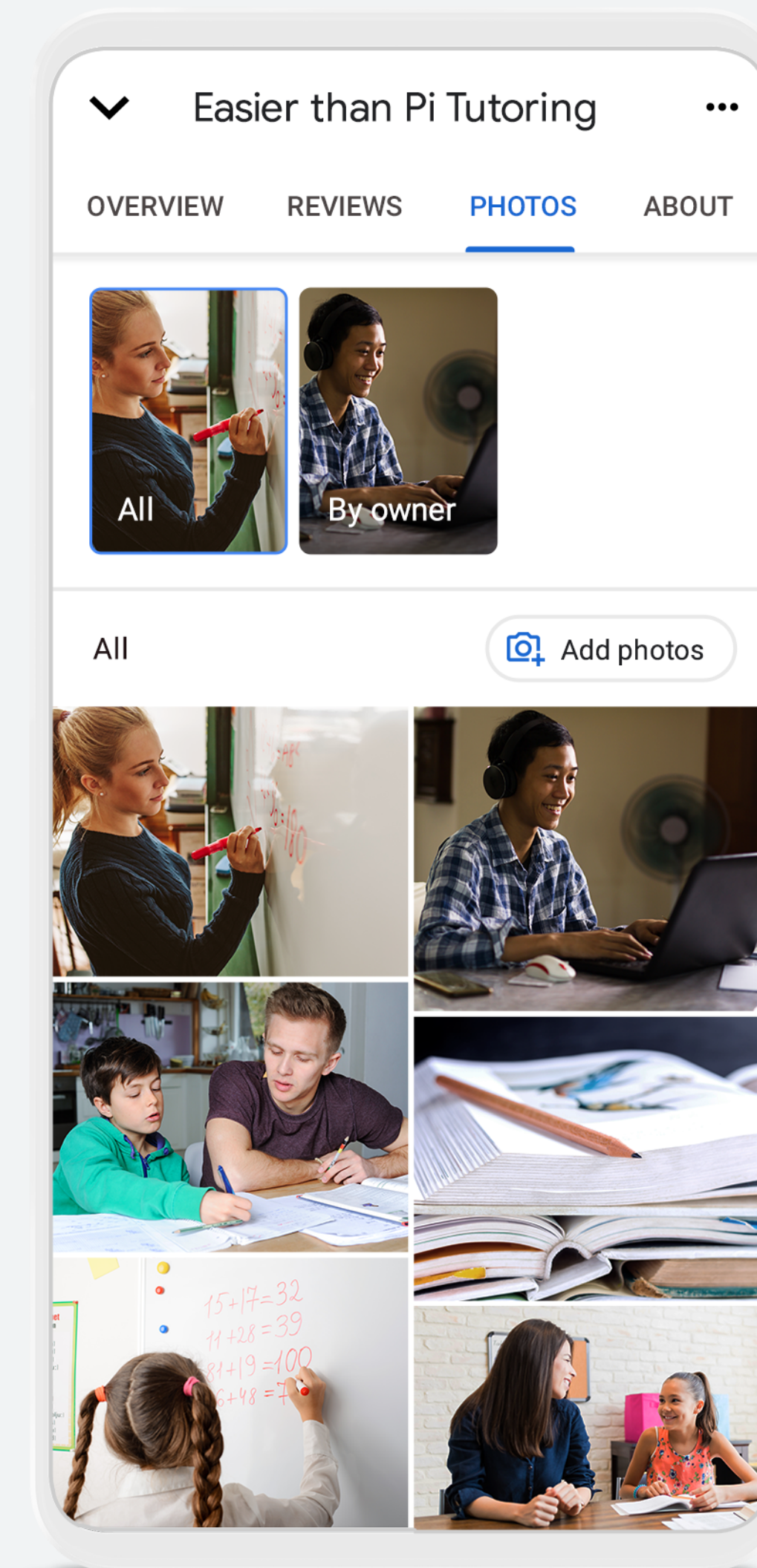
We've created some useful guidelines to help you get started.

[Learn more](#)

Did you know?

90% of customers are more likely to visit a business that has photos on a search results page.

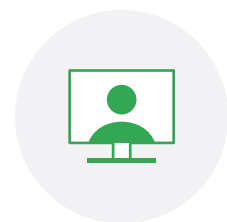
Source: Google Consumer Barometer, April 2017



Sample Nonprofit Business Profile

Amplify your cause

Harness the power of video storytelling to engage your supporters, encourage donations, and reach a global audience with the YouTube Nonprofit Program. Once you have [activated your account](#) you can:



Introduce your nonprofit, share your stories, thank donors and [make the most of your channel](#).



Host a virtual fundraiser with the help of this [digital events guide](#).



Learn how to reach a large and passionate audience with [YouTube Impact Lab](#).

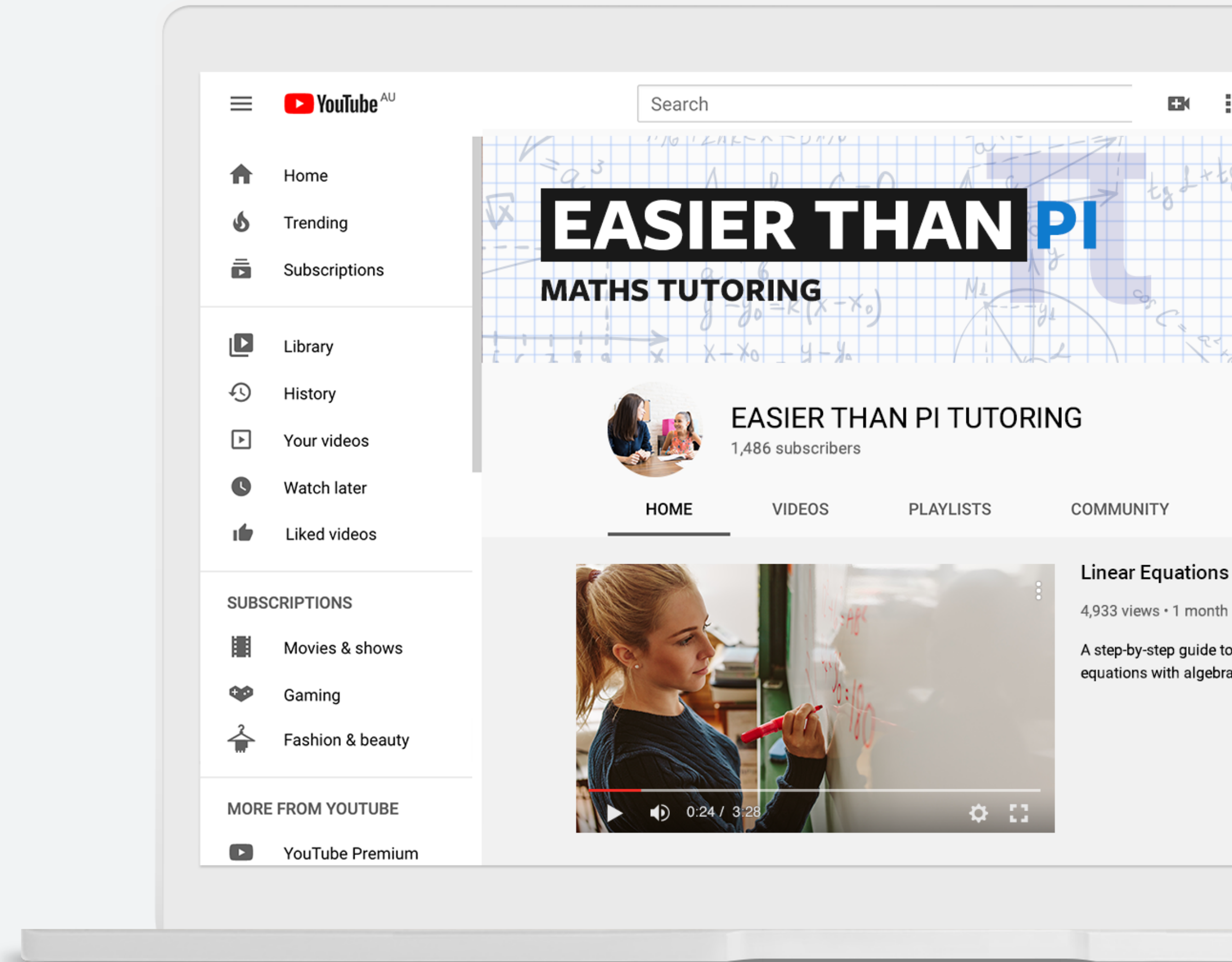


Access [dedicated email support](#) to help you launch your nonprofit channel.

Did you know?

YouTube has over 2 billion monthly logged in users. These users watch 1 billion hours of video per day. *

*YouTube Internal Data, Global, April, 2019.



Sample Nonprofit YouTube Page

05

Stay up
to date



Additional resources

Explore all the tips and resources available from [Google for Nonprofits](#).

Make the most of Google for Nonprofits with these handy [How-To Guides](#).

Keep up to date with the Google for Nonprofits [Community](#).

Here are some tips for [virtual fundraising](#) and how to engage donors.

Check out these [nonprofit-specific offers and support](#) from a range of tech companies in response to COVID-19.

Heads up

Keep an eye on the [Grow with Google AU website](#) as our online content series, Grow with Google On Air, will be dropping very soon.



Grow with Google

