

# **The £90,000 Digital Equaliser**

**A strategic playbook for  
unlocking and scaling Google  
Ad Grants for UK Charities.**

A practical guide for charity leaders and fundraising teams.

**\$10,000 /  
month**

Resetting monthly.  
Equivalent to ~£7,400  
to £7,500.

**£90,000 /  
year**

The annualised value of  
the search advertising  
allocation.

**115,000+  
Charities**

Global adoption rate  
across 50 countries,  
fuelled by over \$10 billion  
in ad credits since 2003.

Most charities work with marketing budgets that would make a corporate brand laugh. Google Ad Grants shifts that balance. It is a free, high-visibility channel to drive donations, recruit volunteers, and connect people with services.

# UK Eligibility Rules

Entity Type	Status		
Charity Commission for England and Wales	<input checked="" type="checkbox"/> Approved	Community Interest Companies (CICs) Must set up a separate charitable entity.	<input type="checkbox"/> Excluded
OSCR (Scotland)	<input checked="" type="checkbox"/> Approved	Hospitals & Healthcare But linked fundraising foundations are approved.	<input type="checkbox"/> Excluded
Charity Commission for Northern Ireland (CCNI)	<input checked="" type="checkbox"/> Approved	Schools & Universities But philanthropic foundations are approved.	<input type="checkbox"/> Excluded
HMRC Exempt Charities	<input checked="" type="checkbox"/> Approved	Government Entities	<input type="checkbox"/> Excluded

## Base Requirements

✓ HTTPS secured website

✓ Non-discrimination compliance

✓ Clear meaningful action pathways

# The Execution Roadmap

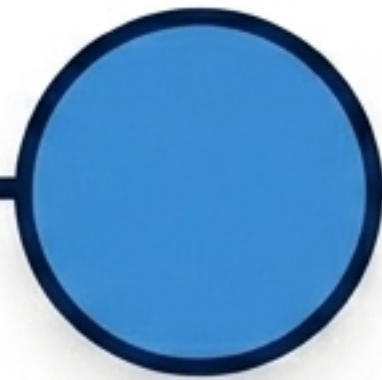
## 1. Goodstack Verification



**Status:** 3 to 14 working days.

**Action:** Goodstack confirms regulatory status. Watch for verifications@mail.goodstack.org.

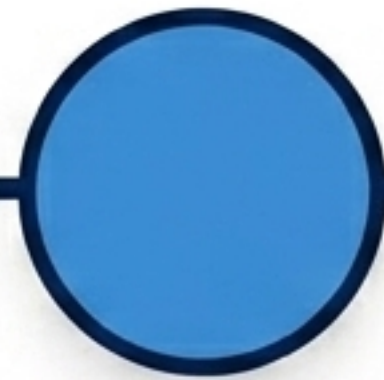
## 2. Google for Nonprofits



**Action:** Activate the master account.

**Pro-Tip:** Always use a generic admin email (marketing@yourcharity.org), never a personal staff email.

## 3. Application Submission



**Action:** Access Ad Grants inside the dashboard, fill out eligibility forms, and link a basic Google Ads account.

## 4. The First Campaign



**Status:** 7 to 21 working days (total process).

**Action:** Build the initial compliant campaigns to trigger final approval.

# The Reality Check: Management Matters

## The Decaying Account

**\$300 / month  
average spend**

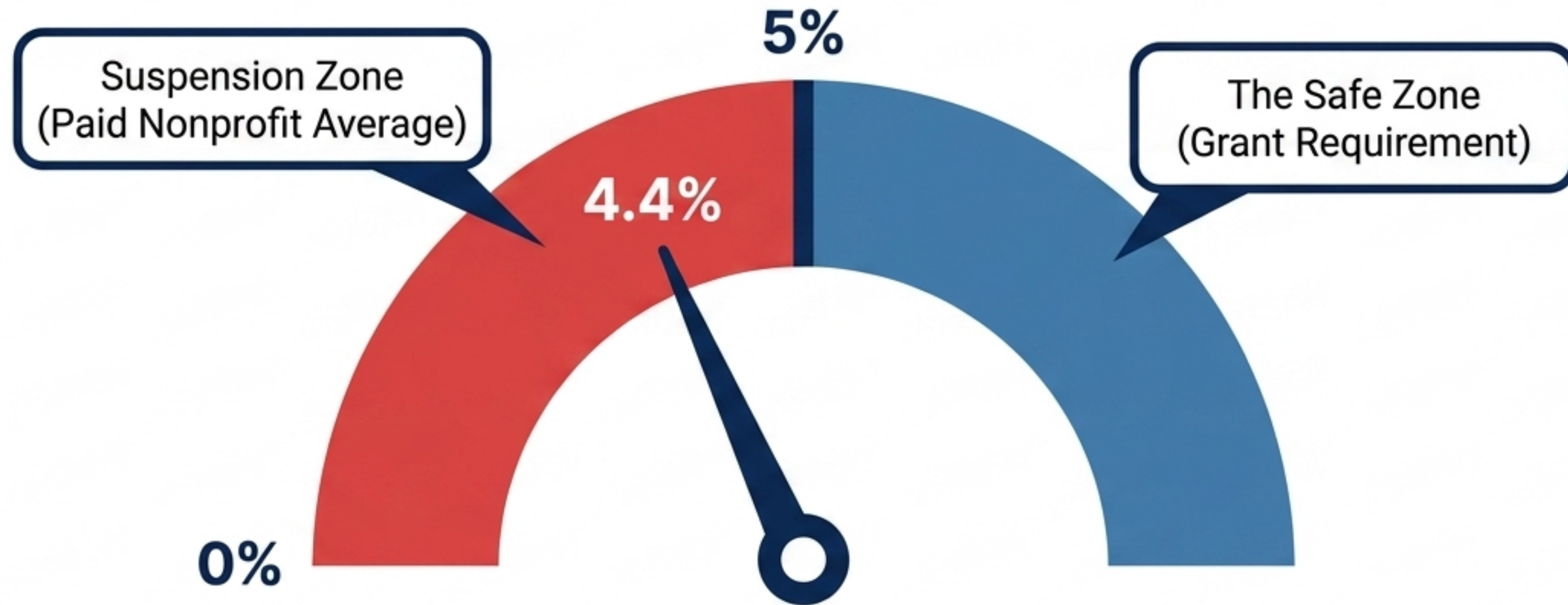
- ✘ Low-quality keywords choked by CTR rules
- ✘ Tiny geographic targeting limits
- ✘ Thin website landing page content
- ✘ Misconfigured smart bidding
- ✘ Zero active monthly management

## The Optimised Engine

**\$8,000 - \$9,500 / month  
active spend**

- Treat it like a **budget you have to earn back**, and it pays handsomely.
- Treat it like a **switch you flip and forget**, and it will underperform or face suspension.

# Rules of Survival: The 5% CTR Cliff



Your account must maintain a click-through rate of 5% or higher every month. Drop below this for two consecutive months, and the account is temporarily suspended. Because the paid sector average is only 4.4%, the grant demands proactive optimisation to out-perform standard accounts.

# Anatomy of a Compliant Campaign







**1 Meaningful Conversion Tag per month**




A conversion **must be mission-tied** (donation, volunteer sign-up, petition). Page views do not count. Valid conversion tracking via GA4 or Tag Manager is mandatory.

# Rules of Survival: Restrictions & Tempo

## The Keyword Filters (Rejected Inputs)

-  Keywords with a Quality Score of 1 or 2.
-  Single-word keywords (with rare medical/brand exceptions).
-  Overly generic terms (e.g., 'today's news', 'free videos').
-  Branded keywords you don't own (e.g., bidding on 'BBC' or 'Cancer Research UK' if you are not them).

## Required Operational Settings

-  **Smart Bidding:** Accounts created since April 2019 must use conversion-based bidding (Maximize Conversions, Target CPA, Target ROAS). Manual CPC is rejected.
-  **Activity Pulse:** Mandatory login at least once a month. Meaningful account changes required every 90 days.
-  **Compliance:** Mandatory response to the annual Google programme survey.




# The Complete Supporter Funnel






Relying solely on Ad Grants leaves the top of the funnel empty. Used together, affiliates introduce the cause, and search captures the intent. AMCM manages the discovery layer to complement your search capture.

# The Utility Ecosystem: Free Charity Tech




## Cloud & Productivity

 Google Workspace (Free apps),  **Microsoft 365** (Discounted, \*Note: Bing Ads for Social Impact ended 2025/2026\*),  **AWS** (Up to \$2k credits + \$150k Imagine Grants).






## Design & Marketing

 **Canva Pro** (Free to 50 users),  **Adobe Express Premium** (Free),  **YouTube Nonprofit** (Donation cards/tools).

## Social & Network

 **Meta** (Free donate buttons),  **TikTok for Good** (Donation stickers/creator tools),  **LinkedIn** (Discounted Recruiter/Sales Nav).

## Ops & Comms

 **Salesforce** (10 free licences),  **HubSpot** (40% off),  **Zoom** (Up to 50% off),  **Slack** (Free/discounted Pro),  **Mailchimp** (15% off).

## The Verification Gateways

TechSoup UK | Charity Digital | Goodstack

# The 30-Day Action Plan

- 1 Step 1: Apply this month.** Verification takes weeks; initiate the Goodstack process today.  Pending
- 2 Step 2: Lock in the baseline.** Implement mission-led conversion tracking, sitelinks, and 2 ads per group.  Pending
- 3 Step 3: Isolate core themes.** Build initial campaigns around 4 to 5 highly relevant organisational themes.  Pending
- 4 Step 4: Establish a monthly rhythm.** Set a recurring schedule to pause low-CTR keywords and expand high-performing search terms.  Pending
- 5 Step 5: Integrate the funnel.** Pair intent-capture (Ad Grants) with discovery channels (Affiliate, Social) to turn free traffic into lifetime supporters.  Pending

**AMCM Agency** builds the discovery engines that complement intent. Talk to our UK team about multiplying your impact through affiliate marketing.