



GOOGLE FOR NONPROFITS ADGRANT MANAGEMENT PROGRAM

DEVIN VANDER SCHAAF

OWNER

HYPHENATE CONSULTING

- 18+ years nonprofit experience including:
 - Google AdGrant Management
 - SEO and Analytics
 - Grant Writing
 - Marketing
 - Public Relations
 - Web Development and Maintenance



PROGRAM OBJECTIVES:

- Apply for Google for Nonprofits Ad Grant
 - Increase the web traffic
 - Increase number ad impressions
 - Increase conversions
- Create ads and campaigns using the Google AdGrant money (\$10,000/month)
 - Provide monthly reporting and meetings (depending on package)

More Importantly... I genuinely want to see your nonprofit and your good mission succeed! I have worked in nonprofits for 20 years and I have been on your side of the table. It has been my personal mission to provide services for less money to cash strapped nonprofits ever since I started Hyphenate Consulting back in 2021. This program and technology should be as accessible and affordable as possible to nonprofits doing good in the world, and now it is!

~ Devin Vander Schaaf

7 WAYS FOR NONPROFITS TO USE THE GOOGLE AD GRANT



WHY CHOOSE HYPHENATE CONSULTING TO MANAGE YOUR GOOGLE ADGRANT?

Spending the free, \$10,000/month in Adgrant money is challenging!

There is a keyword cap at \$2.00 and a 5% Click Through Rate (CTR) requirement.

Creating effective, traffic driving ads that stay in compliance takes time and expertise.

Hyphenate Consulting can produce measurable results affordably, which is crucial for fiscally responsible nonprofits.

Contracts come with reporting on key metrics and/or monthly meetings depending on package.

Hyphenate Consulting offers the most affordable Google AdGrant Management Program on the market.

No set up fee!

Four-month trial period.



RESULTS

Push valuable news and information to the top of Google results with sponsored ads

On average, clicks increase to 1-2K within 120 days.

First two months: set up and learning phase, focusing on account warming, keyword quality and steady traffic (300-500 clicks per month)

3rd and 4th month: optimize ads and get to 1.5K – 2K clicks!

Keep click through rate (CTR) above 5%

Track data with Google Analytics/provide digestible monthly tracking including:

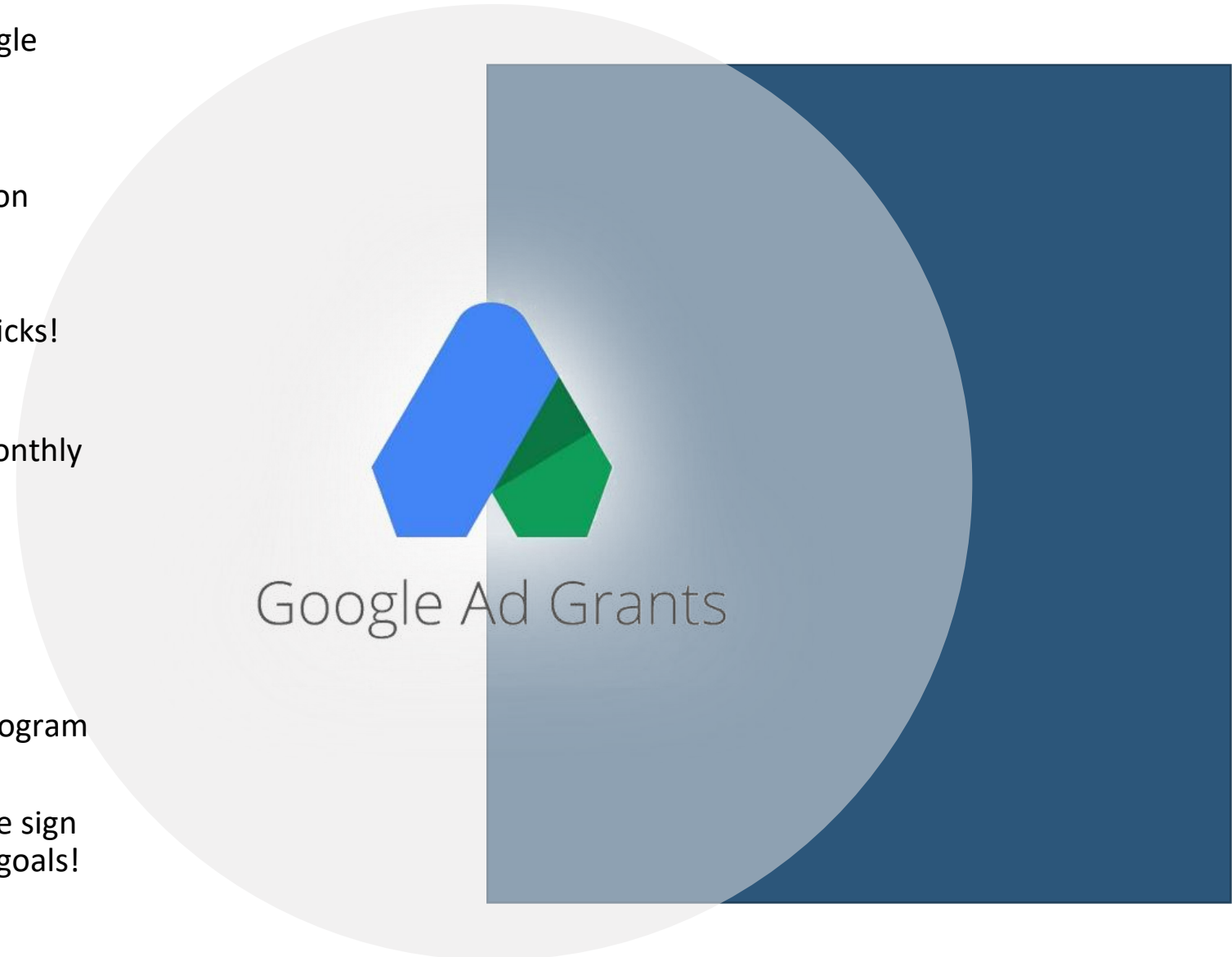
- Click Through Rates (CTR)

- Impressions, Web Visits

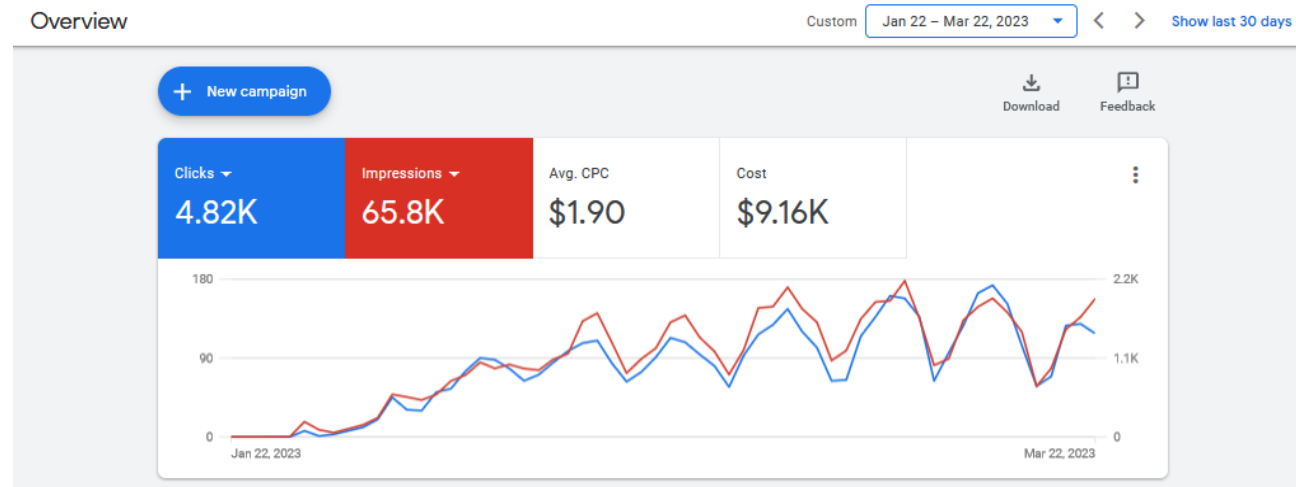
- Conversions

If you sell a service or training → see a strong ROI! Program can even pay for itself!

Program will give your nonprofit exposure and increase sign ups, calls, volunteers or donations depending on your goals!



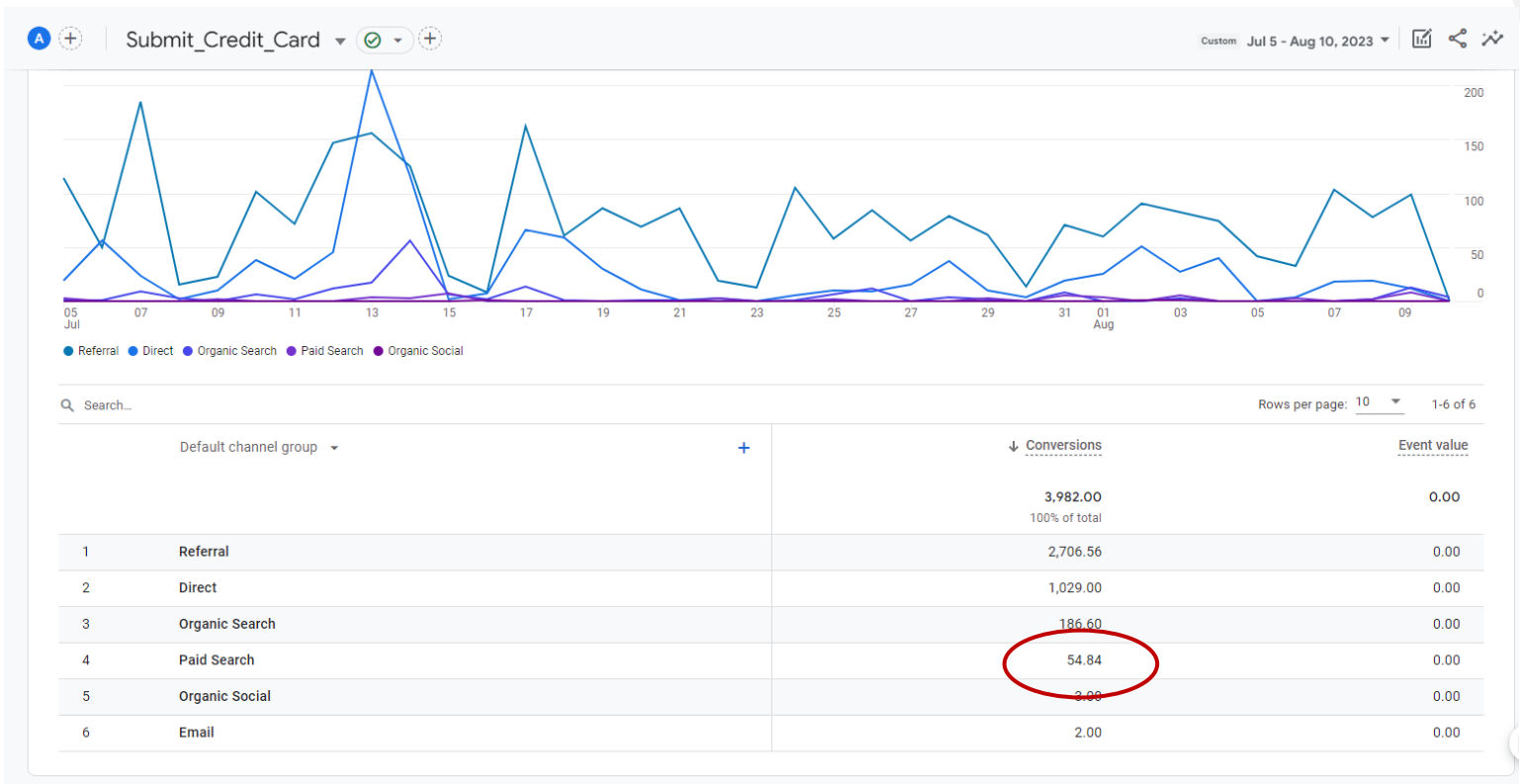
RESULTS CONT.



In 2 months a Minnesota mental health and services nonprofit client went from 0 to 4.82K clicks, 65.8K impressions and spent \$9.16K of the Google Ad Money utilizing our management program*

Results vary based on market and keywords related to your nonprofit (and Cost Per Click CPC rates)

RESULTS CONT.



Net profit of \$2,300/month as a result of the 54 conversions (July – Aug '23)

This nonprofit organization sells training services – the program can more than pay for itself!

NONPROFIT CLIENT REVIEW



BM Fam

10 reviews · 2 photos



a week ago

NEW

For over a year I had the pleasure of working with Devin at Hyphenate Consulting to acquire and manage Google Ad Grant and enhance our organization online visibility through search ads. Their customer service is exceptional, guiding us through the entire process with expertise and efficiency. Thanks to their efforts, the organization presence has significantly increased, reaching more individuals and building brand awareness. I highly recommend Hyphenate Consulting for their outstanding service and dedication to helping organizations grow through SEO and web performance.



Reply



Like

COSTS AND PACKAGES

\$999/Month

Initial kick off meeting
4 month trial period
12 month commitment (after trial period)
Paid monthly
No setup fee
Monthly reporting via email

\$1399/Month

Initial kick off meeting
4 month trial period
12 month commitment (after trial period)
Paid monthly
No set up fee
Customized monthly reporting via email
Monthly meetings including:

- Support
- Strategy

(Analytics, reporting, website optimization, etc.)

After Trial Period:

Price increases to \$1399 or \$1599 package per month for year-long contracts*



NEXT STEPS

Initial kick off meeting:

- Identify goals, keywords and conversions (where to send traffic? Garner donations? Sign ups?)
- Set up grant with Google (no set up fee)
- Initial payment
- Launch

4 month trial period (meet after 4 months/no obligation after four months)

12 month commitments (after trial period)

Billed monthly

Email devin@Hyphenateconsulting.com to get started



THANK YOU!

DEVIN@HYPHENATECONSULTING.COM

WWW.HYPHENATECONSULTING.COM