



Memphis

Introduction To TechSoup and Google
Ad Grant For Nonprofits

TechSoup's Mission

TechSoup's mission is to build a dynamic bridge that enables civil society organizations and changemakers around the world to gain effective access to the resources they need to design and implement technology solutions for a more equitable planet.

[Video: How TechSoup Validates Nonprofits](#)

techsoup

net 

About NetSquared

NetSquared is a program of **TechSoup Global**. Our mission is to

"Mobilize Technology and Communities for Social Change"

Our network of volunteers organize nonprofit technology meetups and training events with the goal of helping nonprofits and community groups master technology.



NetSquared Global Network



- **120 groups**

- **41 countries**

Social Hashtags

Twitter: #Tech4GoodMem, #Net2Mem , #Net2memphis
#Tech4GoodMemphis

Facebook: <http://www.facebook.com/NetSquared>

Purpose of This Group

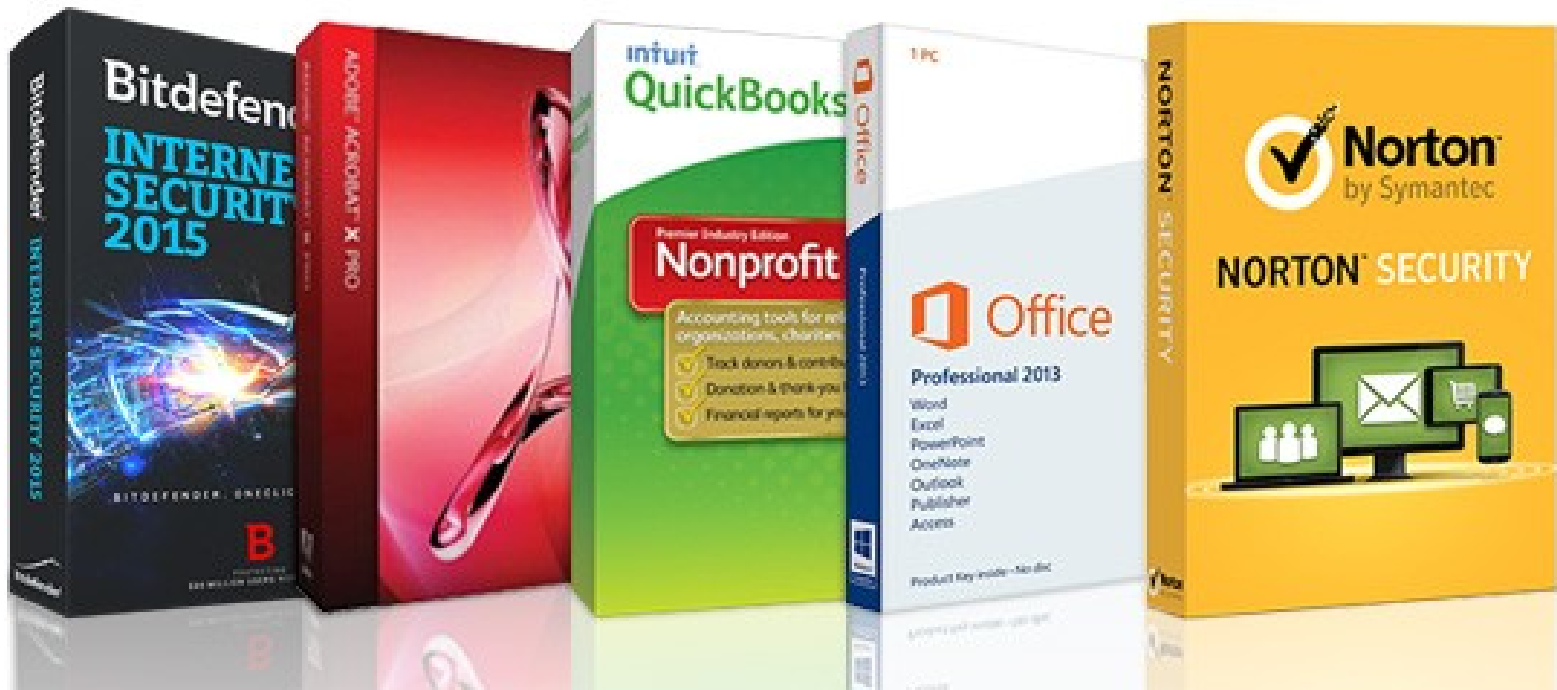
- Meeting Time
- More Information About Group
- How To Keep Up With
- Group Notifications or Provide Feedback



Do More to Further Your Cause!

Get the technology donations you need for greater impact.

Create Your Free Account



Sponsor(s)

techsoup

www.techsoup.org

Today's Presenter & Co-Host

Jodie Mason, Digital Media Consultant
Specializing in Google Ads Grant

- M.P.A. (concentration Non-profit Administration) from University of Memphis
- Google Ads Search Certified
- Google Analytics Individually Qualified

How to apply for the Google Ad Grant

Eligibility

Requirements

TechSoup

Google
for NP

Google Ads Grant Eligibility Requirements

Google Ad Grants is part of the Google for Nonprofits program. To qualify for Google Ad Grants, your organization must:

- 1) Create a TechSoup account. Add your organization to the TechSoup.org Account.
- 2) Go through TechSoup.org nonprofit validation check.
- 3) Get a validation code from TechSoup.org

- 4) Apply to Google for Nonprofits.
- 5) Hold valid charity status. Hold a valid 501(c)(3).
- 6) Acknowledge and agree to Google's required certifications regarding nondiscrimination and donation receipt and use.
- 7) Have a live website with ***substantial content.***

8) Non-eligible entities: Governmental entities and organizations, hospitals and medical groups, schools, academic institutions and universities (Google for Education offers a separate program for schools) are not eligible for Google for Nonprofits, but philanthropic arms of educational institutions are eligible. Please note, some types of organizations are not eligible and will not be verified.

Google Ad's Grant Who's Eligible

To enroll in the Google for Nonprofits program, you must be a nonprofit charitable organization in good standing, and meet the full eligibility requirements in your country.

Organizations must be recognized by the IRS as tax-exempt 501(c)(3) organizations formed for charitable, educational, religious, literary, scientific, or other tax-exempt purposes.

Fiscally sponsored organizations are not eligible for Google for Nonprofits. Fiscally sponsored organizations that do not have their own 501(c)(3) status and are not covered by group exemption are not eligible for the Google for Nonprofits program.

Organizations, such as churches, that are automatically considered tax-exempt under group exemption must still obtain recognition of 501(c)(3) tax exemption from the IRS to qualify for the Google for Nonprofits program.

Organizations must be validated by TechSoup.

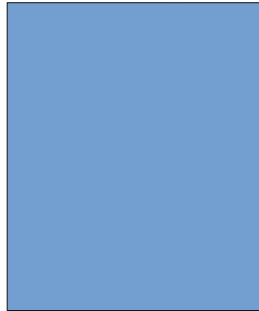
Account Details

ACCOUNT DETAILS

REQUEST HISTORY

FULFILLMENT EMAILS

VALIDATION TOKENS



EDIT MEMBER DETAILS

CHANGE PASSWORD

Your Organizations

ADD AN ORGANIZATION

NAME

LOCATION

STATUS

ACTIVE

You haven't added any organizations.



Add Your Organization

If your organization has 10 or more locations, [we can help](#).

**ORGANIZATION
STATUS** ?

- 501(c)(3) nonprofit
- 501(c)(3) public library
- 501(c)(3) church, synagogue, or other place of worship
- Non-501(c)(3) public library
- None of these

EIN OR FSCS ID ?

CONTINUE



Check Your Eligibility

Is your organization a 501(c)(3) nonprofit or library? It probably qualifies for donated and discounted technology products from TechSoup. Find out which donation programs you're likely eligible for by entering your organization's information below.

If your organization is already registered, [log in first](#) to receive a list of donation programs specific to your organization.

My organization is one of the following

- 501(c)(3) nonprofit
- 501(c)(3) public library
- Non-501(c)(3) public library

Organization Location

 Save for later

We found the organization(s) listed below for **EIN or FSCS ID 11-1111111**.

Select the organization you want to add to your account. You can add a new organization if you don't see yours here.

Branch locations and satellite offices can be listed separately.

FILTER

State or territory



Zip code

SUBMIT

I DON'T SEE MY ORGANIZATION

SELECT	ORGANIZATIONS	LOCATION
<input type="radio"/>	The Carl Foundation	san jose,CA
<input type="radio"/>	[TESTTEST]Bruce Test One	San Francisco,CA
<input type="radio"/>	[TESTTEST]Bruce's Test Two	San Francisco,CA
<input type="radio"/>	[TESTTEST]daratest	San Francisco,CA
<input type="radio"/>	[TESTTEST]florecen	San Francisc,CA
<input type="radio"/>	[TESTTEST]HMFFTEST	San Francisco,CA
<input type="radio"/>	[TESTTEST]marcus test	Berkeley,CA
<input type="radio"/>	[TESTTEST]MS Restrictions Test	sf,CA
<input type="radio"/>	abc124	seattle,WA
<input type="radio"/>	TESTTESTGarden Club	Alameda,CA

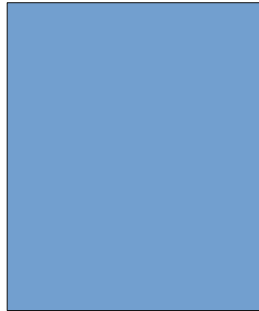
Account Details

ACCOUNT DETAILS

REQUEST HISTORY

FULFILLMENT EMAILS

VALIDATION TOKENS



EDIT MEMBER DETAILS

CHANGE PASSWORD

Your Organizations

ADD AN ORGANIZATION

NAME	LOCATION	STATUS	ACTIVE
------	----------	--------	--------

You haven't added any organizations.



Your work is vital. We are raising funds to support it.

techsoup United St...▼

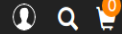
PRODUCT CATALOG

SERVICES▼

COMMUNITY▼

RESOURCES▼

HELP



Validation Token FAQ

TechSoup Validation Tokens are unique codes that enable 501(c)(3) nonprofits that have been validated by TechSoup to obtain offers.

TechSoup Validation Services that use validation tokens currently include

[Google for Nonprofits](#)

How do I get a validation token?

To start, select the appropriate link above, and then follow the on-screen prompts to get your validation token.

What is a validation token?

Validation tokens are used by nonprofits that have been validated by TechSoup to get offers directly from donors outside of TechSoup.org.

Validation tokens are not needed to request donated products from TechSoup.org.

Who can get a validation token?



To give you the best possible experience, this site uses cookies. Continuing to use ngok.techsoupglobal.org means you accept the use of cookies. If you want to know more about the cookies we use, please read our [policy on cookies](#).

ACCEPT COOKIES



In which country is your organization located?

Which language do you prefer?

ENTER



Welcome! Let's get your NGO validated.

In United States, TechSoup is

techsoup

ALREADY A MEMBER

[Techsoup.org](#)

[About Techsoup.org](#)

[TechSoup Global Network \(EN\)](#) →

[TechSoup](#)

[Meet TechSoup \(EN\)](#) →

[Social Impact \(EN\)](#) →

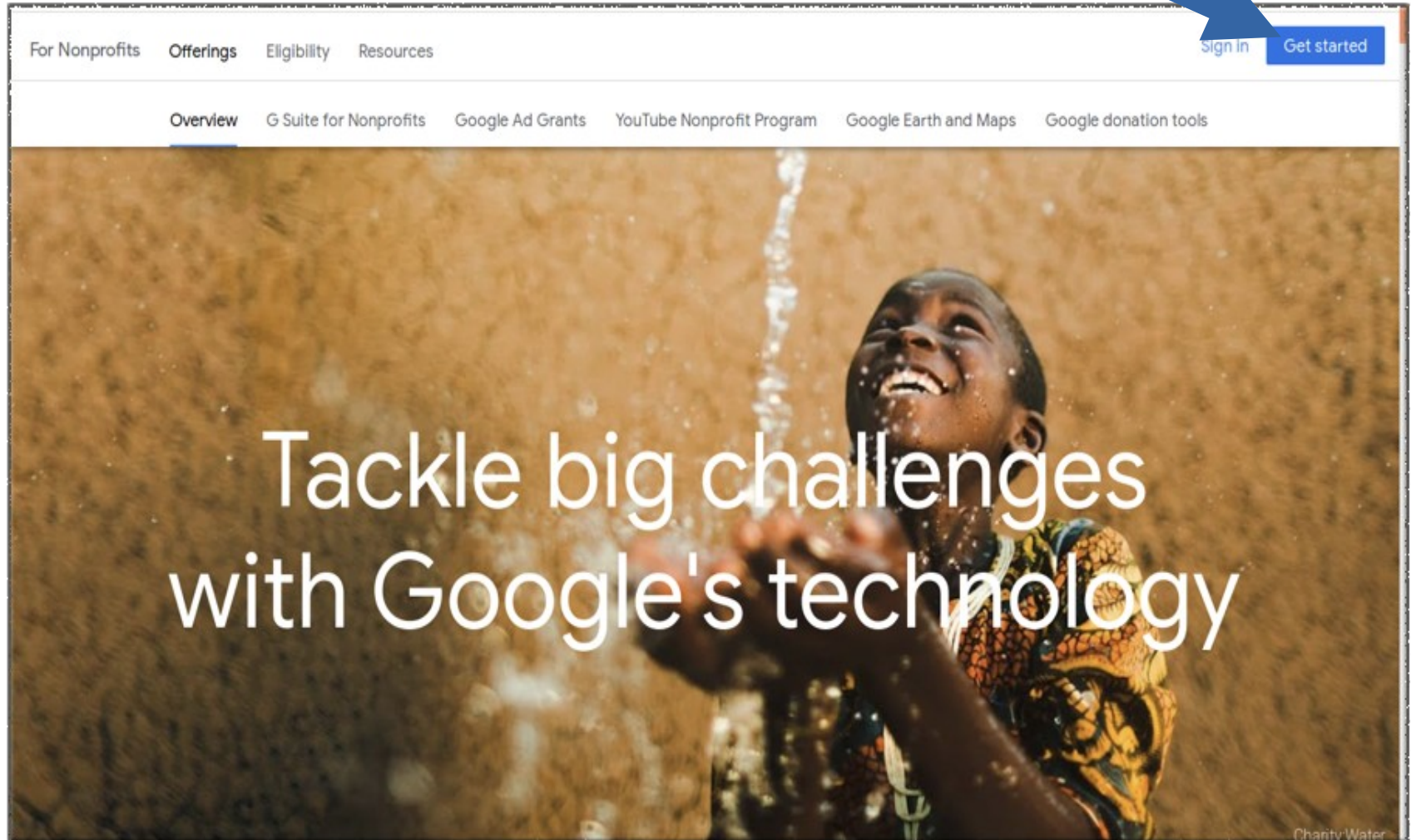
techsoup

techsoup
GLOBAL NETWORK

What does a validation token look like?

123c492@MyOrgName

Google For Nonprofits Page



Where Will Your Ads Appear?

Google

donate to nonprofit organization new york

All News Images Shopping Maps More Settings Tools

About 931,000,000 results (0.67 seconds)

Cohen Children's Hospital | Donate Local, Save Kids' Lives
childrenshospital.northwell.edu/donate
Support New York's Nonprofit Cohen Children's & Help Kids' w/ Serious Illnesses. US News Nat'l Ranked. 100% Tax Deductible. 501(c)(3) Magnet Recognized. Nonprofit. Largest NY Ped. Provider. Types: Care & Treatment, Education &

New York, NY Nonprofits and Charities - Volunteer, Donate, Review
<https://greatnonprofits.org/city/new-york/NY>
Find and review New York charities, nonprofits and volunteering and donation opportunities. Want to donate or volunteer? Find the best non-profit or charity in ...

People also ask

- Can a 501c3 accept donations?
- What companies donate items to nonprofit organizations?
- What companies donate to churches?
- How do I write a donation letter?

Feedback

donateNYC - NYC.gov
<https://www1.nyc.gov/assets/donate/index.shtml>
Does your business have used or surplus items to donate, or is your nonprofit organization looking for free items? Exchange Used Goods ...

Robin Hood - Fighting Poverty in New York
<https://www.robinhood.org/>

Requirements! Make Sure Your Nonprofit is Ready For Google Ads Grant!!!

- Substantial Content
- A 35 web site will not cut it!!!!
- Publish a blog around what your nonprofit does.
- Highlight research around your mission
- Make sure you have a statement on your website that your organization is a 501 c 3 organization.
- Make sure Google Analytics is setup on your website
- Search engine optimize your organization's website!
- If you sale items, you must have a statement on the website or annual report that states how the sale of products benefit your organization
- No affiliate links, 3rd party commercial websites on the organization's website (No Amazon Smile, No Share A Sale, or LinkSynergy)
- Must maintain a 5% Click Through Rate on Filter Keywords each month.
- You have two months from account approval to get into compliance
- No single keywords in ad groups or generic keywords
- Keywords with a quality score of 1 or 2 must be paused
- Google Ads Grant is not a set it and forget it marketing solution
-

- You must have conversion tracking setup correctly
- You must have 2 campaigns with two ad groups each and two ads per ad group, and two sitelinks per ad {can be setup at campaign level}
- You must answer the yearly survey
- Do not use Dynamic Search Ads
- Campaigns must geo-target
- Max budgets per day are \$329 with 2 max CPC
- Domain name must be valid. Any additional domains must be approved.
- Do not use other non-approved domains.
- Your organization must own it's domain name
- You are able to work with 3rd party account managers

**NEVER ENTER
BILLING
INFORMATION!!!!!!**

So What's Next? How Do We Actually Get The Google Ad Grant?

We'll apply for and setting up the Google Ad Grant is the next scheduled class. The process outlined above could take 3-6 weeks from sign up to Google Nonprofit Approval.

Take the time over the next month to make sure your nonprofit organization is ready for the Google Ads Grant program.

Your organization must answer these questions:

- Do we have sufficient or knowledgeable staff to manage the Google Ad Grant?
- Does the individual have 5-10 hours per week to manage the Google Ad Grant?
- Does the organization have the resources to train an individual to manage the Google Ad Grant internally?
- Does the organization need to seek a third party to manage the Google Ad Grant and can the nonprofit afford the management fees or a volunteer?
- If we have third party commercial links on the organization's website that are part of the fundraising, what is the cost benefit ratio keeping or erasing those links?
- How does the organization want to use the Google Ad grant?

Q & A TIME

1 Minute Community Updates



Next Session:

- Applying for the Google Ad Grant
- Setting Up Two Campaigns
- Keyword Research
- Ad Copy
- Monitoring The Account For Compliance
- Why Quality Scores Matter!
- What Are Conversions?



Title card OPTION 1

TechSoup's Mission

TechSoup's mission is to build a dynamic bridge that enables civil society organizations and changemakers around the world to gain effective access to the resources they need to design and implement technology solutions for a more equitable planet.

[Video: How TechSoup Validates Nonprofits](#)

techsoup



TechSoup offers a range of services to help your nonprofit better implement and manage your technology. From emergency tech support to strategic planning to fully managed IT services, their offerings are designed to meet the needs of all types of organizations.

About NetSquared

NetSquared is a program of **TechSoup Global**. Our mission is to

"Mobilize Technology and Communities for Social Change"

Our network of volunteers organize nonprofit technology meetups and training events with the goal of helping nonprofits and community groups master technology.



What is NetSquared?

NetSquared Global Network



• 120 groups

• 41 countries

We're global!

Community leaders like me are holding events for NGOs around the world.

Social Hashtags

Twitter: #Tech4GoodMem, #Net2Mem , #Net2memphis
#Tech4GoodMemphis

Facebook: <http://www.facebook.com/NetSquared>

Purpose of This Group

- Meeting Time
- More Information About Group
- How To Keep Up With
- Group Notifications or Provide Feedback

techsoup

Do More to Further Your Cause!

Get the technology donations you need for greater impact.

Create Your Free Account



NetSquared is a project of TechSoup, a nonprofit connecting nonprofits, foundations, and public libraries with technology donations and discounts and providing learning resources to help them make informed technology decisions. TechSoup's 600,000+ community — nonprofits, foundations, and public libraries around the world — has saved in excess of US\$4.5 billion. For more information, please visit www.techsoup.org.

Sponsor(s)

techsoup
www.techsoup.org

Add sponsor logos here

Today's Presenter & Co-Host

Jodie Mason, Digital Media Consultant
Specializing in Google Ads Grant

- M.P.A. (concentration Non-profit Administration) from University of Memphis
- Google Ads Search Certified
- Google Analytics Individually Qualified

Who is today's guest?

How to apply for the Google Ad Grant

Eligibility

Requirements

TechSoup

Google
for NP



Google Ads Grant Eligibility Requirements

Google Ad Grants is part of the Google for Nonprofits program. To qualify for Google Ad Grants, your organization must:

- 1) Create a TechSoup account. Add your organization to the TechSoup.org Account.
- 2) Go through TechSoup.org nonprofit validation check.
- 3) Get a validation code from TechSoup.org

- 4) Apply to Google for Nonprofits.
- 5) Hold valid charity status. Hold a valid 501(c)(3).
- 6) Acknowledge and agree to Google's required certifications regarding nondiscrimination and donation receipt and use.
- 7) Have a live website with ***substantial content.***

8) Non-eligible entities: Governmental entities and organizations, hospitals and medical groups, schools, academic institutions and universities (Google for Education offers a separate program for schools) are not eligible for Google for Nonprofits, but philanthropic arms of educational institutions are eligible. Please note, some types of organizations are not eligible and will not be verified.

If your nonprofit is in the addiction field or medically related, you may have to go through LegitScripts which is an additional \$3,000 or more to use addiction related keywords. Certain medically related organizations may have to go through LegitScript as well. Prior to your ads showing on Google Ad Search

Google Ad's Grant Who's Eligible

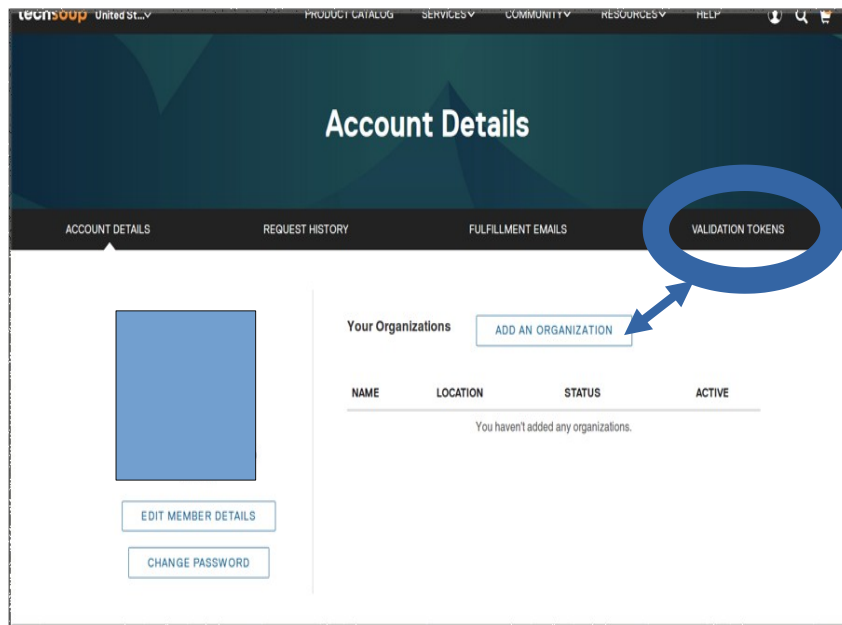
To enroll in the Google for Nonprofits program, you must be a nonprofit charitable organization in good standing, and meet the full eligibility requirements in your country.

Organizations must be recognized by the IRS as tax-exempt 501(c)(3) organizations formed for charitable, educational, religious, literary, scientific, or other tax-exempt purposes.

Fiscally sponsored organizations are not eligible for Google for Nonprofits. Fiscally sponsored organizations that do not have their own 501(c)(3) status and are not covered by group exemption are not eligible for the Google for Nonprofits program.

Organizations, such as churches, that are automatically considered tax-exempt under group exemption must still obtain recognition of 501(c)(3) tax exemption from the IRS to qualify for the Google for Nonprofits program.

Organizations must be validated by TechSoup.



The best way to setup the account is with a general email that 3-4 people in your organization will have access to just in case of administrative changes.

Even if your organization is not eligible for Google for Nonprofits, you may still be eligible for other discounted and free TechSoup products. So go ahead and still go through this verification process!!!!

They have antivirus programs, discounted computers, servers and networking equipment. Quickbooks 2019-including nonprofit addition for \$50 admin fee verse \$499 annual licensing fee.

Presenting a case for funding: Open market pricing verse TechSoup pricing

tecsoup United St... PRODUCT CATALOG SERVICES COMMUNITY RESOURCES HELP

Add Your Organization

If your organization has 10 or more locations, we can help.

ORGANIZATION STATUS

- 501(c)(3) nonprofit
- 501(c)(3) public library
- 501(c)(3) church, synagogue, or other place of worship
- Non-501(c)(3) public library
- None of these

EIN OR FSCS ID

[CONTINUE](#)

Check Your Eligibility

Is your organization a 501(c)(3) nonprofit or library? It probably qualifies for donated and discounted technology products from TechSoup. Find out which donation programs you're likely eligible for by entering your organization's information below.

If your organization is already registered, [log in first](#) to receive a list of donation programs specific to your organization.

My organization is one of the following

- 501(c)(3) nonprofit
- 501(c)(3) public library
- Non-501(c)(3) public library

Organization Location

[Save for later](#)

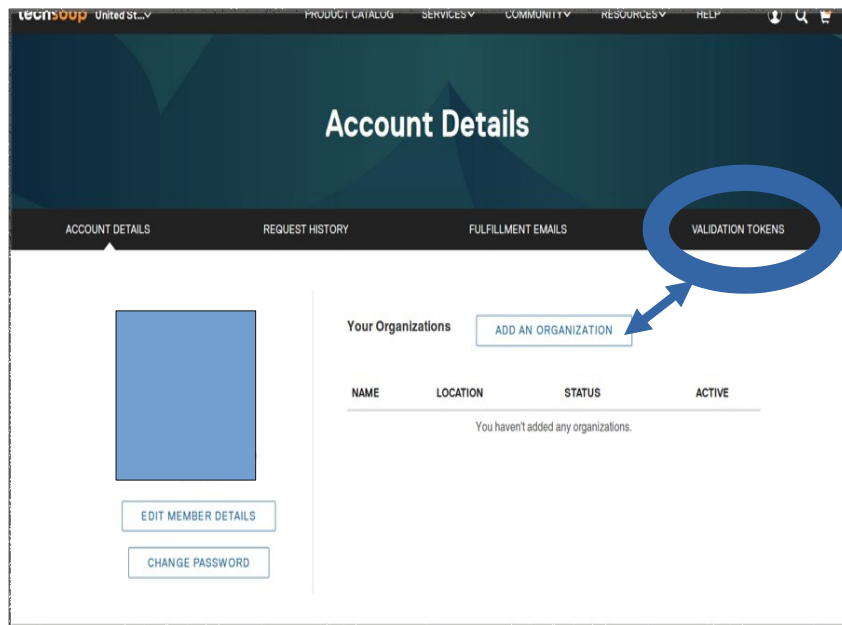
We found the organization(s) listed below for EIN or FSCS ID 11-1111111.

Select the organization you want to add to your account. You can add a new organization if you don't see yours here.

Branch locations and satellite offices can be listed separately.

FILTER State or territory Zip code

SELECT	ORGANIZATIONS	LOCATION
<input type="radio"/>	The Carl Foundation	san jose,CA
<input type="radio"/>	[TESTTEST]Bruce Test One	San Francisco,CA
<input type="radio"/>	[TESTTEST]Bruce's Test Two	San Francisco,CA
<input type="radio"/>	[TESTTEST]saralest	San Francisco,CA
<input type="radio"/>	[TESTTEST]lorencoen	San Francisco,CA
<input type="radio"/>	[TESTTEST]HMPFFTEST	San Francisco,CA
<input type="radio"/>	[TESTTEST]marcus test	Berkeley,CA
<input type="radio"/>	[TESTTEST]MS Restrictions Test	sf,CA
<input type="radio"/>	abc124	seattle,WA
<input type="radio"/>	TESTTESTGarden Club	Alameda,CA



The best way to setup the account is with a general email that 3-4 people in your organization will have access to just in case of administrative changes.

Even if your organization is not eligible for Google for Nonprofits, you may still be eligible for other discounted and free TechSoup products. So go ahead and still go through this verification process!!!!

They have antivirus programs, discounted computers, servers and networking equipment. Quickbooks 2019-including nonprofit addition for \$50 admin fee verse \$499 annual licensing fee.

Presenting a case for funding: Open market pricing verse TechSoup pricing. It could take between 2-30 or more days to get approval from TechSoup.org. Once you get your approval you will need to get a validation code for Google for Nonprofit.

It could take 2-14 days to get approval for Google for Nonprofit.

It could take an additional 10 days after Google Ads account setup to get approved. So total timeframe from TechSoup to Google Ad Grant application is between one week to 2 months. Be patient!!!!

Make sure you provide valid contact emails, phone numbers, website addresses when you complete the application process for TechSoup and Google for Nonprofit.

Your work is vital. We are raising funds to support it.

techsoup United States

PRODUCT CATALOG

SERVICES

COMMUNITY

RESOURCES

HELP



Validation Token FAQ

TechSoup Validation Tokens are unique codes that enable 501(c)(3) nonprofits that have been validated by TechSoup to obtain

TechSoup Validation Services that require validation tokens currently include

[Google for Nonprofits](#)

How do I get a validation token?

To start, select the appropriate link above, and then follow the on-screen prompts to get your validation token.

What is a validation token?

Validation tokens are used by nonprofits that have been validated by TechSoup to get offers directly from donors outside of TechSoup.org.

Validation tokens are not needed to request donated products from TechSoup.org.

Who can get a validation token?

To give you the best possible experience, this site uses cookies. Continuing to use ngok.techsoupglobal.org means you accept the use of cookies. If you want to know more about the cookies we use, please read our [policy on cookies](#).

ACCEPT COOKIES

Google for Nonprofits



techsoup
GLOBAL NETWORK

In which country is your organization located?

United States

Which language do you prefer?

English (US)

ENTER

© 2019 • TechSoup Global. All Rights Reserved



Welcome! Let's get your NGO validated.

In United States, TechSoup is

techsoup

ALREADY A MEMBER

[Techsoup.org](#)

[About Techsoup.org](#)

[TechSoup Global Network \(EN\) →](#)

[TechSoup](#)

[Meet TechSoup \(EN\) →](#)

[Social Impact \(EN\) →](#)

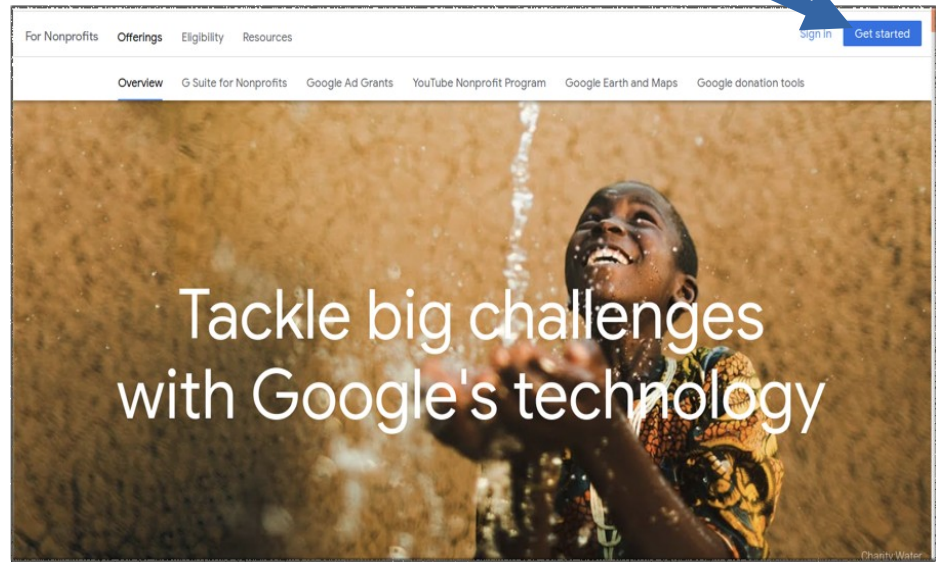
techsoup

techsoup
GLOBAL NETWORK

What does a validation token look like?

123c492@MyOrgName

Google For Nonprofits Page

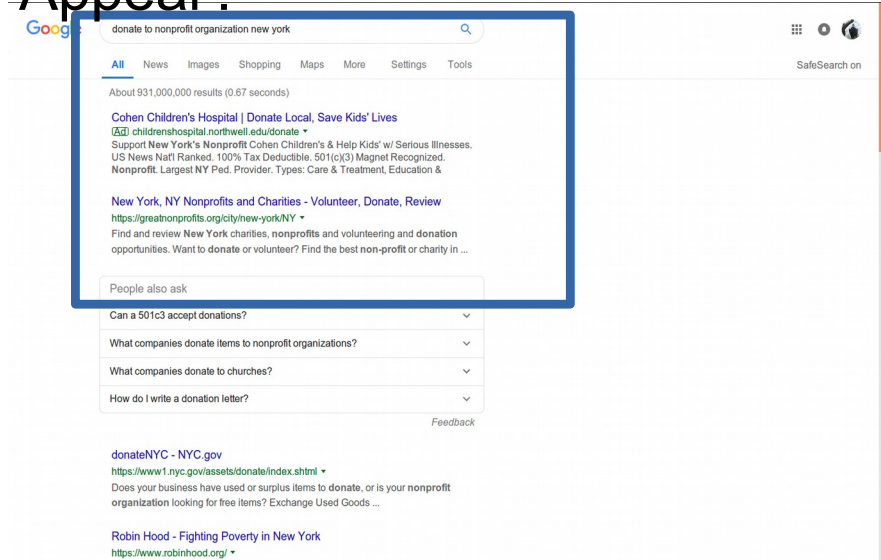


After you obtain your TechSoup validation code, it will be valid for 60 days. You can use the TechSoup code to apply for other Tech Soup products such as Microsoft 365, Amazon Web Services, and Google for Nonprofit.

This is the Google for Nonprofit Page where you will sign up for Google for Nonprofit. Google for Nonprofit includes Google Docs and enterprise type email for nonprofits. You will have to sign up for Youtube for Nonprofits and Google Ads grant separately.

It could take up to two weeks or longer to get approval for Google for Nonprofits, so be patient. You will need the organization's EIN

Where Will Your Ads Appear?



Please make note of this: When you build your campaigns you will un-check display ads and search network. Nonprofits will only appear on Google Search. You do not have re marketing If you want to remarket or display ads, you must have a separate paid account.

Your ads will appear below paid accounts for the same keywords.

Requirements! Make Sure Your Nonprofit is Ready For Google Ads Grant!!!

- Substantial Content
- A 35 web site will not cut it!!!!
- Publish a blog around what your nonprofit does.
- Highlight research around your mission
- Make sure you have a statement on your website that your organization is a 501 c 3 organization.
- Make sure Google Analytics is setup on your website
- Search engine optimize your organization's website!
- If you sale items, you must have a statement on the website or annual report that states how the sale of products benefit your organization
- No affiliate links, 3rd party commercial websites on the organization's website (No Amazon Smile, No Share A Sale, or LinkSynergy)
- Must maintain a 5% Click Through Rate on Filter Keywords each month.
- You have two months from account approval to get into compliance
- No single keywords in ad groups or generic keywords
- Keywords with a quality score of 1 or 2 must be paused
- Google Ads Grant is not a set it and forget it marketing solution
-

High-quality website

Your site must have a robust and clear description of your organization, mission, and activities. It must have substantial content, updated events and information, clear navigation, and clear calls to action for a high quality user experience.

Your site's content must be unique to your organization.

Your website must load quickly, not contain broken links and (for new accounts or new domains) be secured with HTTPS.

Your ads, keywords, and website may not make claims that promise results after a consultation, service, or purchase. Claims on your website must cite verifiable references to provide transparency to users.

Commercial activity

Commercial activity must not be the main purpose of your website. This includes sales of products and services, consultations, lead generation, and providing referrals.

Any limited commercial activities must describe how they support your mission.

Sites resembling for-profit blogs and vlogs are not permitted.

If your organization charges for products or services, your website must describe how your organization uses funds, for example, by disclosing an annual report.

Limited ads on website

Advertising on your organization's website must be relevant to your mission and not be obtrusive to users.

Your website may not host Google AdSense ads or affiliate advertising links. If you're required to link to an AdSense account to receive payments for the Android market, you're eligible as long

- You must have conversion tracking setup correctly
- You must have 2 campaigns with two ad groups each and two ads per ad group, and two sitelinks per ad {can be setup at campaign level}
- You must answer the yearly survey
- Do not use Dynamic Search Ads
- Campaigns must geo-target
- Max budgets per day are \$329 with 2 max CPC
- Domain name must be valid. Any additional domains must be approved.
- Do not use other non-approved domains.
- Your organization must own it's domain name
- You are able to work with 3rd party account managers

Manual CPC has a max click of \$2, but using a smart bid strategy Google sets the bid amount and can easily go over the \$2.

To use a smart bid strategy you must have conversion tracking setup and get at least 15 conversions with manual cpc with enhanced and maximize bid strategy!

Expanded Text Character Limitations

Assess your competition or other national organizations similar to your's.

Choose 4 destinations urls for your first campaign. SEO those 4 pages first.

**NEVER ENTER
BILLING
INFORMATION!!!!!!**

If you enter billing information, your Grant Account will be converted to a paid account. Any spend on the account you will be billed!!!!

You must restart the Google Ads Grant process over again.

So What's Next? How Do We Actually Get The Google Ad Grant?

We'll apply for and setting up the Google Ad Grant is the next scheduled class. The process outlined above could take 3-6 weeks from sign up to Google Nonprofit Approval.

Take the time over the next month to make sure your nonprofit organization is ready for the Google Ads Grant program.

Your organization must answer these questions:

- Do we have sufficient or knowledgeable staff to manage the Google Ad Grant?
- Does the individual have 5-10 hours per week to manage the Google Ad Grant?
- Does the organization have the resources to train an individual to manage the Google Ad Grant internally?
- Does the organization need to seek a third party to manage the Google Ad Grant and can the nonprofit afford the management fees or a volunteer?
- If we have third party commercial links on the organization's website that are part of the fundraising, what is the cost benefit ratio keeping or erasing those links?
- How does the organization want to use the Google Ad grant?

Homework: Three campaigns not to set up right now: Events, Fundraising/Donation, Anything that requires a conversion. Not until after the Google Analytics session. For these campaign types to be successful, they require a Smart Bid Strategy, which are reliant on conversion tracking. If you do not have conversions setup correctly and use a smart bid strategy, you risk account deactivation.

Q & A TIME

1 Minute Community Updates



POST EVENT: Invite people to share an upcoming event, project launch, or volunteer position. Give them 1 minute max!

More about running a Needs Parade:

<https://netsquared.zendesk.com/hc/en-us/articles/360008977233-Needs-Parade-Community-Calendar>

Next Session:

- **Applying for the Google Ad Grant**
- **Setting Up Two Campaigns**
- **Keyword Research**
- **Ad Copy**
- **Monitoring The Account For Compliance**
- **Why Quality Scores Matter!**
- **What Are Conversions?**

Tell people about your next events!