

MAXIMIZE YOUR GRANT. MULTIPLY YOUR IMPACT.

# Turn US\$10,000/month in free advertising dollars into awareness, connection and advancement

UP TO  
**\$10,000**  
per month  
US\$120,000 a year

Google gives eligible nonprofits up to US\$10,000/month in free search advertising credit.

**Most organizations never claim their  
Google Ad Grant, or lose it  
within the first year.**

**We handle the details. You focus on your mission.**

Well-managed grant ad campaigns can help your nonprofit:

Build awareness

Drive website traffic

Reach the right people

Attract supporters

Recruit volunteers

Promote events and services

## THE CHALLENGE

# Getting approved is only the beginning.

Without the right strategy and ongoing management, that advertising credit can go largely unused.

## A technical, full-time job.

Without specialized expertise, nonprofit teams can run into serious roadblocks:



Complex onboarding



Complicated setup



Strict compliance rules



Underperforming campaigns



Possible suspension

## That's where Stir comes in

Stir handles everything from application support to ongoing monitoring, management, and optimization, helping your organization unlock the full power of your Google Ad Grant so you can focus entirely on your mission.



Application support



Compliant setup



Ongoing management



Optimization and reporting

**The grant is a valuable opportunity.**  
**Our job is to help you make the most of it.**

## PACKAGE PRICING

# Support that fits your nonprofit

## BOTH MONTHLY PACKAGES INCLUDE

- ✓ Full application support
- ✓ Cancel anytime, no lock-in
- ✓ A dedicated campaign manager
- ✓ Setup fee waived if you commit for 12 months

**Get started!****\$699** /month

For nonprofits looking to apply for, launch or maintain their Google Ad Grant.

- ✓ Application support
- ✓ Campaign strategy
- ✓ Setup and ongoing management

**Get growing!****\$1,349** /month

For nonprofits ready to go further.

- ✓ Everything in Get Started
- ✓ A broader marketing strategy to help you reach more donors, volunteers and supporters

**Get help!****Retainer-based**

On-demand, as-needed support for nonprofits who've run into trouble with their existing grant.

- ✓ Suspended accounts
- ✓ Compliance fixes
- ✓ Budget-pacing issues

## How we work together

**1****Free consult**

We'll have a 30-minute no-obligation phone call to check eligibility, understand your needs and goals, and recommend the right package

**2****Apply and onboard**

We'll guide you through the application process and, once approved, help get your accounts set up for success

**3****Build, launch and monitor**

Your first campaign will go live in 4-6 weeks. Then we'll perform regular campaign monitoring to ensure things stay on track

**4****Optimize and grow**

We'll perform regular optimization, provide detailed monthly reports, and perform campaign refreshes

## ABOUT US

## More than campaign management. A partner in your mission.

**25**

years of experience

Full-service digital  
marketing and  
advertising agency

**350+**

businesses grown

Including nonprofit,  
tourism, education  
and hospitality clients

**1**dedicated  
campaign manager

No call centers, no  
rotating support  
queues

**0**

long-term lock-ins

We'll earn your  
business month after  
month



*Stir Marketing went above and beyond to create a Google Ad campaign that was unique to our business and met regulatory compliance...I would highly recommend Stir marketing for your next ad campaign!*

Development Team, Friendship Center

## NEXT STEPS

## Let's put your grant to work.

Book your free, no-obligation consultation now. We'll check your grant eligibility, discuss your goals, understand your needs, and recommend the best path forward, whether you're starting from scratch or are ready to scale/grow.



Scan the code to book your free consult.

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Note: Google Ad Grants eligibility, available credit, and program requirements are subject to Google's policies. Grant approval and ad spend are not guaranteed. Advertising credit is not cash and does not guarantee specific campaign results.