

Guide to creating an Ad Grants account

To receive in-kind advertising through Google Ad Grants, you have to create an AdWords account using a very specific process. Most importantly:

- Use US Dollar (USD) as the currency, regardless of your location
- Ignore all alerts to add billing information

Before choosing any settings, **check this guide to confirm your actions**, as our requirements are very specific. Creating an account should take you around 2-4 hours.

Step 1 of 4: Get started with your AdWords account

- 1 Click the button below to get started. You must create your account using this button.
- 2 Add **US Dollar** as the currency, regardless of your location or local currency.
- 3 Click **Save**.
- 4 You may have to sign into your account or Create a new account.
- 5 Remember to use the rest of this guide to create your campaigns, ads, and keywords.

[GET STARTED](#)

Step 2 of 4: Create an ad campaign

You must have at least one campaign to submit your application. A campaign is a way to put your ads into different categories based on the different needs of your organization, such as soliciting donations and promoting programs.

- 1 Once signed in, click **Create your first campaign** on the left.
- 2 Next to each section, you are required to use the following settings:
 - a **Type**: Choose **Search Network only**.
 - b **Networks**: Uncheck the box next to "Include search partners".
 - c **Locations**: Choose where you want your ads to show.
 - d **Languages**: Choose what languages you want people who will see your ads to speak.
 - e **Bid strategy**: Click **I'll manually set my bids for clicks**.
 - f **Default bid**: Choose \$2.00 USD or less.
 - g **Budget**: Choose \$329 USD or less. You will have \$329 USD to use across all of your campaigns.
 - Don't see your budget showing in US Dollar (\$) ? You will have to create a new account using this guide to be a part

of the Ad Grants program, as only accounts in US Dollar can be accepted.

- 3 Skip the "Ad extensions" section and click **Save and continue**.

Step 3 of 4: Add keywords and ads

You must have at least one word or phrase (called a keyword) added to your campaign before you submit your application, as well as one active, unpaused ad.

- 1 Under **Enter your landing page**, you can enter your website URL to generate ideas for what phrases to show on.
- 2 Under **Keywords**, choose at least one word or phrase for your ads to show up on. Learn how to [add different types of keywords](#)
- 3 Click **Continue to ads**.
- 4 Under "Destination URL," add the link to the page you want people to go to from your ad.
 - The [domain](#) used must be the same across all ads
 - The website must not be a social media page or a third-party created website (for example, Google Sites or WordPress)
- 5 Write your ad text. Learn how to [create successful text ads](#).
- 6 Click **Save**.
- 7 Click **Save and finish**.
- 8 Click **Save and finish** again. Do not choose to add billing information or you'll have to create a new account.

[Need to add keywords or ads later?](#)

Step 4 of 4: Submit your account for review

- 1 Go into your account and confirm the following:
 - **Currency set to US Dollar:** The bids and budgets in your campaign should be shown in US Dollars (\$)
 - **No billing information added:** If you click the settings icon in the top right corner of your account and choose "Billing," you should see a request to choose a country (no payment method visible).
- 2 If your account is set up on a currency other than US Dollar, or billing information was added, you'll need to create a new account starting with step 1 of this guide. Otherwise, continue.
- 3 If you had already started filling out an Ad Grants application form, go back now and finish the form. If you haven't started, follow the [submission process](#) for your country.

Now you're done creating your account!