GOOGLE FOR NON PROFITS (G4NP)
Google is the most widely used online search engine across the world and caters to the needs of every sector. With its wider reach and impact, Google has become a synonym for ‘Search’ where one can find anything and everything in just a click.

As NGOs work at ground to bring the required change in society, the right tools are required for effective reach and better implementation. With Google for Non Profits (G4NP), NGOs now will be able to fundraise more easily, collaborate more efficiently, share their story with a wider audience and can make more impact. Google for Non Profits (G4NP) is a set of applications by Google, specifically designed for Not for Profits in India.

Google for Non Profits includes:

- G Suite for Non Profits
- Google Ad Grants
- YouTube Nonprofit Program

To be able to start using any of the G4NP products available in India, an NGO needs to have a Google for Non Profits Account.

**How to get started?**

- Sign up for Google for Non Profits

**Before you Sign up, know if your NGO is eligible for Google for Nonprofits?**

(Google has a set of eligibility requirements and for your NGO to use G4NP products it has to match the eligibility requirements)

**Eligibility requirements for Google for Non Profits in India**

Organizations that meet the following criteria are eligible to participate in the Google for Nonprofits program:

1. Registered as a charitable organisation in one of the countries listed at [http://bit.ly/2lwWf4K](http://bit.ly/2lwWf4K). In all countries other than the United States, organisations must be registered with the local TechSoup partner in their country. See details below.

2. Not one of the following:
   - Governmental entity or organisation
   - Hospital or health care organisation
   - School, childcare centre, academic institution or university (philanthropic arms of educational organisations are eligible). To find out more about Google’s programmes for educational institutions, visit [Google for Education](http://www.google.com/for educación).
3. Meeting the detailed requirements in India. (See below)

- Organisations must be currently registered with BigTech, TechSoup Global’s regional arm.
- Organisations must be classified as one of the following:
  - Organisations registered under Sections 12A and/or 80G of the Income Tax Act
  - Organisations registered as one of the following legal forms:
    1. Registered societies under the Societies Registration Act, 1860
    2. Public charitable trusts under the Indian Trusts Act, 1882
    3. Section 8 companies under the Companies Act, 2013 (formerly Section 25 companies under the Companies Act, 1956)

NOTE: Only organisations with a valid registration certificate under the Foreign Contribution Regulation Act, 2010 (FCRA) may receive foreign contributions.

How to register with Tech Soup?

Visit www.bigtech.nasscomfoundation.org and follow the following steps:

- Go to ‘Register Now!’ on upper right corner.
- Click on Sign Up and fill in your organisation’s details and sign up with TechSoup
- After creating your account, Register your Nonprofit through the tab next to Sign Up.
You will receive a TechSoup Validation Token, which identifies your organisation as validated. It will look something like 123a4567@MyOrgName123. Note it down for future reference.
Note- 1. Note down your TechSoup Validation Token for all your future references. You will also require this token to apply for G4NP.

2. Remember your Password.

After registering with TechSoup by completing the above mentioned steps, you can Sign Up for Google for Nonprofits by visiting, [www.google.com/nonprofits/account/signup](http://www.google.com/nonprofits/account/signup)

- After landing on the Page, choose India from the list of countries that appear.
- Agree to the conditions and enter your TechSoup Validation Token.
- Click on Continue.
- Wait for a decision

(*Most applications can be reviewed within 10 business days. If your application requires a closer look, Google may request additional information. While you're waiting, you can sign into your Google for Nonprofits account at any time to check the status of your application.*)
Membership application

1. Certify terms

* I certify that:

☐ My organization does not discriminate on any unlawful basis in either hiring/employment practices or in the administration of programs and services.

☐ My organization does not discriminate on the basis of sexual orientation or gender identity in hiring/employment practices.

☐ My organization may receive this donation under its own policy and applicable laws and regulations; this donation will not negatively impact Google’s current or future ability to do business with my organization; and this donation will not be used to corruptly influence any government official to obtain or retain business or any improper advantage.

2. Enter your TechSoup validation token

Google works with TechSoup to verify eligibility for Google for Nonprofits.

[Get a validation token from TechSoup. Problems? Send feedback.]

TechSoup Validation Token *

Your validation token will look something like 123a4567@1b23456de6789000.

CONTINUE

Once your organisation has been approved for Google for Nonprofits, you can begin signing up for G4NP products.
After registering you can start using Google applications that are available for free.

How to use Google Docs, Excel and Forms?

- Sign in to your gmail account.
- Go to your Drive by clicking at the upper right corner.

You will be taken to your Gmail drive where you can store, save and keep your files safely without the fear of losing them.

- Also from the drive you can use various applications that are available to you.
- You can use Excel, Word doc online (you can share your files with number of people and can work together at same time on the file, edit it as well)
- Further, editing rights can be regulated as well.
Google Excel

- You can share the sheet with number of people in your team
- The sheet can be worked on, edited by number of people at same time, together
- You can choose the name of your file
- Saves you the time of saving your file and resharing it with your team after every change

Google Word Doc

- You can share the doc with number of people in your team
- The doc can be worked on, edited by number of people at same time, together
- You can choose the name of your file
- Saves you the time of saving your file and resharing it with your team after every change
Google Form

- Google form is a very resourceful application offered by Google to its users, free of cost
- It can be used to do surveys, take registrations, create invites and others
- It can be accessed or created through your Gmail drive

- It can be customised based on your requirements
- You can take responses as short text, long text, multiple choice, checkboxes and others
- Responses can also be collected through the same form and response sheet is very easy to access.

- A new response sheet can be created or a previous one can be used, based on your choice.
- One can send the form directly by going on ‘SEND’

- Or can create a URL by clicking the link button, as shown below
- You can also shorten the URL for your convenience
- Save the URL for future references

- Once user registers, you can see the responses in the response sheet you created earlier
- Response sheet can be accessed through your drive only
G4NP products available in India

- Apps
- Ad Grants
- You Tube

G4NP Products

G SUITE FOR NONPROFITS

Simple solutions for effective nonprofit organisation management

With G Suite you'll have access to business email, video conferences, online storage, and other business tools.

How G Suite is beneficial for your NGO?

- **Communicate more efficiently.**

  Stay in touch with volunteers, supporters, and your community with unlimited email addresses at your custom domain via Gmail.

- **Collaborate from anywhere.**

  Keep everyone on the same page with Google Docs – create and edit grant proposals, meeting agendas, and more in real time from anywhere.

- **Keep your data safe and secure.**

  With 30GB of storage space per user across Gmail and Google Drive, your Google Docs, Sheets, Forms, and Slides will be accessible from any device, anytime.

- **Stay on task and on time.**

  Use Google Calendar to keep schedules organized and appointments updated.
Keep in touch at ease.

Make video conference calls that host up to 25 participants.

Get 24*7 support.

With a G Suite account, you’ll have access to 24/7 support by phone, chat, and email in case you have any questions along the way.

How to start using G Suite?

In order to start using G Suite, you need to have a Google for Nonprofits account, (which you have already created earlier)

➢ To apply for Google Apps for Nonprofits / G Suite, sign in to your G4NP account and click Enroll on the dashboard

Step 1

Sign In to your Google for Nonprofits account.

Make sure to sign in using your Google for Nonprofits administrator account. This is the account that you used when you applied for Google for Nonprofits. It may be different than the account you use to access the product in which you're enrolling.

Step 2

Click the 'Sign up now' button.

Step 3

Click the 'Enroll' button beneath G Suite for Nonprofits.

Step 4

Confirm that you've signed up for G Suite and verified domain ownership.

Step 5

Enter your G Suite domain name in the form field.

Step 6

Click 'Enroll'.

G Suite for Nonprofits upgrade requests are usually processed within 1-3 business days.
Start using G suite tools like business email, video conferences, online storage, and other business tools from your organisation's profile.
GOOGLE AD GRANTS

Share your story to boost your nonprofit funding with supporters around the world.

Receive free in-kind advertising for your nonprofit every month on Google.com and increase awareness worldwide.

What is Google Ad Grants?

Google Grants is a donation program that distributes free in-kind advertising to nonprofit organizations. Participating nonprofit organizations are eligible to receive up to $10,000 per month in in-kind advertising within the AdWords search engine marketing platform.

How Google Ad Grant is beneficial for your NGO?

➢ Raise awareness through nonprofit advertising.

Run text ads on Google Search results with $10,000 USD of in-kind advertising every month. (If you're a qualifying nonprofit, you'll receive $10,000 US in free in-kind AdWords advertising every month). Reach new advocates for your cause while saving resources for what matters most.

➢ Grow your nonprofit funding network.

Track online donations, newsletter signups, and volunteer registrations to stay aware of those who drive your organization forward.

➢ Decide what solution works for you.

Choose AdWords Express for a completely automated advertising solution, or manually control every aspect of your AdWords account.

How do I apply for Google Grant?

- Register with Tech Soup India (Validate your legal status)
- Register with G4NP (Approves your eligibility for G4NP)
- Enroll in Google Ad Grants - A correctly configured AdWords account (Verifies proper Adwords setup)
- Create your AdWords Customer ID
Sign in to your Google for Nonprofits account. After that, follow the following steps:

**AdWords account creation guide for Google Ad Grants**
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 the guide below to confirm your actions, as Google’s requirements are very specific. Creating an account should take anywhere between 15min to 30min.

**Step 1: Get started with your AdWords account**
1. Go on the link below to get started. You must create your account using the link below.

   [adwords.google.com/um/Welcome/Home](adwords.google.com/um/Welcome/Home)

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 create your campaigns, ads, and keywords.
**Step 2: 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:
   1. **Type**: Choose **Search Network only**.
   2. **Networks**: Uncheck the box next to "Include search partners".
   3. **Locations**: Choose where you want your ads to show.
   4. **Languages**: Choose what languages you want people who will see your ads to speak.
   5. **Bid strategy**: Click **I'll manually set my bids for clicks**.
   6. **Default bid**: Choose $2.00 USD or less.
7. **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: 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
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.
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**

**Add keywords**

If you need to come back and add any keywords:

1. Sign into your account at [adwords.google.com](http://adwords.google.com).
2. Click the name of your campaign to open it.
3. Choose the **Keywords** tab in the middle of the page.
4. Click **+Keywords**.
5. Choose at least one word or phrase you want your ads to show up on. Learn how to [add different types of keywords](http://adwords.google.com/).
6. Click **Save**.

**Create ads**

If you need to come back and create any ads:
1. Sign into your account at adwords.google.com.
2. Click the name of your campaign to open it.
3. Choose the Ads tab in the middle of the page.
4. Click +Ad > Text ad.
5. Choose at least one word or phrase you want your ads to show up on. Learn how to add different types of keywords.
6. Write your ad text. Learn how to create successful text ads.
7. Click Save ad

**Step 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).
     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.
2. If you had already started filling out an Ad Grants application form, go back now and finish the form.

Now you're done creating your Google Ad Grants account!

Once you've submitted your application, you'll receive an email from the team with your status within about 5 business days.

**Step 5: Enter your AdWords customer ID in the form field and complete the form.**

**Step 6: Click ‘Enroll’**

**How to find your AdWords Customer ID?**

Your customer ID is a unique number used to identify your AdWords account. You can also use this number to connect your account with other Google products, such as Google Analytics or Google My Business.

1. Sign in to your AdWords account.
2. Click the 3-dot icon in the top right corner.
3. Find “Customer ID” at the bottom of the menu.

**Important Points:**

- Free marketing budget of an yearly $1,20,000
- There’s no end date for your grant. **As per policy, you must log into your account at least once a month and make a change once in 90 days, or your Grants account might get suspended.**
- Pay-per-click ads
- $10,000 not in cash but in ad credits
- You need a website to use Google Ad Grants well (need a landing page)
- Keywords are most important

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**YOUTUBE NONPROFIT PROGRAM**

Bring your nonprofit's marketing story to life.
Share your nonprofit videos through YouTube to better connect with supporters, volunteers, and donors.

**How YouTube Nonprofit Program is beneficial for your NGO?**

- Where there's a cause, there's a way.

Link Anywhere Cards and annotations make it simple for users to visit your website, give their support, and learn more about your nonprofit.

- Craft your best nonprofit marketing story.

Get access to state-of-the-art production studios at [YouTube Spaces](https://www.youtube.com) around the world. YouTube Space in India is only available in India.

- Stay focused on what matters.

Receive dedicated email support to ensure technical issues get resolved quickly, giving you more time to spend on your mission.

**How to get started?**

2. Have your organization's YouTube channel ID handy.

**Enroll in the YouTube Nonprofit Program**

Follow these steps to apply to the YouTube Nonprofit Program. Requests are usually processed within 1-3 business days.

1. Sign in to your Google for Nonprofits account.
   (Make sure to sign in using your Google for Nonprofits administrator account. This is the account that you used when you applied for Google for Nonprofits. It may be different than the account you use to access the product in which you're enrolling.)
2. Click **Sign up now**.
4. Enter your organization's YouTube Channel ID in the form field.
5. Click **Enroll**.

After Google confirm your enrollment, you can start uploading content and using the benefits available to nonprofits and channel features for YouTube creators.
How to find your channel ID in your YouTube account settings?

Each YouTube channel has a unique user ID and channel ID. These are used to refer to the channel in certain apps and services.

1. Sign in to your YouTube account.
2. In the top right, click your account icon > settings.
3. Next to your profile photo, click Advanced.
4. You’ll see your channel's user and channel IDs under "Account information."

How to create a new YouTube Channel?

With a Google Account, you can watch and like videos and subscribe to channels. However, without a YouTube channel, you have no public presence on YouTube. Even if you have a Google Account,
you need to create a YouTube channel to upload videos, comment, or make playlists. You can use a computer or the YouTube mobile site to create a new channel.

Create a personal channel

Follow these instructions to create a channel that only you can manage using your Google Account.

1. Sign in to YouTube on a computer or using the mobile site.
2. Try any action that requires a channel, such as uploading a video, posting a comment, or creating a playlist.
3. If you don’t yet have a channel, you’ll see a prompt to create a channel.
4. Check the details (with your Google Account name and photo) and confirm to create your new channel.

Create a channel with a business or other name

Follow these instructions to create a channel that can have multiple managers or owners.

You can use a Brand Account to create a channel that has a different name but that's still managed from your Google Account.

1. Sign in to YouTube on a computer or using the mobile site.
2. Go to your channel list.
3. Choose to create a new channel or use an existing Brand Account:
   - Create a new channel by clicking Create a new channel.
   - Create a YouTube channel for a Brand Account that you already manage by choosing the Brand Account from the list. If this Brand Account already has a channel, you can’t create a new one—you’ll just be switched over to that channel if you select the Brand Account from the list.
4. Fill out the details to name your new channel and verify your account. Then, click Done. This creates a new Brand Account.
5. To add a channel manager, follow the instructions to change channel owners and managers.