

Resources for Tax-Exempt 501(c)(3) Nonprofits

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Introduction

We live in an incredibly noisy world with companies and causes vying for attention. Capturing support, donations, volunteers, and interest can create a massive impact not only for the organization itself but for the cause. Many non-profits, particularly newer nonprofits, struggle with a lack of resources and as a result, can't amplify their message as well as hoped or intended.

Fortunately, there are some resources available to help offset the lack of resources for non-profits. Some of these resources are for tax-exempt 501(c)(3) registered nonprofits only (unfortunately).

Below you'll find mention of a few resources provided by Google, and one by Amazon, as well as a few ideas on how to leverage these resources for greater impact.

Resources

There are four resources provided by Google, and one by Amazon, shared here that can help tax-exempt 501(c)(3) nonprofits. All of these fall under the main Google for Nonprofits program.

Google for Nonprofits

This is the central hub for the resources made available by Google. This is the first stop and where you will need to register to apply for Google Ad Grants. You can learn more and register

(which you must do in order to leverage the available resources) here:

<https://www.google.com/nonprofits/>

Google Workspaces

This provides the access to professional domain name email addresses, shared professional resources (Docs, Sheets, Slides, etc.). For-profit organizations pay per user, but eligible nonprofits get these services for free.

<https://www.google.com/nonprofits/offerings/workspace/>

Google Ad Grants

Qualifying nonprofits have access to up to \$10,000 per month in search ads displayed on Google.com. This is a great way to raise awareness through Google search. Applying is pretty straightforward, but you need to register with Google for Nonprofits first.

<https://www.google.com/grants/>

Creative ways to leverage these funds listed below.

YouTube Nonprofit Program

The YouTube Nonprofit Program enables enhanced features specifically for nonprofits. Leveraging these enhanced features can help you spread brand awareness and captures donations directly from the YouTube platform.

<https://www.google.com/nonprofits/offerings/youtube-nonprofit-program/>

Google Earth and Maps

Most nonprofits may not have a need or application for this program, but it's worth checking out if your organization is location-specific and/or has a visual impact on certain locations.

<https://www.google.com/nonprofits/offerings/google-earth-and-maps/>

Amazon

Amazon has an amazing program called Amazon Smile where they will donate 0.5% of the price of eligible purchases to a charitable organization. You must register your organization and can find more information, here: <https://org.amazon.com/>

Once registered, your supporters can shop on Amazon and have a portion of their eligible purchases donated directly to your organization.

Getting Creative

In the digital marketing space, one of the reasons many ad campaigns don't produce the desired results is because there is a lack of strategy. Most ad campaigns are run, they get some clicks, and then when conversions don't happen, they consider the campaign a failure. We don't want that to be the case with your ad budget, even if it is somewhat free money.

My recommendation is that you leverage, to the best of your ability, the full extent of the credits available to you. You can do this by running campaigns specifically around your brand, specifically around the cause, and for content and discussion around the main issues (this bit is often ignored).

Since a lot of organizations spend a lot of effort creating compelling content, this is a great way to increase the exposure of that content. (tip: create something shareable or linkable and then you can start catching some SEO benefits. This becomes a snowball effect.)

It is not likely that you will get a donor or volunteer directly from the first click unless they are brand-related (ie. someone specifically looking for you).

What you can do, though, is tag/pixel anyone who visits your websites, and captures new email subscribers.

What can you do with this information?

Well, now that someone has visited your site through your ads, it is safe to assume that they have some level of interest in your organization and cause. If you have a separate ad budget, you can now dedicate this budget to remarketing campaigns targeting those who have already visited your website. (We know that it takes multiple touches for someone to convert, whether that's a commercial purchase or a donation).

Now, because you can target based on behavior, you can create campaigns that have greater impact and produce better results.

If you tie in the Amazon Smile program, you can get those who support your cause (but aren't keen to make a donation) to shop on Amazon with your Amazon Smile link and earn a donation from their purchases.

Need Help w/ Ad Strategies?

Message me on Facebook <https://www.facebook.com/thejoshcurrier/>, or email me at josh@curriermarketing.com.

You can also book a 15-minute call with me, here:

<https://meetings.hubspot.com/currier-marketing/quick-connect>



Need help establishing your non-profit or have questions around entity formation, contracts, or trademark/copyright applications?

Jessica Dennehy is a great resource who provides entity formation, business coaching, and contract services.



Learn more about her services at <https://www.pivotandslay.com/> or email her at JessicaDennehy@gmail.com.