

The lifeblood of every Non-Profit.



Awareness

Find out more



Google Ad Grants

Designed to help you flourish.

Fundraising

BUY TICKETS



Promote Events

REGISTER HERE



Get Volunteers

sign up



Get Donations

DONATE



Shopping

Buy Now



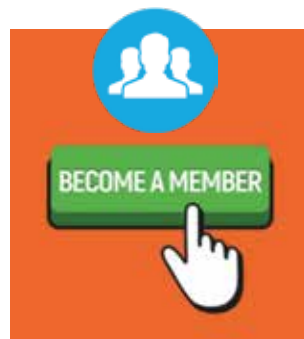
Tell Your Story

LEARN MORE



Memberships

BECOME A MEMBER



Certification

register now



News

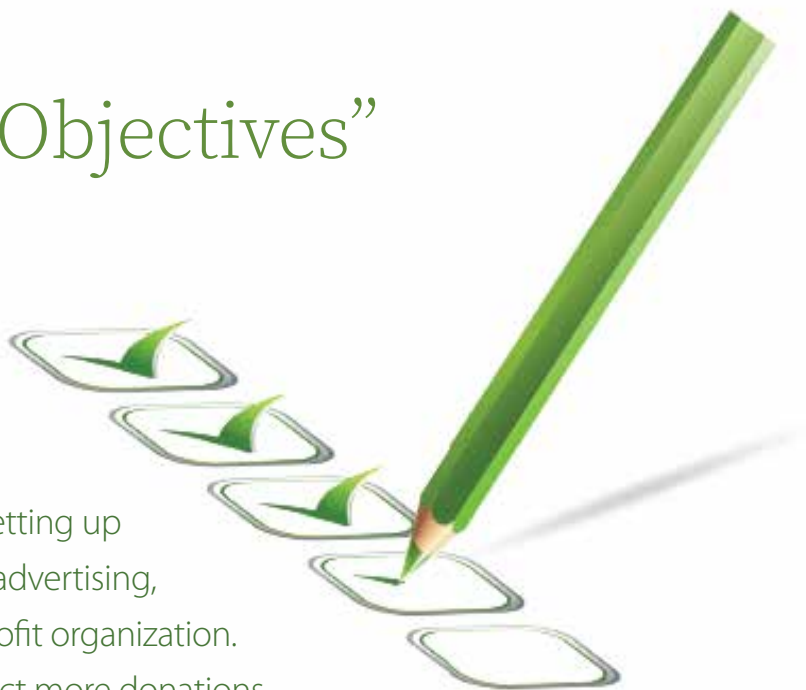
SUBSCRIBE



About Google Ad Grants for Not-For-Profits

Year “Objectives”

Google Ad Grants is a unique in-kind donation program that provides free Google Ads advertising to approved Not-For-Profit organizations. Imagine getting up to \$10,000 “per month” of FREE Google advertising, just because you’re a worthy Not-For-Profit organization. You could recruit more volunteers, attract more donations, and share your story with audiences all over the country and the world.

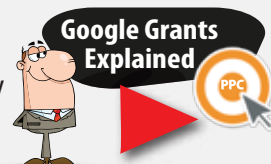


Put Google Ad Grants to work for your objectives.

Meeting objectives outlined for the year can be a daunting task for Not-For-Profits with limited budgets, limited staff, and limited in-house digital technology skills. Using Google Ad Grants helps Not-For-Profits and charities get qualified traffic to their websites and help them meet their objectives — **FOR FREE!**

Reach the people who matter the most.

Google Ad Grants shows your ads to people searching for Not-For-Profits like yours, and people who were previously unaware of your cause. You can share your message globally, or focus on people near you. With Google Ad Grants, you always have options.



Google Ads Training



Google Ads For Success (GAFS) Training Program...

What You'll Learn...

The GAFS Google Ads training program teaches how to set up, manage and optimize Google Ads Search Campaigns for your organization. With a Google Ad Grant for Not-For-Profits, you'll be accessing one of the most powerful online marketing platforms available today.

However, this platform can be overwhelming and Google expects you to manage your grant in a certain way to keep your Google Ad Grants in good standing. With this training you'll learn what you need to know to make your Google Ad Grant perform, meet your organization's objectives, and keep your Grant compliant with Google's requirements.

Google Ads For Success (GAFS) Training Options

Pro Training (Self Directed)

This program provides in-depth training that teaches how to set up, manage, and optimize Google Ads Search campaigns for success. Through screen cast webinars, interactive supporting tools, and sample reference materials, you'll learn how to set up and manage a complete automated marketing system, driven by Google Ads, for your organization.

Each webinar teaches how to create and master the key components needed for effective digital marketing using Google Ads. By the end of the program your system will be in place and ready for launch!

Advanced Training (With Coaching)

This 6 week program provides in-depth training that teaches how to set up, manage, and optimize Google Ads Search campaigns for success. Through weekly webinars, interactive supporting tools, sample reference materials and weekly coaching phone calls, you'll learn how to set up and manage a complete automated marketing system, driven by Google Ads, for your organization, with the assistance of a coach.

Each week you'll learn how to create and master the key components needed for effective digital marketing using Google Ads. By the end of the program your system will be in place and ready for launch!

Canadians Up To 100% Free Training!



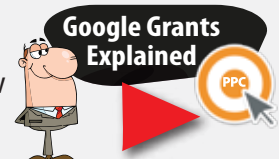
GRANT FOR CANADIANS !!!

This Google Ad Grants Training Program can qualify for a Canadian skills training grant that will pay up to 100% of the cost of training.

Contact ProClick to find out more about applying for this grant!

Secure your grant while funding is still available!

info@proclickmarketing.com



What's Being Said About THE (GAFS) Training Program...



"I've learned so much through this training program with ProClick Marketing. The webinars were detailed, informative and covered the material in a way that was accessible and easy to follow along with. The weekly one-on-one coaching calls were super helpful in reviewing the material covered in the webinars and guidance with building my campaign. As someone in a Marketing and Communications role, I see so much potential for this training to help raise even more awareness of our organization, in a way that's strategic and effective. I'm also grateful for the Google Ad Grants made available to non-profit organizations and the coached training. Highly recommend this training for all non-profits!"

Avishka J.
Extend-A-Family Waterloo Region



"My training with ProClick Marketing has been very valuable in providing the necessary tools and tactics to help reach our organizations goals through Google Ad Grants. The training is very thorough in making sure I am well equipped to bring our digital marketing strategy to the next level. The weekly calls and check-ins have also been very helpful in answering any questions that come up during the lectures. I can already see how the training is setting our organization up for success."

Hannah Saley
Digital Engagement Coordinator, Partners International Canada



"Working with ProClick Marketing made the whole process of applying for a Google Ad Grants and learning how to use the Google Ads platform much more accessible and manageable. The video training complemented the 1 on 1 coaching, which I would strongly recommend because of the expertise and guidance to help you troubleshoot any problems.

After finishing the training, I feel confident to navigate the system and tools that ProClick provides to you. If you're starting Google Ads for the first time then ProClick is who you should go to."

Emma C.
Durham Rape Crisis Centre