

# Google for Non-Profits Overview

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# Today

## Products for Non-Profits

As a member of Google for Non-Profits, you'll have access to premium Google products that are free for organisations like yours.



Google Apps for Non-Profits



Google Ad Grants



YouTube Non-Profit Program



Google Earth Outreach

- Obtaining Google for Non-Profits

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# Google Apps for Non-Profits

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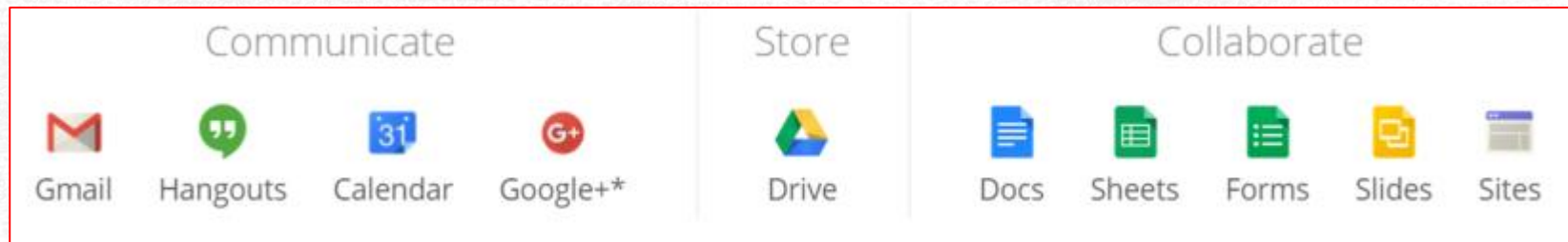
- Google Apps
  - Gmail
  - Google Calendar
  - Google Drive
  - Google Docs
  - Google Groups



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# Google Apps for Non-Profits



- Work better with colleagues through online collaboration
- Store documents in the cloud: 30 GB of storage across Gmail and Google Drive
- Stay connected from anywhere; securely access data anywhere
- 24/7 support; no hardware, no updates

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# Google Ad Grants

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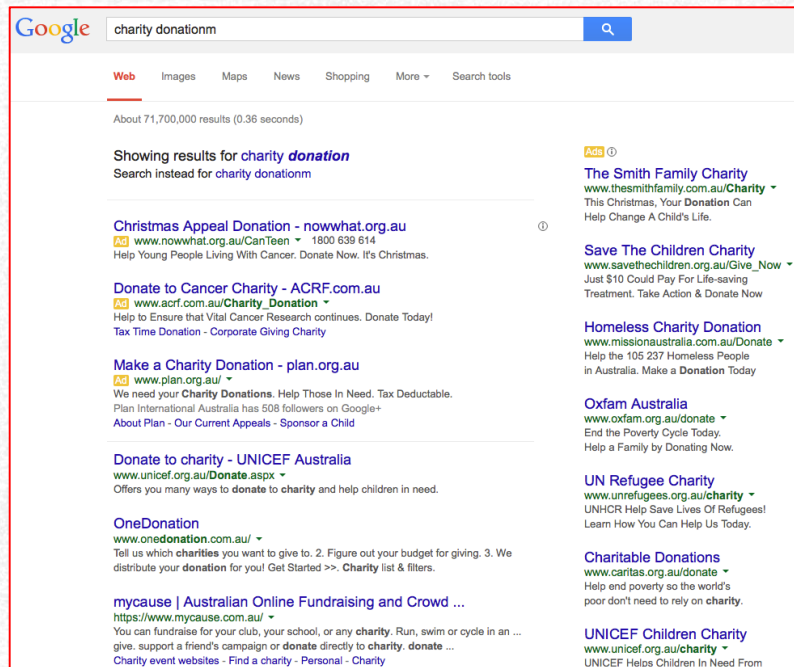
## With Google Ad Grants, you can:

- Promote your organisation's website on Google with in-kind AdWords advertising
- Raise awareness by choosing relevant keywords and creating unique ads to highlight your work
- Track online donations, newsletter signups, volunteer registrations and more so that you can see what's working and what's not



# Google Ad Grants Details

- In-kind AdWords advertising
- \$10,000 budget per month
- \$2 maximum cost per click (CPC)
- Target keywords
- Increase visibility on Google.com.au or Google.co.nz



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# Google Ad Grants - Resources

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Google Ad Grants Nonprofit Guide

<http://bit.ly/AdGrantsNonprofitGuide>

Need Google Analytics for maximum benefit

<http://google.com/analytics>

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# YouTube for Non-Profits

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## Lights, camera, action:

- Free, enriched version of YouTube just for non-profits
- Drive viewers to action by placing a Call-to-Action overlay directly on your videos
- Customise the look & feel of your channel with your organisation's logo and branding

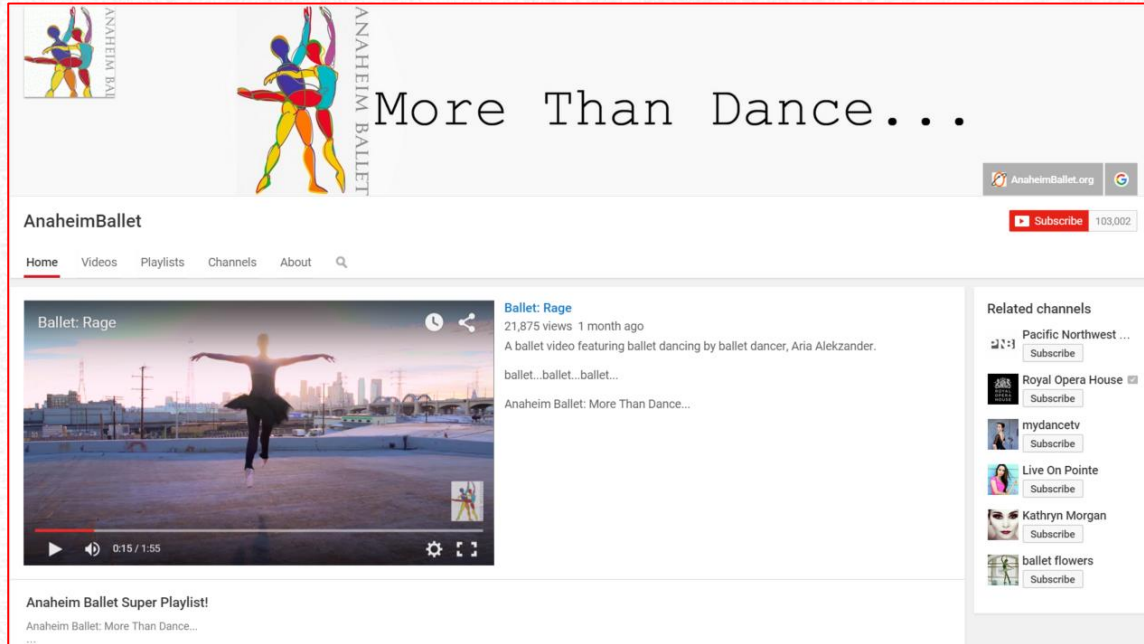


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# YouTube for Non-Profits



The screenshot shows the YouTube channel for Anaheim Ballet. The header features the channel's logo, which consists of a stylized ballerina in a blue, yellow, and red tutu, with the text "ANAHEIM BALLET" written vertically on either side. To the right of the logo is the text "More Than Dance...". Below the header is a navigation bar with links for Home, Videos, Playlists, Channels, and About. A "Subscribe" button is visible next to the channel name, indicating 103,002 subscribers. The main content area displays a video titled "Ballet: Rage" with 21,875 views, posted 1 month ago. The video description reads: "A ballet video featuring ballet dancing by ballet dancer, Aria Alekzander. ballet...ballet...ballet... Anaheim Ballet: More Than Dance...". The video player shows a ballerina in a black tutu performing a jump against a city skyline at sunset. To the right of the video player is a "Related channels" section with a list of channels: Pacific Northwest..., Royal Opera House, mydancetv, Live On Pointe, Kathryn Morgan, and ballet flowers, each with a "Subscribe" button.

**AnaheimBallet** [Subscribe](#) 103,002

Home Videos Playlists Channels About

**Ballet: Rage**  
21,875 views 1 month ago  
A ballet video featuring ballet dancing by ballet dancer, Aria Alekzander.  
ballet...ballet...ballet...  
Anaheim Ballet: More Than Dance...

**Related channels**

- Pacific Northwest ... [Subscribe](#)
- Royal Opera House [Subscribe](#)
- mydancetv [Subscribe](#)
- Live On Pointe [Subscribe](#)
- Kathryn Morgan [Subscribe](#)
- ballet flowers [Subscribe](#)

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# YouTube for Non-Profits



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# YouTube for Non-Profits

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- YouTube Playbook for Good: <http://bit.ly/PlaybookForGood>
- YouTube for Non-Profits: <https://www.youtube.com/nonprofits>

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# Google Earth Outreach

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- Create a customised map of your project sites in 10-minutes with Google Maps
- Create a narrative Google Earth movie and make it available on YouTube
- Collect data in the field with Android devices and Open Data Kit and map your data
- Online tutorials to help you get the most out of all available mapping tools



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# Obtaining Google for Nonprofits

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# Obtaining Google for Nonprofits

The screenshot shows the 'Connecting Up' website interface. At the top, there is a navigation bar with links: SEARCH, CONTACT, HELP & SUPPORT, MY ACCOUNT, LOGOUT, and AA. Below this is a secondary navigation bar with links: About, Donations, Discounts, Directories, Events, Conference, Membership (highlighted), Learn, Blog, and social media icons for Facebook, Twitter, Google+, YouTube, and RSS. The main content area is titled 'Account information' and features a 'Profile Completion' progress bar at 68%. The page is divided into three columns: 'My Details' (with a green checkmark icon), 'Donations and Discounts' (with a green checkmark icon), and 'Directory' (with a warning triangle icon). The 'My Details' column shows the username 'TEST2013' and email 'jg@donortec.org', with links for 'MY SUBSCRIPTIONS' and 'EDIT LOGIN DETAILS'. The 'Donations and Discounts' column lists various options like 'WHAT CAN I GET?', 'ORDER NOW', 'VIEW ORDER HISTORY', 'MICROSOFT DONATION CENTRE', 'DELIVERY ADDRESS', 'PURCHASED CONTENT', 'SPECIAL ELIGIBILITY', and 'TECHSOUP VALIDATION TOKENS'. The 'Directory' column asks if the user has seen their listing and provides a 'Search for it today' link, followed by a 'Suppliers Directory' section with links for 'VIEW LISTING', 'UPDATE LISTING', 'ADD A SPECIAL OFFER', 'VISIT ASK AN EXPERT', 'RENEW LISTING', and 'NOTIFICATION SETTINGS'.

**Connecting Up**

SEARCH CONTACT HELP & SUPPORT MY ACCOUNT LOGOUT AA

About Donations Discounts Directories Events Conference **Membership** Learn Blog

**Account information** Profile Completion 68%

**My Details** ✓  
Username: **TEST2013**  
Email: jg@donortec.org  
[MY SUBSCRIPTIONS >](#)  
[EDIT LOGIN DETAILS >](#)

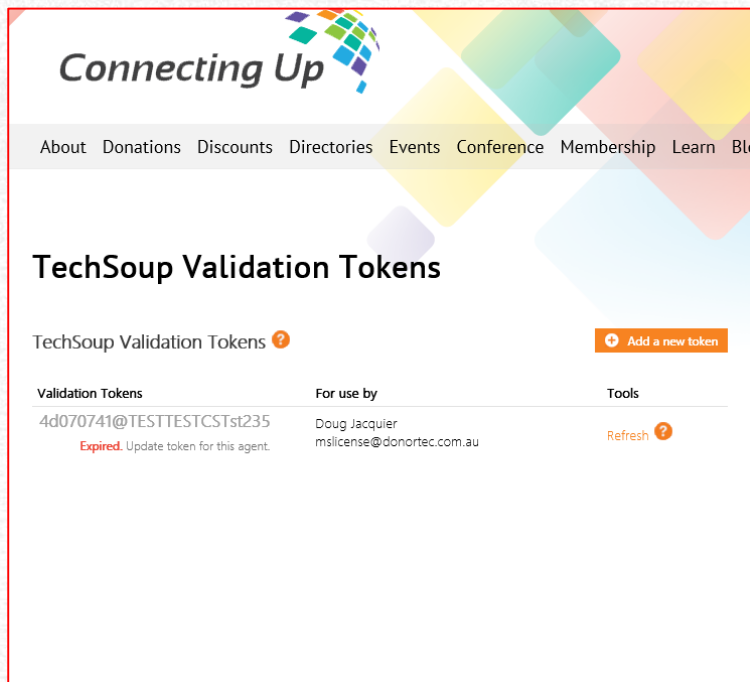
**Donations and Discounts** ✓  
CS Test Account is qualified for technology donations and discounts  
[? WHAT CAN I GET? >](#)  
[✓ ORDER NOW >](#)  
[📄 VIEW ORDER HISTORY >](#)  
[🔄 MICROSOFT DONATION CENTRE >](#)  
[📍 DELIVERY ADDRESS >](#)  
[📺 PURCHASED CONTENT >](#)  
[✓ SPECIAL ELIGIBILITY >](#)  
Cisco - New Application  
[🔑 TECHSOUP VALIDATION TOKENS >](#)

**Directory** ⚠  
Have you seen your listing on the directory?  
[Search for it today](#)  
**Suppliers Directory**  
Your organisation is pending a payment  
[🔍 VIEW LISTING >](#)  
[📝 UPDATE LISTING >](#)  
[➕ ADD A SPECIAL OFFER >](#)  
[🗣️ VISIT ASK AN EXPERT >](#)  
[➕ RENEW LISTING >](#)  
[🔔 NOTIFICATION SETTINGS >](#)

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# Obtaining Google for Nonprofits



The screenshot shows the 'Connecting Up' website with a navigation bar containing links: About, Donations, Discounts, Directories, Events, Conference, Membership, Learn, and Blog. The main heading is 'TechSoup Validation Tokens'. Below this, there is a section titled 'TechSoup Validation Tokens' with a red status indicator and a question mark icon. To the right of this section is an orange button labeled 'Add a new token'. Below the main heading, there is a table with three columns: 'Validation Tokens', 'For use by', and 'Tools'. The table contains one row of data. The 'Validation Tokens' column shows a token ID and a red 'Expired' status with a link to update the token. The 'For use by' column shows the name 'Doug Jacquier' and an email address. The 'Tools' column has a 'Refresh' button with a question mark icon.

Validation Tokens	For use by	Tools
4d070741@TESTTESTCSTst235 <b>Expired.</b> <a href="#">Update token for this agent.</a>	Doug Jacquier mslicense@donortec.com.au	<a href="#">Refresh</a> ?

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# Obtaining Google for Nonprofits

The screenshot shows the Connecting Up website with a modal form for TechSoup validation. The form is titled "Who will be using this validation token?" and includes fields for Name (First name, Last name), Email Address, and Confirm Email Address. There are buttons for "Add new token" and "Cancel". The background shows the website's navigation menu and a sidebar with a TechSoup logo and a "Review your cart / checkout?" button.

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About Donations Discounts Directories Events Conference Membership Learn Blog

TechSoup

TechSoup Validation Tokens

4d070741@TESTT

Expired. Update to

Who will be using this validation token? ?

Name: \* First name Last name

Email: \* Email Address

Confirm Email Address

Add new token

Cancel

Review your cart / checkout?

How do I download

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# Obtaining Google for Nonprofits

Agent Support Customer was added to list.

## TechSoup Validation Tokens

TechSoup Validation Tokens ?

+ Add a new token

Validation Tokens

For use by

Tools

4d070741@TESTTESTCSt235

Expired. Update token for this agent.

ec800fd2@TESTTESTCSt235

Can be used for 60 more days.

[Copy to clipboard](#)

Doug Jacquier  
mslicense@donortec.com.au

Customer Support  
customercare@connectingup.org

Refresh ?

Refresh ?

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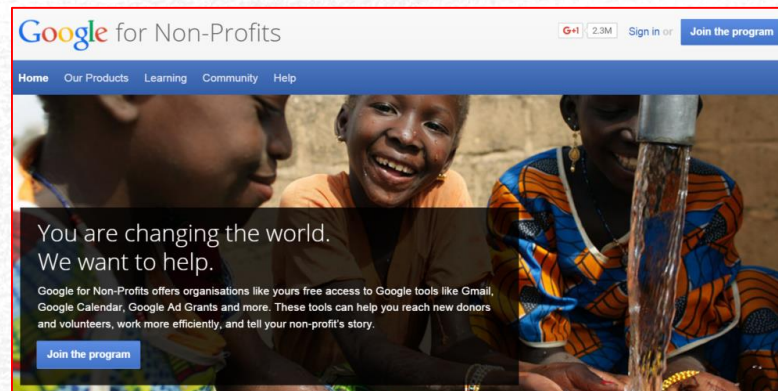


# Obtaining Google for Nonprofits

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- Create/log into a [Google Account](#).
- Go to [Google for Non Profits](#)
- Enter validation token

[Next Steps: Access Google for Nonprofits](#)



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# Resources

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[google.com.au/nonprofits](http://google.com.au/nonprofits)

[google.co.nz/nonprofits](http://google.co.nz/nonprofits)

FAQ's:

- Australia: [http://www.connectingup.org/help/help\\_and\\_support/33842](http://www.connectingup.org/help/help_and_support/33842)
- New Zealand: [https://www.techsoup.net.nz/help/help\\_and\\_support/33990](https://www.techsoup.net.nz/help/help_and_support/33990)

Video Tutorials: <https://www.google.com.au/nonprofits/learning/video-tutorials.html>

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# More Questions?

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## [Google Support](#)

### Australia

Google Direct: 1800 287 850

[customercare@connectingup.org](mailto:customercare@connectingup.org)

### New Zealand

[support@techsoup.net.nz](mailto:support@techsoup.net.nz)

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