Google for Non-Profits Overview

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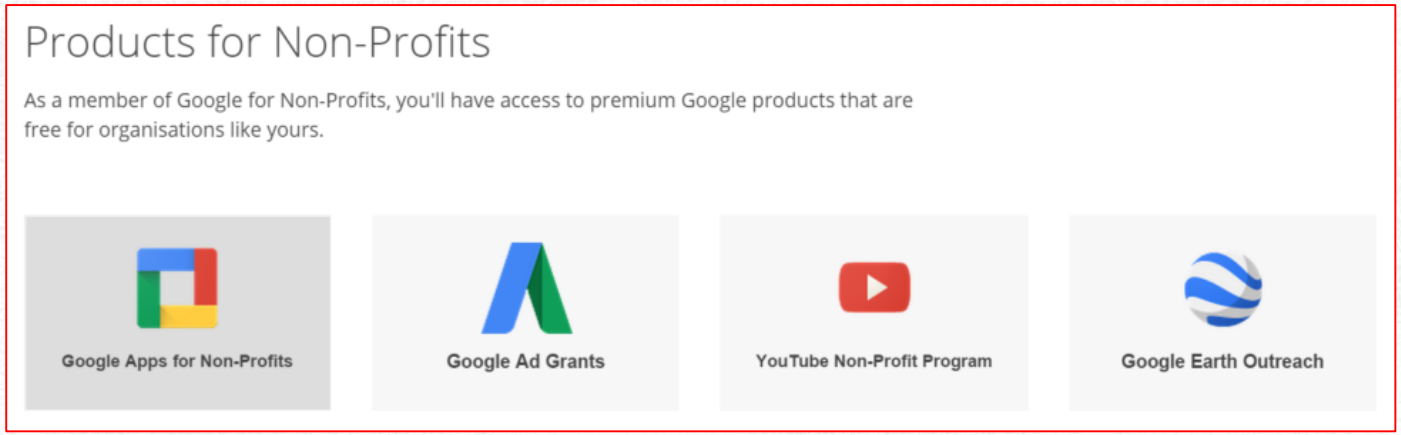
Unleashing the power of your not-for-profit.

Connecting Up

Today

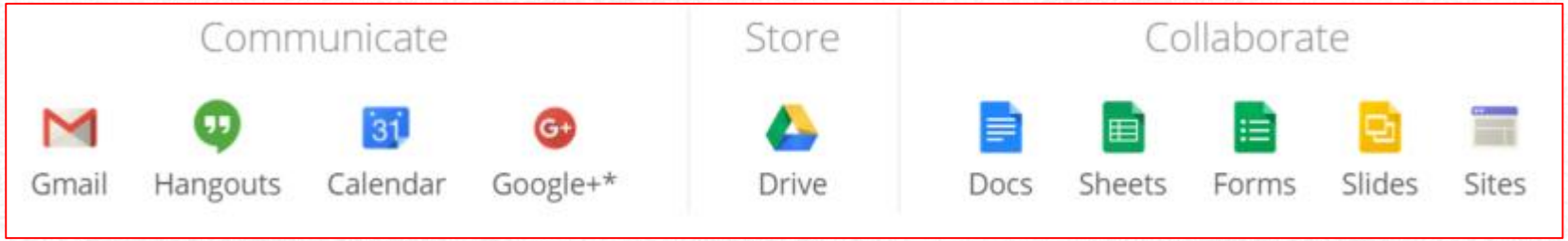


- Obtaining Google for Non-Profits

Google Apps for Non-Profits

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

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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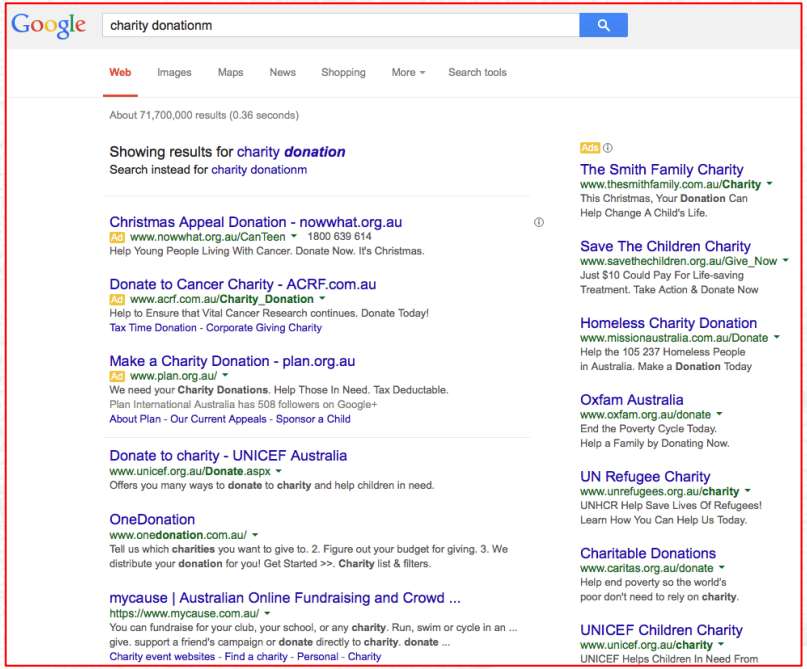
Google Ad Grants

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

Google Ad Grants Nonprofit Guide

http://bit.ly/AdGrantsNonprofitGuide

Need Google Analytics for maximum benefit

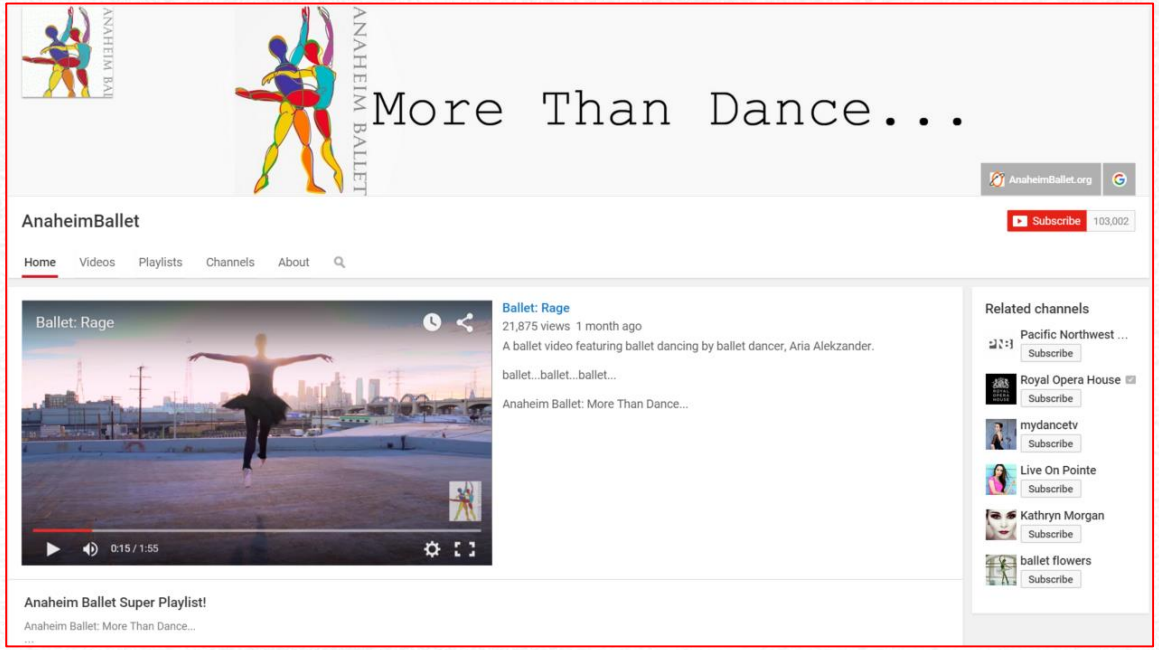
http://google.com/analytics

YouTube for Non-Profits

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

YouTube for Non-Profits



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YouTube for Non-Profits

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YouTube for Non-Profits

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

Google Earth Outreach

- 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

Obtaining Google for Nonprofits

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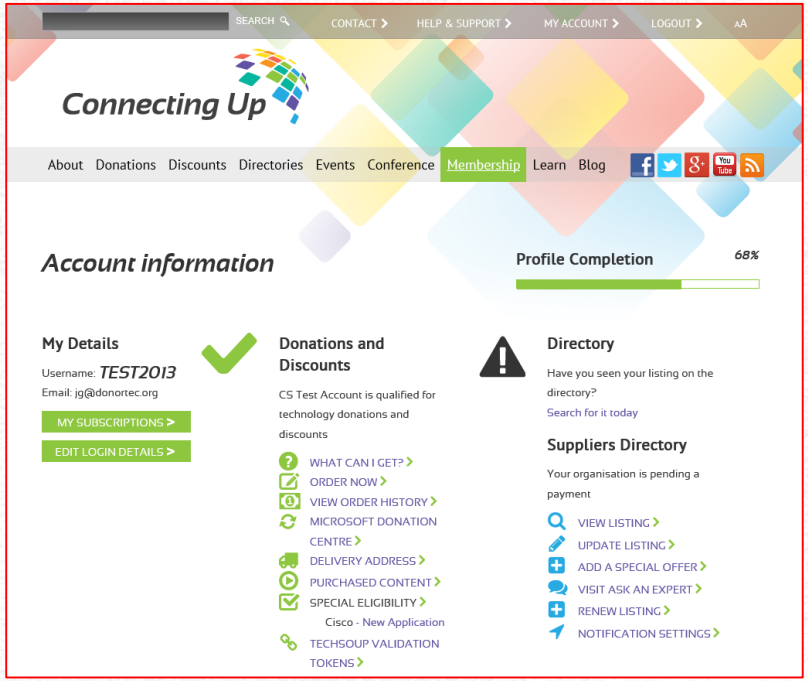

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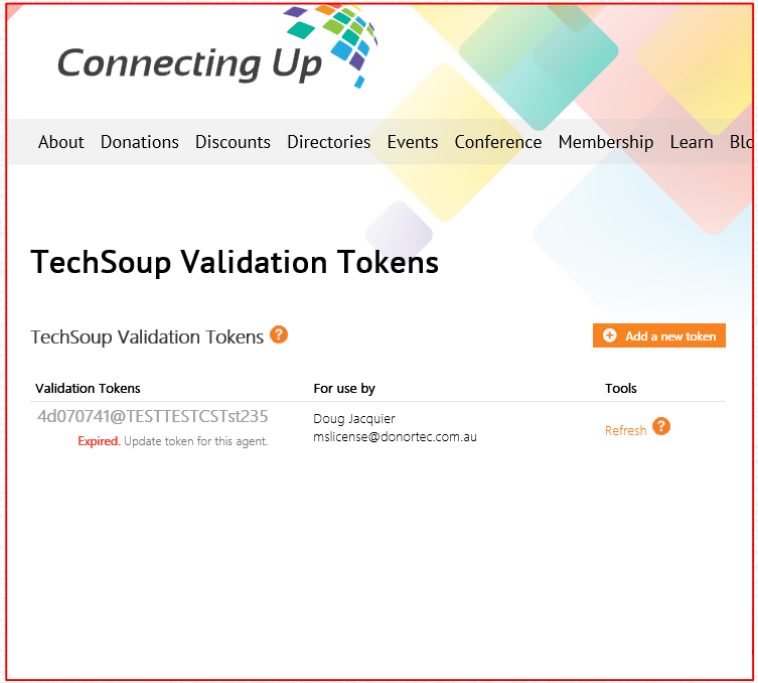

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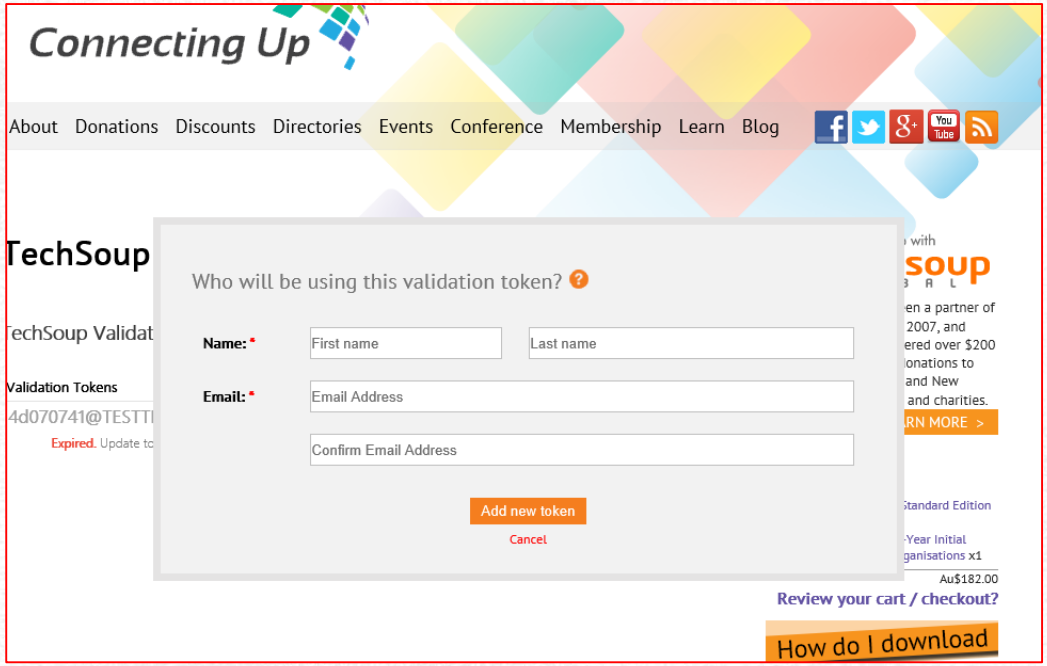

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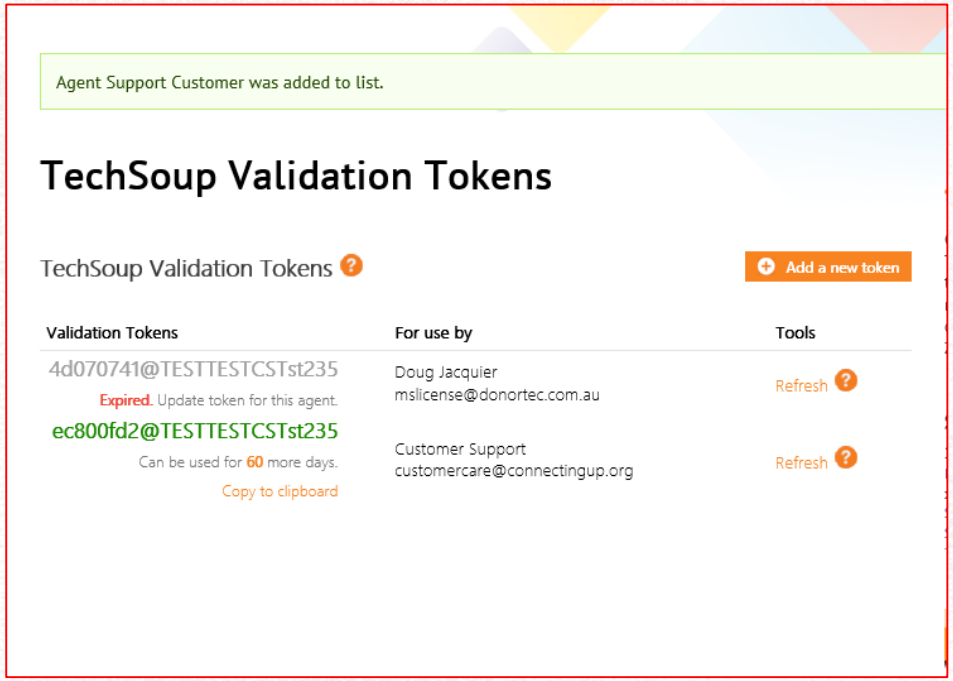

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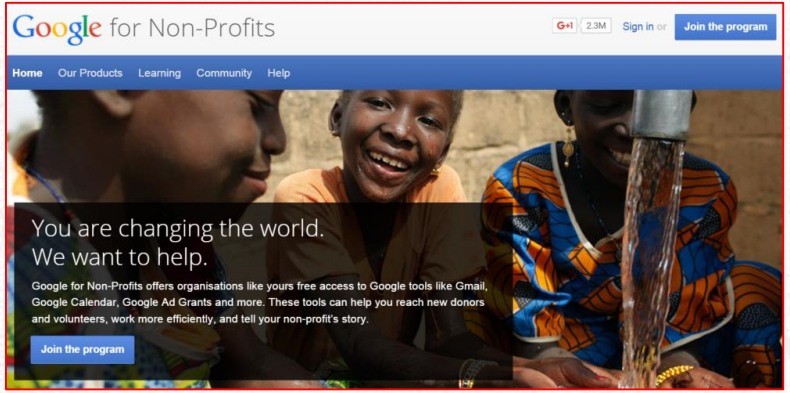
Obtaining Google for Nonprofits

- Create/log into a Google Account.
- Go to Google for Non Profits
- Enter validation token



Next Steps: Access Google for Nonprofits

Resources

google.com.au/nonprofits

google.co.nz/nonprofits

FAQ's:

- Australia: http://www.connectingup.org/help/help_and_support/33842
- New Zealand: https://www.techsoup.net.nz/help/help_and_support/33990

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

More Questions?

Google Support

Australia

Google Direct: 1800 287 850

customercare@connectingup.org

New Zealand

support@techsoup.net.nz