



Google for Nonprofits

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Ryan Jones

Marketing Coordinator



What is Google for Nonprofits?

- Google Apps for Nonprofits
- Google Ad Grants
- YouTube Non-Profit Program
- Google Earth Outreach

Google Apps for Nonprofits

- Free access to Google Apps
 - **Gmail**
 - **Google Calendar**
 - **Google Drive**
 - **Google Docs**
 - **Google Groups**
- 30GB cloud storage per user
- 24/7 support



Google Ad Grants

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

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Search tools

About 71,700,000 results (0.36 seconds)

Showing results for **charity donation**Search instead for **charity donationm****Christmas Appeal Donation - nowwhat.org.au****Ad** www.nowwhat.org.au/CanTeen ▾ 1800 639 614

Help Young People Living With Cancer. Donate Now. It's Christmas.

Donate to Cancer Charity - ACRF.com.au**Ad** www.acrf.com.au/Charity_Donation ▾

Help to Ensure that Vital Cancer Research continues. Donate Today!

Tax Time Donation - Corporate Giving Charity

Make a Charity Donation - plan.org.au**Ad** www.plan.org.au/ ▾We need your **Charity Donations**. Help Those In Need. Tax Deductable.

Plan International Australia has 508 followers on Google+

[About Plan](#) - [Our Current Appeals](#) - [Sponsor a Child](#)**Ads** ⓘ**The Smith Family Charity**www.thesmithfamily.com.au/Charity ▾This Christmas, Your **Donation** Can
Help Change A Child's Life.**Save The Children Charity**www.savethechildren.org.au/Give_NowJust \$10 Could Pay For Life-saving
Treatment. Take Action & Donate Now**Homeless Charity Donation**www.missionaustralia.com.au/Donate ▾Help the 105 237 Homeless People
in Australia. Make a **Donation** Today**Oxfam Australia**www.oxfam.org.au/donate ▾

Google Ad Grants Resources

- Google Ad Grants Nonprofit Guide
 - <http://bit.ly/AdGrantsNonprofitGuide>
- Need Google Analytics for maximum benefit
 - <http://google.com/analytics>



YouTube Non-Profit Programme

- Enhanced features for charities
- Call to action overlays
- Increased branding opportunities



Ryan Jones

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Axis360 Slider Test BMPCC

by **Ryan Jones** • 4 weeks ago • 17 views

Terrible grade of BMPCC set to Timelapse mode, one frame every 2s, on a three axis Axis 360 set to Timelapse Keyframe...



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More Than Dance...

 <http://www.anaheimballet.org>



AnaheimBallet

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Ballet: Alyssa 2014

72,143 views 1 month ago

Ballet: Ballet dancer and Houston Ballet member Alyssa Springer dancing ballet in this ballet video.

ballet...ballet...ballet...

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Nice Peter ✓

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Anaheim Ballet Super Playlist!

Anaheim Ballet: More Than Dance... Ballet dance videos from the online ballet series, "Anaheim Ballet: More Than Dance..." ballet...ballet...ballet...



2:43

Ballet: Alyssa 2014

by AnaheimBallet 72,143 views
1 month ago



2:49

Ballet: Aria Alekzander 2013

by AnaheimBallet 1,151,012 views
1 year ago



2:20

Ballet: Dancers

by AnaheimBallet 13,012,053 views
7 years ago



2:25

**Anaheim Ballet Special Guest:
Misty Copeland!**

by AnaheimBallet 1,004,115 views
3 years ago



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Resources for charities

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

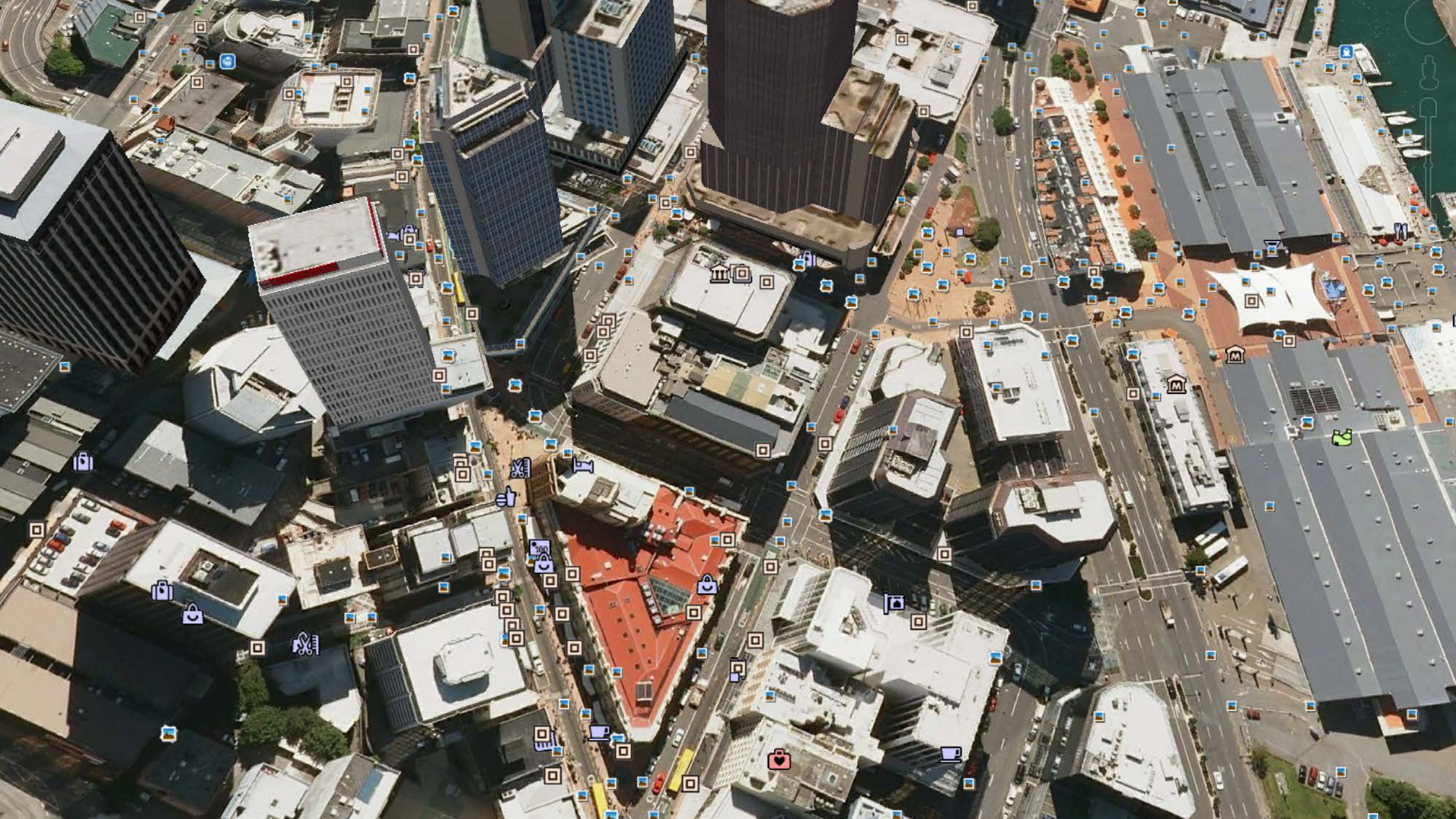


Google Earth Outreach

- Google Earth Pro
- Create customised maps
- Turn maps into movies
- Use detailed Google Earth maps
- Import GIS data

Example: Singapore Grand Prix

<https://www.youtube.com/watch?v=r5YZRdpUr8Y>





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Free registration!

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