

A GOOGLE AD GRANT BENCHMARK REPORT

The \$120,000 nonprofits **never** **spend**

Every eligible nonprofit gets \$10,000 a month in free Google ads. Here's what the average organization actually gets back for it, what a managed account looks like over 60 days, and what the top 10% are doing differently.

\$120Kavailable per
year**\$1,700**avg. monthly
return**97%**left
unspent*is this
your org?***WHAT'S INSIDE**

The real numbers behind grant utilization, benchmarked against nonprofits actually running the program.

THE 60-DAY VIEW

What a managed account looks like week by week, from setup to full utilization.

THE PROOF

Real client results across social, multi-channel, and lead-gen campaigns.

THE NUMBER · 02

FOR:ALL

\$120,000

Available in free Google search ads to every eligible nonprofit, every single year.

Not a grant you apply for once. Not a promotional credit that expires. \$10,000 a month, guaranteed by Google, for as long as your nonprofit is active and in good standing. The gap between that number and what your organization is actually capturing is what the rest of this report is about.

\$10,000 PER MONTH, GUARANTEED	12 MONTHS A YEAR, EVERY YEAR	\$0 COST TO YOUR ORGANIZATION
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per year. every year.



The problem isn't effort. It's **bandwidth**.

If your Ad Grant account is underperforming, that's not a reflection on your team. At most growing nonprofits, the person running Google Ads is usually also running email, social, events, and half of donor relations. The account needs real attention to convert, bid adjustments, keyword pruning, compliance checks, several times a week at minimum. Almost nobody on a lean team has that kind of time to give one channel.

A TYPICAL NONPROFIT MARKETING "TEAM"

Email & newsletters

Social media

Event planning

Donor relations

Website

Google Ad Grant

Grant writing

Board reporting



3–5 touches a week is what a Google Ad Grant account needs to stay compliant and convert. Most nonprofits give it one, if that.

Spending the grant isn't the win. Converting it is.

Most Ad Grant coverage stops at "are you using your \$10,000?" That's the wrong question. The organizations actually winning aren't just spending the credit, they're turning it into donors. Here's the gap, benchmarked against nonprofits actually running the program.

this is the one that matters →

\$10K Monthly grant value Available to every eligible 501(c)(3)	\$1,700 Median monthly return In donations, at full utilization	\$0.17 Return per \$1 of credit vs. \$2.48 for paid search	229 Site visits per \$1K spent Free traffic most orgs waste
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What most nonprofits actually use of their \$10,000/month grant

Bottom quartile		~\$800
Median org		~\$3,400
Top quartile		~\$9,600

Sources: M+R Benchmarks 2026, Google Ad Grants program data, For:All client analysis.



Organic traffic is disappearing. The grant is what's left.

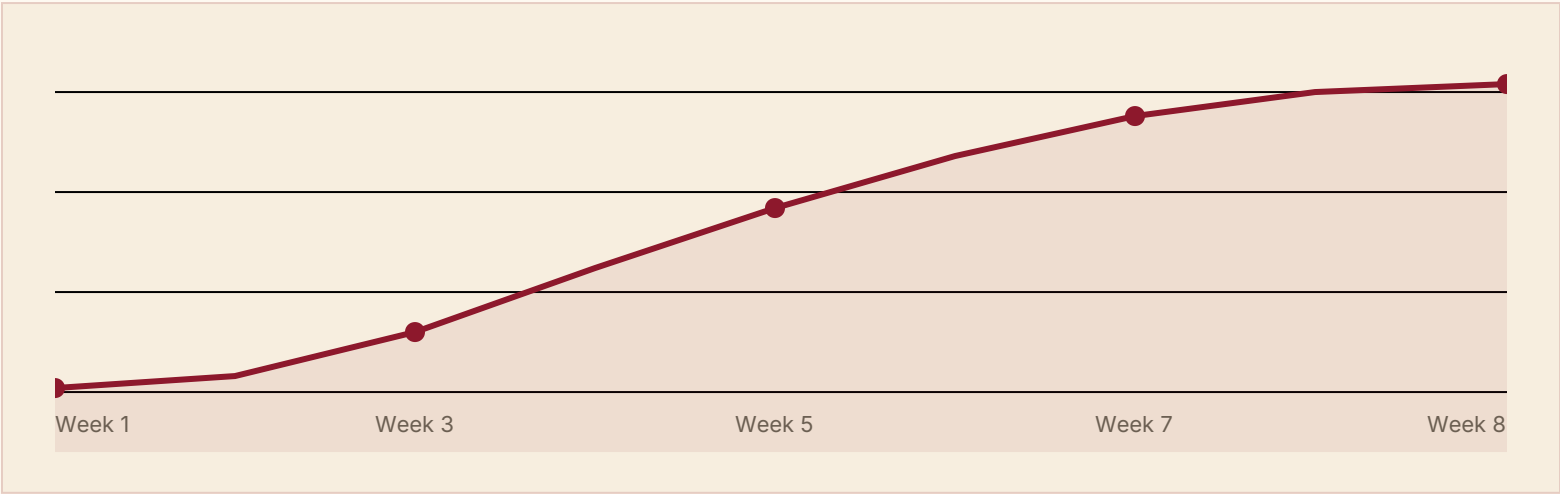
AI Overviews and zero-click search results have been quietly cutting into nonprofit organic traffic since 2025. The free visitors your website used to get from Google search are shrinking every month, and that trend isn't reversing. The Ad Grant is becoming one of the last channels that reliably still works without a paid budget attached.



229 free site visits for every \$1,000 of grant spend, paid entirely with Google's ad credit, not your budget. That's reach most orgs are leaving unclaimed.

This isn't instant. It's an 8-week ramp.

Nobody flips a switch and hits \$10,000/month. A managed account climbs in a predictable pattern, setup, compliance, expansion, then full pacing. Here's what that ramp actually looks like on a typical account.



WEEK 1-2 Audit & setup GA4, conversion tracking, and account structure fixed. Baseline established.	WEEK 3-4 Compliance secured CTR pushed above Google's 5% minimum. Suspension risk removed.	WEEK 5-6 Keyword expansion Donor-intent keywords added weekly. Budget pacing tightened.	WEEK 7-8 Full utilization Spend approaches \$10K/month. Donation tracking live and reporting weekly.
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Where most nonprofits actually stand

Four numbers to check your own account against. If you don't know your utilization or CTR off the top of your head, that's itself the finding.

METRIC	BOTTOM QUARTILE	MEDIAN	TOP QUARTILE
 Grant utilization	8%	34%	96%
 Click-through rate	2.1%	4.8%	9.3%
 Cost per donor acquired	Not tracked	\$340	\$85
 Site conversion rate	0.4%	1.1%	2.6%

circle where you think you land

Illustrative benchmarks based on For:All client accounts and public Google Ad Grant program data. Google requires a minimum 5% CTR to keep an account active. Individual results vary.

The gap isn't budget. It's **attention.**

Every org in this benchmark has access to the exact same \$10,000/month. What separates the bottom from the top isn't strategy sophistication, it's how often someone actually looks at the account.

⚠ Bottom quartile

Checks the account once or twice a month

Reacts to compliance flags after a suspension warning

Runs the same keyword list for years

One static ad running per campaign

✓ Top quartile

Daily monitoring and bid adjustments

Proactive compliance, before Google ever flags anything

Keyword list pruned and expanded weekly

3+ ad variants tested and refreshed monthly



This is a time problem, not a skill problem. The gap above is almost entirely explained by how many hours a week someone spends in the account, not by who's smarter.

Real orgs, real numbers

This isn't theoretical. It's what happens when a nonprofit's channels get daily attention instead of monthly check-ins, and it looks different depending on what an org is optimizing for.

TRUSTED BY Spur Local Age Africa SixDegrees.org Disaster Central A Child's Song

 **SOCIAL · DONATION
CAMPAIGN**
163 purchases. \$11,183 raised. \$0.62 per view.

 **MULTI-CHANNEL ·
EDUCATION**
411,690 people reached on a \$14K spend.

 **LEAD GEN ·
VOLUNTEER
RECRUITING**
166 applications, 136 volunteers onboarded.

Anonymized results, client names withheld to protect privacy. Full case studies at builtforall.io/case-studies.

20 spots. 60 days. Full utilization.

Twenty nonprofits are being selected for a 60-day Ad Grant management cohort, the same 8-week ramp from page 6, hands-on setup, daily monitoring, and a strategy review at the end. Spots are capped at twenty because the work is done by a real team, not automated at scale.

- ✓ Up to \$10,000/month in Google Ads, fully activated
- ✓ GA4 and conversion tracking set up correctly
- ✓ Weekly performance reporting
- ✓ A 60-day strategy review session
- ✓ Built and managed by a real team, not a bot

Wk 1-2 AUDIT & SETUP	Wk 3-4 COMPLIANCE	Wk 5-6 EXPANSION	Wk 7-8 FULL UTILIZATION
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20 SPOTS · APPLY AT BUILTFORALL.IO

See where your org actually ranks.

The fastest way to know if you're in the bottom quartile or the top is to have someone pull your actual account data.
That's what the cohort application starts with.

[Apply for the cohort →](#)

FOR:ALL

Empowered by technology. Delivered by humanity.