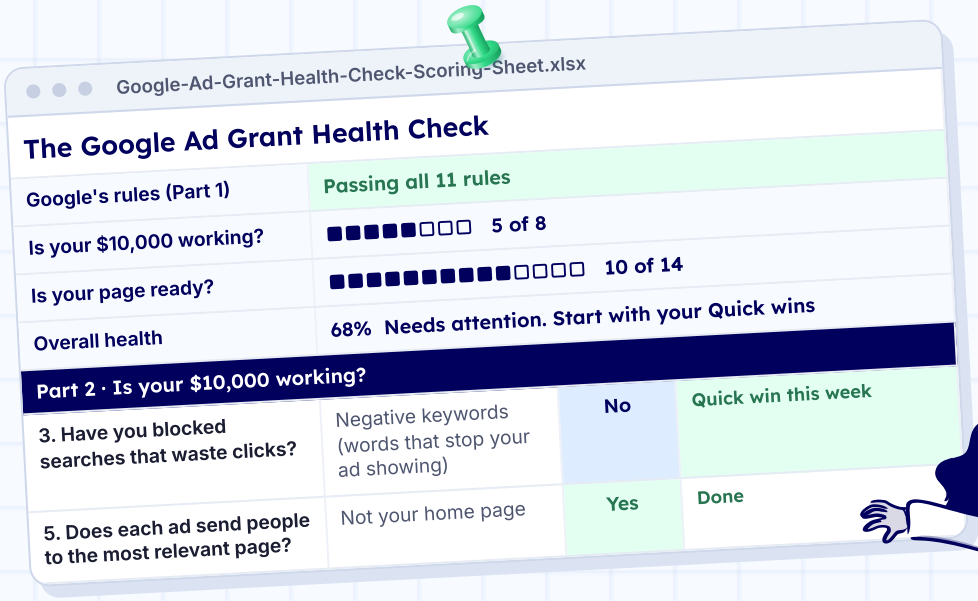
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MADE FOR NONPROFITS

Sheet + guide

The Google Ad Grant *Health Check*

A scoring sheet and this short guide. Find out in 20 minutes if your $10,000 a month is working, or at risk.



Google-Ad-Grant-Health-Check-Scoring-Sheet.xlsx

The Google Ad Grant Health Check

Google's rules (Part 1)	Passing all 11 rules
Is your $10,000 working?	■■■■■□□□ 5 of 8
Is your page ready?	■■■■■■■■■■□□□□ 10 of 14
Overall health	68% Needs attention. Start with your Quick wins

Part 2 · Is your $10,000 working?

3. Have you blocked searches that waste clicks?	Negative keywords (words that stop your ad showing)	No	Quick win this week
5. Does each ad send people to the most relevant page?	Not your home page	Yes	Done



How it works

The sheet does the check. This guide helps you read it.

Google gives eligible nonprofits up to $10,000 a month in free search ads, as long as the account follows its rules. The Health Check shows whether yours does, and whether the money is reaching the right people.

1

Open the sheet

Open it in Excel, or upload it to Google Drive and open it with Google Sheets. Save your own copy first.

2

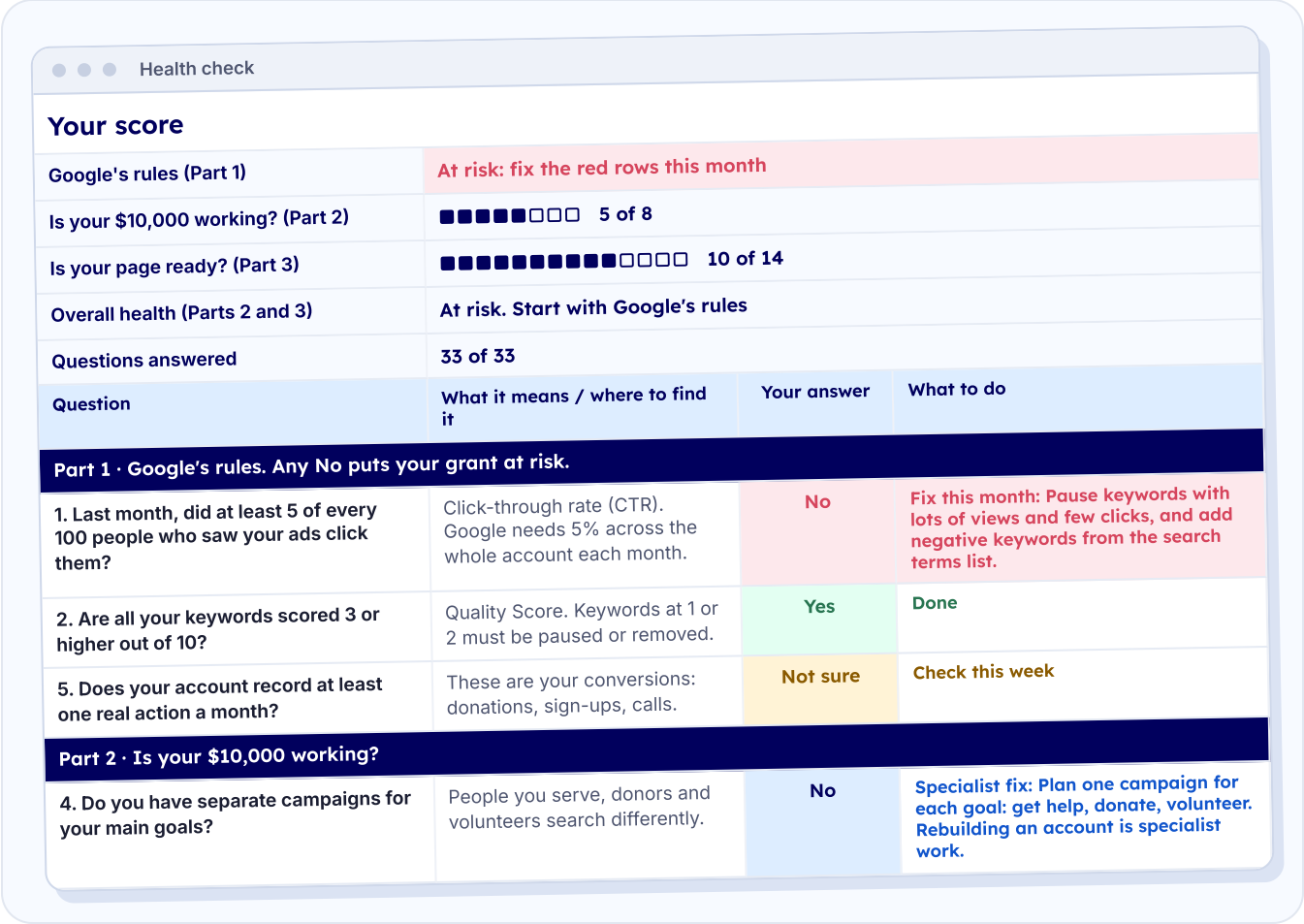
Answer every question

Keep Google Ads open in another tab and pick Yes, No or Not sure for each one. It takes about 20 minutes.

3

Read your score

The panel at the top updates as you go. Then work down the "What to do" column, starting with anything red.



Health check

Your score

Google's rules (Part 1)	At risk: fix the red rows this month
Is your $10,000 working? (Part 2)	■■■■■□□□ 5 of 8
Is your page ready? (Part 3)	■■■■■■■■■■□□□□ 10 of 14
Overall health (Parts 2 and 3)	At risk. Start with Google's rules
Questions answered	33 of 33

Question	What it means / where to find it	Your answer	What to do
Part 1 · Google's rules. Any No puts your grant at risk.			
1. Last month, did at least 5 of every 100 people who saw your ads click them?	Click-through rate (CTR). Google needs 5% across the whole account each month.	No	Fix this month: Pause keywords with lots of views and few clicks, and add negative keywords from the search terms list.
2. Are all your keywords scored 3 or higher out of 10?	Quality Score. Keywords at 1 or 2 must be paused or removed.	Yes	Done
5. Does your account record at least one real action a month?	These are your conversions: donations, sign-ups, calls.	Not sure	Check this week
Part 2 · Is your $10,000 working?			
4. Do you have separate campaigns for your main goals?	People you serve, donors and volunteers search differently.	No	Specialist fix: Plan one campaign for each goal: get help, donate, volunteer. Rebuilding an account is specialist work.

An example of a filled-in sheet. Your answers stay in your own copy; nothing is sent to us.

What the sheet checks

Three parts, plus a monthly routine

Part 1 · 11 questions

Google's rules

These are the rules Google uses to keep a grant switched on. A No on any of them can get your account deactivated, so they come first. The main ones:

- At least 5 of every 100 people who see your ads click them, every month
- Every keyword scores 3 or more out of 10 on Google's Quality Score
- At least one real action, such as a donation, sign-up or call, recorded each month
- No single-word or vague keywords, like "anxiety" or "free videos"
- Ads shown only where people can use your services
- Your website meets Google's policy: your own domain, secure, clear about your mission

Part 2 · 8 questions

Is your $10,000 working?

Whether the money reaches people who can use your services, give or volunteer. It looks at how much of the grant you use, the searches that show your ads, the words you've blocked and where each ad sends people.

Part 3 · 14 questions

Is your page ready?

Whether the page people land on turns a click into a sign-up or a gift. It covers the 5-second test, the button, speed on a phone, the form, trust and what happens after someone fills it in.

Tab 2

Your monthly routine

Five steps that take about 15 minutes, with a box to tick each month, plus a reminder for Google's yearly survey. It keeps the account inside Google's rules without a big clean-up later.

Your notes

A column for you

Write down what you found, who will fix it and by when. It turns the check into your to-do list for the month.

Words you'll see in Google Ads

Campaign
One goal with its own budget and settings, such as "Volunteers".

Ad group
A set of closely related keywords and the ads that go with them.

Keyword
A search you've told Google to show your ad for, like "food pantry Dayton".

Conversion
An action you count as a result: a donation, sign-up or call.

Click-through rate (CTR)
Out of every 100 people who see your ad, how many click it.

Quality Score
Google's 1 to 10 rating of how well a keyword, its ad and its page match.

Your result

How to read your score

In the score panel	What it means
Google's rules	Passing means you meet all 11 rules. At risk means at least one No: fix the red rows this month, before anything else. Not confirmed means no No, but some answers are Not sure.
Part 2 and Part 3 bars	How many questions you answered Yes in each part. The empty squares are your to-do list.
Overall health	80% or more: healthy, keep the monthly routine going. 50 to 79%: needs attention, start with your Quick wins. Under 50%: start with the basics, ideally with help. If any Part 1 answer is No, this shows At risk whatever your Part 2 and 3 score, because Google's rules come first.

The "What to do" column

Every No gets a label and its next step, so you know where to start.

Fix this month	A Google rule. Leave it, and Google can deactivate your account.
Quick win this week	Something you or your team can change in under an hour.
To do	Worth doing this quarter. Add it to your plan.
Specialist fix	Needs someone who works in Google Ads every week, such as conversion tracking or rebuilding campaigns.
Check this week	You picked Not sure. Find out, then change your answer to Yes or No.
Done	You answered Yes. Nothing to do.

! If Google deactivates your account

Don't start a new one. Fix what caused it, such as the 5% click rate or missing conversions, then send Google a reinstatement request (Ad Grants Help has the form). Your Part 1 answers show where to look.

? No grant yet? Check you qualify

In the US you need 501(c)(3) status, verified by Goodstack when you join Google for Nonprofits. Groups under a group exemption qualify if they can prove the affiliation. Fiscally sponsored groups need their own 501(c)(3). Government bodies, hospitals and health care organizations, and schools and universities can't apply, but their foundations or philanthropic arms can. Your website also has to meet Google's website policy.

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Got a red, or don't have a grant yet?

Book a free plan session: a 30-minute call, then a 1-hour walkthrough of your plan. We'll go through your Ad Grant with you, put the fixes in order and explain the ones marked Specialist fix. You keep the plan even if we never work together.

Get my free marketing plan



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missioncirclehq.com

About Mission Circle. We're a full-service marketing team for nonprofits: strategy, websites, SEO, email, ads and reporting. We set up and run Google Ad Grants for nonprofits.

Rules checked against Google's Ad Grants policy pages, October 2026. Google can change them, so check support.google.com/grants for the latest.