

THE NON-PROFITS GUIDE TO
GOOGLE GRANTS



**10 DAYS TO
\$10,000
MONTHLY FOR
NON-PROFITS**

**THE FASTEST WAY TO GROW
ONLINE DONATIONS, BUILD
MORE VOLUNTEERS, &
BRING MASSIVE AWARENESS
TO YOUR CAUSE**

JAMES | REED

The Fastest Way to Boost Your Mission

Apply, Grow and Monetize Goggles FREE
\$10,000 Monthly Marketing Grant For
Non-Profits

By James Reed

<http://MissionBoost.org>



FREE
GOOGLE GRANT
WEB TRAINING

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Lesson #1: Read Me First – The Call to Action

I'm going to teach you how to apply, grow and monetize Google's FREE \$10,000 monthly marketing grant – before you get into reading this guide I wanted to share with you what I believe you should be looking to accomplish for your Nonprofit using the Google Grant:

1. Establish your Nonprofit as an expert, thought leader and authority on its primary social issue.
2. Share your story so that your supporters will get to know, like and trust you.
3. Capture the email address of new website visitors sent from Googles \$10K grant to rapidly expand and build database to begin growing relationships.
4. Follow up, build a deeper relationships with your potential supporter
5. And grow your Nonprofits impact – by boosting online donations, increasing volunteers, and exposing social services and programs.

Introduction

I wrote this short guide about Google Grants because I believe the biggest opportunity in the history of Nonprofits is upon us, and organizations need to know about it – now more importantly they need to know how to capitalize off of it. This guide is your solution to that.

I believe you're reading this resource because you have a burning desire to contribute, make a difference, have a massive social impact and help people. You're an Executive Director for a Nonprofit, a committed Board Member, a communications director, a large donor or perhaps a dedicated volunteer.

Whoever you are you see the world a little different than most and are in the trenches of your organization's mission tackling one of our world's most critical social issues. I wanted to take a moment to share some thoughts with you in no particular order about what to expect in this e-book.

First, it's interactive. There are lots of opportunities for you to go deeper into the content, gain access to several free training videos, participate in some live interactive web training and register to get updates to this guide as it is gets expanded and I correct the inevitable errors, grammar and spelling mistakes, that are bound to be in here.

In fact, if you find any mistakes, PLEASE tell me by sending the error and page you found it on to my email JAMES@MISSIONBOOST.ORG . Thanks in advance.

Second, this guide is for visionary Directors, Donors and Board Members. It's intended to help you and your Nonprofit grow online donors, increase volunteers, and expose programs and social services.

Third, it's for implementers. You'll see there's LOTS of ideas that you can use to grow Nonprofits of any size. If you're looking for the quick, get a ton of money fast with no work strategies they're not here.

After seeing a Veteran-based Nonprofit located in San Diego scale their online donations from \$17,000 to \$95,000 in a single year after launching Google Grants, I knew that I had to help get the exact same strategies, systems and solutions into the hands of other Nonprofit decisions makers.

Now my goal is to use my 5+ years of experience helping you and your Nonprofit's discover how to boost their missions through the power of digital marketing and effectively circumvent the common failures, wasted resources, and frustrations that keep Nonprofits from creating more social impact in their communities.

I'm truly glad you're here now and that you've made the commitment to discover how Google Grants will transform your Nonprofit's ability to serve the world even more. Here's a quick peek at some of the upcoming parts in *The Fastest Way To Boost Your Mission*:

- The Most Powerful Marketing Tool in The World of Nonprofits
- How to align your strategic goals with your Google Grants marketing plan.
- Website Best Practices & Tips For Google Grants
- How Storytelling Works with Google Grants
- The Right Digital Toolbox for Google Grants
- How to increase your monthly grant to \$40,000 a month
Google Grants Pro
- And much much more!

I'll also share with you some of the best resources from my Mission Boost Academy program throughout this guide. Most of the ideas in this e-book actually come out of that program. Now I've jammed this tool full with one great idea after another.

Thanks for the work you do in making this world a better place and for wanting to make a difference in people's lives. Here's to your Missions success!

The Most Powerful Marketing Tool in The World of Non-Profits

What is Google Ad Grants?

We're living in the information age and what's great about this is Google's the #1 website and trusted source of information that billions of people go to first to look up questions and information.

Now Google is offering your Nonprofit organization \$120,00 every single year to market and grow your mission for free through their Google Ad Grants program.

If that wasn't awesome enough, when you run your advertising grant correctly and succeed in hitting a few performance requirements Google has for your Nonprofit you can increase your grant to \$40,000 monthly through their Google Grants Pro program (we will cover this later).

What tons of Nonprofits also love about the \$10,000 monthly Google Ad Grants program is that you can apply for it in 30 minutes or less when using this information and the other training that goes along with this guide. It should help shorten your organization's learning curve immensely.

Now, when you apply correctly the first time and don't make any mistakes in your application, your Nonprofit will get approved within 72 hours on average. Truly Google Ad Grants is not like the traditional grants; no long application processes or expensive grant writers will be needed.

A quick note that the above information applies to Nonprofits within the U.S. applying. There are tons of other countries & Nonprofits that qualify as well, but the process is a little different here when it comes to the approval time.

My only question for you now is, will you miss out on discovering the power of Google grants for your Nonprofit and it's ability to rapidly boost your mission?

Or will get into action quickly and invest some resources now so that 6 months to 1 year from now, your Nonprofit has a powerful new system that's automatically generating new donations, volunteers, and more supporters every single month helping you change the world?

You'd have a hard time after learning about this information here today justifying to your Nonprofit's community why Your org didn't capitalize from Google's unlimited opportunity.

Now there'll be some learning, planning and hard work ahead that's going to get done, but you'll soon discover with the right strategies in place, results will surely come with a little bit of time.

Why Your Nonprofit Should Use Google Ads

Every month, over 100 billion searches are done on Google. Why? Because people all over the planet are constantly searching for information to help solve their most pressing questions and problems.

In a world where over 90% of **online** experiences **start** with a search, showing up on the front page of Google can be the deciding factor between a Nonprofit that's thriving, and well, one that's not.

How does this relate to your organization specifically? Your Nonprofit specializes in solving a massively important social issue and this specialty means you have a ton of information that can help a large amount of people most in need of your Nonprofit's expertise.

Furthermore, your Nonprofit is a thought leader for the cause it represents whether you've realized this truth or not. People all over the world need your specialized information shared with them as easily as possible, and Google Grants combined with the using your website and marketing properly is the best way that I know of how to accomplish this.

You'll begin forming relationships, generating unlimited amounts of awareness, and build a raving community with those who are looking for ways to get involved with supporting a social cause just like yours when you use the Google Grants.

Google Grants is powerful marketing tool and when it's used the right way it rapidly helps build relationships, so if you keep this perspective in mind when using the grant you'll help ensure you get the most out of it.

Naturally we want to raise more donations as quickly as possible and build our army of supporters fast so that we can fund the critical needs our nonprofit has, but it's important to realize the quickest way to achieve this online and with Google Grants is to focus on building relationships above all else. The rest will follow.

One of the most successful online marketers in the world, **Neil Patel**, has a simple but powerful fundamental philosophy when it comes to online marketing, and it's that everything that begins online ends offline. Take the following for example and think of how it could be applicable to your cause.

A new visitor lands on your website from your Google Ad Grants marketing system, and because you've setup your site the right way using the tips from this guide you've captured the visitors attention with a simple video recorded from a cell phone and been uploaded to YouTube.

The short video was a quick and easy update of your Nonprofits key successes for the month and this new site visitor enjoyed it so they signed up for your Nonprofits newsletter!

In the digital world, this is the equivalent of a person raising their hand and saying "YES, I am interested in your story and want to learn more, please add me to your database and send me more information"! It's a big deal when someone subscribes and you'll be glad to know that email subscribers are like digital gold.

Now there's a balance to this however, as you don't want to send low quality or poorly written messages to your new subscribers and you certainly don't want to send too many spammy messages in a short period of time. Nonprofit email marketing is a lengthy topic in its own right. We'll cover these topics in a future training.

Here's What Google Ad Grants Can Do

- Generate upwards of 5,000 qualified new website visitors monthly
- Start or boost online donations
- Increase your nonprofit's programs and services
- Grow your email list/database by over 300 new subscribers monthly
- Increase awareness all over the world
- Increase volunteer applications & inquiries

Do it yourself versus teaming up with a Non-Profit Marketing Expert*

Having a marketing expert or agency working on your team undoubtedly produces some pretty staggering differences in the results of your Google Ad Grants if your nonprofit doesn't know what it's doing. It's important to disclose transparency here with some of the data and the size of the numbers being shown here.

Here's just two comparisons in outcomes between nonprofits using Google Ad Grants on their own without following proven strategies versus those working with a great plan or expert.

- Nonprofits doing it themselves generate about 150 new website visitors monthly compared to 5,000 when working with an expert.
- Nonprofits on average only spend \$300 worth of the grant a month versus \$8,500 a month with a professional.

Now there's also tons more additional numbers and metrics to compare the difference between do it yourself v.s. skilled but this guide's purpose is not to be information overloaded with terms and numbers that won't make sense to you the reader.

My Journey to Mastering Google Grants

When I began my journey, I was in all honestly far from what one would call a technical savvy person. I didn't even create a Facebook account until I was forced to do so when I began joining businesses clubs in college.

I was a good 5 to 7 years behind the rest of my peers. But what I did know was that I had a passion for creating real impact in this world and deciding to work with Nonprofits seemed like the best idea I could come up with coming out of college.

I knew not one single thing about online marketing, Word Press websites, or social media when I started. Once I was exposed to technology and online marketing, I instantly realized that these were simply skill sets that when used the right way is changing the world and not some mysterious magical force.

Technology combined with a purpose in the information age creates power and I realized that this power needed to be brought to the Nonprofit world.

Now I'm convinced that if this guy (me), can use what I've learned and implement the strategies that I have and that are working, then surely anyone else can pick up these resources and achieve success with them too.

How to Apply for Google Ad Grants?

Does Your Non-Profit Qualify?

Before you apply for Google Ad Grants, be sure your Nonprofit is based in a country where Google Ad Grants is available, and that you comply with Google's additional eligibility requirements.

Here are some of the key eligibility requirements:

- Your organization must be located in an eligible country. Here is Goggles official list:
<https://www.google.com/grants/domains.html>
- If in the U.S., your organization must be an approved 501(c)3.
- Your website must function and have substantial amount of Nonprofit content. As you'll see in chapter two, having a properly functioning and strategically set up website is what you'll need to get the most from your grant and boost your mission.

Additionally Your Non-Profit is not eligible if it is a charity of the following type:

- Government entity or organization.
- Hospitals and medical groups.
- Schools, child care centers, Universities or academic institutions.

Once you've double checked and verified that your Non-Profit qualifies, here is how the simple Google Ad Grants application works:

1. **You'll need to apply for a Google for Non-Profits You can do so here.** Google for Nonprofits offers organizations like yours free access to Google most powerful tools like Gmail, Google Calendar, Google Drive, Google Ad Grants, YouTube for Nonprofits and more. These tools can help you reach new donors and volunteers, work more efficiently, and tell your nonprofit's story to your fast growing online community.
2. **Enroll in Google Ad Grants.** You have two options to choose from. The key takeaway here is that if your organization has limited time and resources to commit to learning and using the Grant, you can use what is called Google Adwords Express. Adwords Express automates all of your accounts optimization monthly. Pick your audience, write three lines of text about your nonprofit, set your daily budget, and let AdWords Express do the rest. This is HUGE for Nonprofits that want to get into action quickly with the grant but lack the time, technical knowledge or funds to hire a professional. The draw back with Express is that you lose control over your campaigns and your monthly optimization will not be as effective if you had a person doing it. Regardless, if you decide to implement express be sure to follow and use the additional online marketing strategies, resources, and training from the org/blog to help you get the most from your grant.
3. **Create your account on the Google Ad Words platform.** Once you're ready, you can have the appropriate team member use these free training videos on how to set up your AdWords account. Here is Google's official guide for creating your AdWords account and here is their guide on how to create your account using AdWords Express.
4. **Submit your account for review.** Once your team, staff member or professional has created your account and set up your campaign, you'll need to submit your account for review.

How to maintain Google Ad Grants

It's not hard, and you'll want to make sure your team does a few things to help ensure you remain eligible for Google Ad Grants indefinitely. Here is the rundown on how to keep your Google Ad Grants in good standing:

- Link your ads to one (and only one) website domain, which should be the same one that was approved in your initial application. This means you can't have ads link to red.com and blue.com.
- Actively manage your AdWords account by logging in once a month and making at least one change to your account every 90 days. This is also known as optimization and is one of the biggest benefit my clients get when they join the Mission Boost Academy. They save a ton more time and resources that they're able to allocate to other areas of their missions.
- Your ads and keywords should match your organization's programs and services. For those who may be asking what keywords are, they're the words you type into Google's search bar when looking up information. Here's a brief example. If I live in San Diego and I'm interested in learning more about supporting a local Non-Profit solving homelessness, I would go to Google and begin typing in words related to this. These are known as keywords and are the cornerstone to how the Google Grant works.
- Strictly commercial advertising is prohibited. If you're promoting products or services, 100% of the proceeds must go directly to supporting your program.
- Your ads must not link to pages that are primarily composed of links to other websites.
- Your site can't display Google AdSense ads or ad links to other websites. Examples include banner and sidebar ads on a website.

The Master Plan & The Nonprofit Marketing Canvas

“A journey of a thousand miles begins with a single step” - Laozi

When you first committed to your Nonprofit's mission, what a decision that must have been! You decided right then and there that you were indeed going on quite the journey, and not an easy one at that.

Not many people can commit to a lifestyle based on service to others and the truth that some of life's greatest joys come often from living such a lifestyle.

The above quote, “a journey of a thousand miles begins with a single step” strikes me as quite profound. I recall when I first committed to dedicating my life to working exclusively with and serving nonprofits I told myself:

“If I am about to embark on a journey of 1000 miles (build a business focused on helping Nonprofits), I better know exactly where I'm going and create the best plan to get there, if I'm going to put out the required faith and effort necessary for success”!

I knew that my decision was unconventional but necessary and that it would make a difference in this world, perhaps just like your decision to found or serve on the board or your nonprofit was.

You Should Know

If you're an action taker and end up applying for and using the Google grant properly, I feel it necessary to disclose that you will be embarking on a journey in its own right. **Every successful journey starts with a master plan**

Success with your grant requires defining exactly what you want your entire organization to focus on. It means you will align your strategic goals

with marketing plans so that the Google grant helps you grow the areas of your Non Profit that you want.

It also means that despite following the tips and strategies available to you in this book and the Mission Boost site, there will be learning from trial and error ahead.

If you can embrace these truths and push through to implementing the knowledge in this book despite these truths, success and increased impact are in the future for your Non-Profit.

Your Master Plan - The Non-Profit Marketing Canvas

The Non-profit Marketing Canvas is a one page strategic plan that helps summarize your organization's key activities. The Non-Profit Marketing Canvas is an iteration of Business Model Canvas, which was first developed by Alex Osterwalder.

In my Mission Boost Academy program, all clients start their journey with the Non-Profit Marketing Canvas. It's the foundation to building a successful road map and getting absolute clarity on the work that will be getting done.

Undeniably our world needs our missions more so than ever, and because of this it's truly more important than ever to run **profitable activities** as a Nonprofit.

So it is from this perspective that we draw upon and model cutting edge technology, frameworks and easy to use systems that are working best right now in the Mission Boost Community.

If our goal as a leaders of our nonprofit is to run profitable activities, then what better way to do so then by modeling successes from those who have begun succeeding before us?

Online revenue is booming across our planet, shouldn't our Nonprofits recognize and take committed action towards these endless opportunities as well? Especially when Google wants to give you \$120,000 or more a year.

From the world’s leading companies such as Amazon to the hottest new startup coming out of silicon valley, for-profit businesses of all kinds use this exact tool. I've modified it to work best with Nonprofits.

Here’s what the canvas looks like:

| | | | |
|--|------------------------------------|---|--|
| Director/Board Member: | | Launch Date: | |
| Marketing/Communications Staff: | | Marketing Consultant: | |
| What Problem is Your Non Profit Solving? | What Makes This Non Profit Unique? | Who Is This Non Profit For? | |
| How Does Your Non Profit solve the Problem? | | Who Are Your Early Supporters? | |
| | | Who Are Your Early Online Donors? | |
| How Do You Measure Success? | | How Will You Reach Your Readers and Early Adopters? | |
| Overhead and Expenses | | Pricing Options | |
| The Non Profit Marketing Canvas by @jreed MissionBoost.org | | | |

Get Your FREE Google Grant Strategy Call & Marketing Canvas

I’ve pulled this resource and the free training videos right out of the Mission Boost Academy Program and for a limited time Mission Boost is giving them away for free!

Taking the time to sign up for your Google Grant call where we’ll fill out your Non-Profit Marketing Canvas together will create an surefire and easy way to understand strategic plan. The result will be absolute clarity on your mission’s key objectives, and this clarity will help you create a marketing plan that produces desired outcomes.

Who The Master Plan Focuses On: Your Avatar

Undoubtedly your Nonprofit desires to create the largest amount of social impact and help as many individuals as possible. I've found that when dreaming up the possibilities of how to impact as many people as possible, we tend to think and see images in large numbers.

In a marketing conversation it often sounds a lot like this. "Our goal and target market is to reach as many 16-25 year old single moms who are dealing with social issue X,Y and Z and who live in Los Angeles California."

Certainly, the fundamentals of demographics is important when it comes to strategy. What's most often lost when thinking in these terms however, is the fact we serve ONE individual at a time. You don't serve a target market, your Nonprofit serves each and every individual a single case at a time.

Why do I bring this up? If you keep this in mind when it comes to creating your marketing and messaging your content will sound personal and genuine. It's in harmony with the relationship building we chatted about earlier. As a result your audience will grow faster and your message will reach farther. In the ever noisy world of the crowded internet it is harder than ever before to capture and keep a person's attention, this approach works best.



Check out the Avatar video lesson in the Mission Boost free Google Grant video course to learn what an Avatar is and how to quickly identify and make your own Avatar.

Combined with the benefits just mentioned, the most significant benefit from creating your Avatar will be the increased power in decision making across your entire organization.

The benefits extend beyond marketing, they extend to every strategic decision and here's a great example. After you complete your Avatars, you'll see how decision making will be improved from the Director all the way down to your newest staff member. Everyone will be aligned and efforts streamlined.

Is Non-Profit Website Design important to Google Ad Grants?

Yes! Your nonprofit's website design is the most critical factor in achieving success with the Google grant. Your story will need a "marketing twist" added to it and will need to be shared with your growing community following proven strategies (More on this in a future post).

Even if you aren't driving 5,000 new website visitors a month to your site with Google Grants, those who do stumble across your site will leave just as quickly as they got there if they don't quickly and easily find the relevant information they're looking for.

Why Non Profit Website Design Will Determine The Success of Your Google Grant

I see it all the time, where the director or head decision maker for an organization thinks it's best to jam every page on the site full of information and pictures or videos while neglecting the purpose and benefits of utilizing a Blog.

The blog is meant for expanded content like articles, videos, case studies and all valuable information that needs more real estate on a sites page.

When your story is created and transformed into content, then shared following the right strategies online consistently and over time, the results will lead to tremendous amounts of engagement. Engagement leads to relationships and relationships grow your Nonprofit's Community.

The truth is that today's modern internet user hates having to sort through loads of information. They want info summarized and grouped together in an easy to digest and intuitive way.

There are entire books published on this subject such as "Don't Make Me Think" by Steven Kurig. The title of his book summarizes his main point clearly, and that is internet users have way more success on websites that are constructed in simple ways that don't overload the mind and make a

person think too much. A common sense approach makes for a tremendously user friendly website experience.

Key components to a successful Non Profit website

Must display great on all size screens. Your website must be mobile friendly in the information age. This means every page on your website must display properly on all devices that connect to the internet. This includes mobile phones, tablets and desktops. This is such a must that Google will no longer list websites that are not mobile friendly.

The Two Most Important Pages on a Non Profit Website

The two most important pages on most Non Profit websites are the homepage and the donation page. Let's briefly go over best practices and common mistakes to avoid on these pages. Doing so will improve the results of your \$10,000 monthly Grant in online donations, volunteers, program inquires and much more.

Homepage

Make sure it's mobile friendly. Next you'll want the design of your homepage to be able to intuitively answer these four questions. When a new website visitor lands on the homepage they should be able to intuitively and quickly answer these 4 questions?

1. What is this?

Each Avatar should be able to understand what this is when they hit your site. Can a user tell exactly what it is that your Non Profit does within seconds of landing on your homepage?
Remember your Avatars and how they form the foundation to your entire marketing strategy and all of your strategic decisions?

If you've haven't already created your Avatar be sure to do so to ensure you get the best results. Doing so will also help with implementation tremendously.

2. **What do they have here?**

If your sites visitors can answer this question upon landing on your home page, your in great shape. Determining what to highlight and what is secondary in importance doesn't come as easy as you may think. Once again we reference the Avatar, because when your entire team understands your marketing Avatars this questions becomes much easier to answer.

3. **What can I do here?**

Over the past 4 years I've built a ton of Word Press sites for my Nonprofit clients and here are the most common pages that are designed to answer this key question. 'Ways to learn more', 'Get Involved', 'Subscribe', and 'Donate' are page names used frequently. Featuring events is also a big focus area for my clients.

4. **Why should I be here and not somewhere else?**

The easiest way to help your Avatars understand this is awesome and here's why. If you've filled out your [Nonprofit Marketing Canvas](#) you've already answered this key strategic question.

You'll recall the section centered on your Nonprofit's unique advantage. What do you do better, different or more sincere than any other organization or community out there? Answer this question and you'll be able to show your Avatars why they should engage with your cause over any others.

Donation Page

They're a ton of different ways to design and build your donation page, let's focus on the core elements every donation page should have. Make sure it's mobile friendly. I hope by the amount of times you've seen this topic repeated throughout the series you see its importance.

Transparent, fast and easy donation process. The rundown here is simple. That more transparent, fast, and easy to use donation process your Nonprofit website design displays the more money you will raise. There're really are endless options and combinations of software and service providers to help with online fundraising. We won't do a deep dive here so that we can continue our journey along *The Fastest Way To Boost Your Mission*.

Recommended Digital Tools & Resources

The [Classy.org](#) blog is jammed pack with so much great content and resources about online fundraising, you'll want to be sure check it out if your organization needs help learning where to start and what to do.

Paypal - It's quick, trusted, and easy to use across a variety of sites.

Paypal gives you a link or easy to place piece of code where the a web team member of your Non Profit can place the Paypal on the appropriate page.

There are some drawbacks to working with Paypal and here's a terrific piece by the [Donor Perfect](#) fundraising blog. The long story short here is that for starters, newbies, or low budgets Paypal will work. Once able to, you'll want to upgrade to a more user friendly, and cost effective solution.

Stripe - It's similar to Paypal but comes with more custom features that ultimately make the donation check out process better. A great piece on stripe was written by Tommy over at [Viget.com](#)

Customized solutions & 3rd Party Software - Many middle to high end solutions exist to power your online donations. Here is the

most complete review of expanded online donation options put together by the team over at Capterra.com.

Here are some of the most trusted solutions I've personally worked with.

- Classy.org - All in one fundraising solution for Non Profits. Crowdfunding, peer-to-peer, event registration & website donations all under one roof.
- [Donor Perfect](http://DonorPerfect) - DonorPerfect 's web-based platform scales to meet the needs of any size nonprofit.

WordPress Websites Work Best With Google Grants

Hands down the single most important tool in the online world is your organization's website. It serves as the face of your organization in the digital world, and many if not most new people will learn about your Nonprofit through first contact with its website. Many Mission Boost Academy clients choose to invest in upgrading to WordPress for the following reasons.

WordPress Can Do it All

I'm excited to talk about Word Press as I believe that it is the single greatest all in one website solution for Nonprofits and businesses of any type or size! That's a powerful statement. As long as you're not building highly technical software for a very specific custom development reason, WordPress will be your most affordable and powerful option no matter the size or stage of your Non Profit.

They say over 1 in 4 brand new sites that launch are built with Word Press. That is for a very good reason. Word Press is one of the world's largest open sources of free software – this means powerful websites have become extremely affordable compared to what they use to cost. Being one of the largest and most popular sources of open software also means that there are literally endless free or affordable solutions for any idea conceived with WordPress.

Want your site to easily integrate with Constant Contact, or your existing email service provider? What about your current online donation system? Want your Facebook feed to display on your site? No problem with Word Press. Maybe you want to use your Google calendar to update events automatically on your events site page?

Properly working websites should be able to handle increased amount of website visitors (guaranteed to happen once Google Grants is launched) without slowing down and becoming too overloaded. A site must collect email address to rapidly build your community database, integrate with Paypal or your online donation software, have a working contact page, as well as have the ability to track user analytics.

You will need this to optimize your Google marketing campaigns. WordPress makes all of this as simple as possible all under one roof. Whatever the desired goal is, Word Press will have an option that has already been developed and free or affordable to use. From having a multilingual site to being able to have enterprise level security added with just 5 clicks, Word Press can do it all.

WordPress is Easy to Use and Maintain

Word Press is very easy to use, maintain, update, publish new content with through its built in blog features and can all be done with minimal amounts of training for a staff members.

I like to describe the ease of use of Word Press by the following. If you know how to use the basics of Microsoft Word and know how to upload and post a picture to Facebook, then any designated staff member or trusted volunteer is capable of handling about 80% of Word Press out of the box.

Some other cool benefits of Word Press are that newest themes, which are easy to customize templates, have a feature called visual builder. The visual builder allows the appropriate team member to be able to easily edit already built pages or create new ones from the pre populated templates.

Elegant themes is one of my favorite and most recommended destination for Word Press themes if you happen to find yourself in need of a WordPress upgrade.

If you're interested in having a WordPress website built for your Non Profit, sign up your Nonprofit up for a free site and marketing audit:



FREE
Website
Audit

What could the power & ease of use with Word Press do for your Non Profit?

[SIGN UP](#)

End Part One...

First, I'd like to both thank and congratulate you for making it to the end of part one in this guide. I truly believe you've been armed with knowledge and a plan that can help you get more of what you want when it comes to leading your organization.

Secondly, be sure to go to this page and sign up for part two of this guide it's finished:

[Click here to access part two - MissionBoost.Org/part-two](https://MissionBoost.Org/part-two)