

Google for Nonprofits Application Checklist

Complete preparation checklist to get approved for Google Workspace, Ad Grants, YouTube Non-Profit, and Google Maps Platform

Before You Begin

Google for Nonprofits gives eligible organizations free access to Google Workspace, up to \$10,000/month in Google Search Ads, and specialized YouTube features plus Google Maps Platform. Review this checklist to ensure a smooth application process.

Phase 1: Verify Eligibility Requirements

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1. Official Non-Profit Status

Must be registered as a charitable organization in your country (e.g., 501(c)(3) status in the US, registered charity status in the UK/Canada).

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2. Ineligible Entity Check

Ensure your org is NOT a governmental entity, hospital/healthcare provider, or school/academic institution (educational orgs should use Google for Education).

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3. Active Website & Custom Domain

Your organization must have an operational website with detailed information describing your mission and activities.

Google for Nonprofits Product Benefits

Product	Key Features Included	Value
Google Workspace	Business emails (@yourdomain.org), Drive storage, Meet	Free / Discounted
Google Ad Grants	Text ads on Google Search to drive awareness	Up to \$10,000 / mo
YouTube Program	Link cards on videos, Creator Academy access	Free
Google Maps Platform	Display location data, custom maps, and route optimization	\$250/mo credit

Phase 2: Gather Required Documentation & Access



4. Verify Nonprofit Status with Google's Validation Partner

Google uses Goodstack (or TechSoup in certain regions) to verify non-profit status. Visit <https://www.google.com/nonprofits/> and click 'Get Started'



5. Administrative Google Account

Set up or select an official admin account to manage all Google for Nonprofits products centrally.



6. Official Tax ID / Registration Number

Have your EIN (US), Charity Number (UK), or regional tax identification document readily available for verification.

Phase 3: Submitting



7. Submit the Google for Nonprofits Request

In the Google for Nonprofits portal, sign in with your Gmail account, enter your organization's details, and submit for verification (typically takes 2–14 business days).

Next Steps After Approval (Items to be covered in

Activate Google Workspace

Log in to the dashboard, request Google Workspace, and complete domain ownership verification via DNS settings to route non-profit emails through Gmail.

Enroll in Google Ad Grants

Submit your website for safety checks, set up your Ad Grants account, and build your first compliant search campaign (maintain a 5% CTR to stay active).