

NMI Student/Volunteer Expectations

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| <p>What to expect</p> | <ul style="list-style-type: none">● You'll get hands-on experience building and running search campaigns in Google Ads; this does NOT include website design, or any tasks outside of Ad Grants campaign setup and optimization.● You'll gain valuable professional client management experience working with a real nonprofit.● Expect some potential delays in getting access to your nonprofit's account or getting meetings set on the calendar, depending on their availability. This is normal.● Expect that you won't know how to do everything perfectly the first time -- you're still learning! That is why we have a lot of resources and help options for you as part of this program.● You'll receive a Certificate of Completion at the end of the program once you've completed all program deliverables. |
| <p>What's expected of you</p> | <ul style="list-style-type: none">● Educate yourself in Google Ads by passing the certification exams and utilizing the NMI Student Toolkit for supplemental educational resources.● Set realistic expectations. This program typically runs anywhere from 8-12 weeks, so please set realistic expectations with the nonprofit as to what is reasonable to accomplish.● Be dedicated. NMI involves calls, video chats, etc. as well as multiple hours self-educating and optimizing the nonprofit account.● Communicate. You should have frequent communications with your client throughout the program, and there should never be a situation where your nonprofit is unaware of what's happening in their account.● Have Patience. Nonprofits have varying degrees of sophistication and ads knowledge, and are often short staffed, so coaching and patience is needed.● Be Responsive. Be sure to reply to clients' emails, calls within 2 business days.● Treat your nonprofit client with professionalism and respect. |

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| Mandatory Deliverables | <ul style="list-style-type: none">● Pass the Google Ads Search Certification Exam and the Measurement Certification Exam● Complete a Pre-Campaign Report and Post-Campaign Report |
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Introduction to NMI

Welcome to the Nonprofit Marketing Immersion! You're about to get unique, hands-on Google Ads and client management experience working with a real nonprofit that needs your help to get their message out to the world. This Google Drive Toolkit will be your go-to resource for everything you will need during your NMI journey. For a high-level overview of the NMI program, please visit our [website](#).

NMI is broken down into four main sections, described below. It is structured this way to reflect the four parts of a professional client partnership life cycle -- the same general structure that digital marketing agencies use when working with clients. Remember that when you participate in NMI, you will be working with a real-life nonprofit client who is depending on you to act professionally, be responsive, be accountable for your deliverables, and help guide them toward achieving their digital marketing goals.

1. Getting to know your client (1-2 weeks)

- Start by taking the time to understand your client's mission and needs
- Listen carefully to the goals they want to achieve, find out more about their existing digital marketing strategies, and create a Pre-Campaign Report for your nonprofit

2. Building campaigns that meet your client's needs (1-3 weeks)

- Apply the learnings from Section 1 to build campaigns that meet the needs and goals you discussed with your client
- Communicate with your client about your plans before making any changes in their account
- Make sure you are in regular communication with your client throughout the program. **Don't go silent on them for weeks at a time!**

3. Assessing and optimizing account performance (4-5 weeks)

- Run campaigns for at least 4 weeks and optimize account performance along the way
- Analyze whether the goals you set out to achieve in Sections 1 and 2 were accomplished during your partnership

- Create a Post-Campaign Report for your client that details the outcomes you achieved

4. Wrapping up your partnership (1-2 weeks)

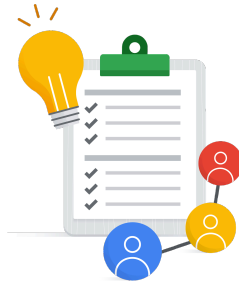
- Hold a closing meeting to review your Post-Campaign Report with your client so they know how to continue making progress after your partnership is over
- Thank them for the opportunity to work together and wish them well in fulfilling their important mission!

To understand how to navigate this Toolkit, please jump to the next document in this START HERE FIRST folder: [How to Navigate This Toolkit](#).

To understand the Student Expectations for NMI, please read the [Student Expectations](#) document.

Steps to Follow for NMI Registration

1. Please visit this link
<https://www.google.com/grants/get-help/nonprofit-marketing-immersion/>
2. Click I am Student/Volunteer
3. Click "[2. Register your team](#)" to register by team captain
4. Follow Instructions Provided by google
5. Use my mail id rouab.paul@unipi.it as advisor.
6. Fill Up team Captain Details.
7. Once Registration is done [log in](#) Here
8. After Login Team captain need to add other team members.
9. Google Ads Certifications: As the Team Captain, you must pass the [Measurement Certification](#) and [Search Certification](#) exams before you can request a nonprofit partner. Your team may work together to pass the exams, but the certification must be under your name, as registered Team Captain. Upload a PDF of either your Measurement or Search Certification below.



How to Navigate this Student Toolkit

To make things easy, we've broken this Toolkit into the same four sections outlined in the Introduction to NMI document. **If you have not read the [Introduction to NMI](#) document, please start there first and come back to this page!** Each section corresponds to its own folder with the same name and number.

In each folder you will find:

1. A checklist that outlines all the steps you should take, in order, for that section.
2. A subfolder with Guide and Materials you'll need to complete the checklist for that section.

Instructions for Navigating the Toolkit:

1. Start with the [checklist in Section 1](#) and complete all the steps in order. Refer to the Guides and Materials folder in Section 1 for supplemental resources you may need.
2. Once you have completed the checklist in Section 1, you can move on to the checklist in Section 2, and so on.
3. For any questions that arise during the program, please refer to the [Help & FAQs folder](#) before contacting the Google team for help. You can also find a lot of helpful resources and Google Ads Help Center articles linked throughout this Toolkit that may answer your questions.
4. To see a basic outline of what's in each section, please refer to the Table of Contents below. You can also navigate directly to each section by going back to the [home page of the Toolkit](#) and clicking on any of the section folders.

Toolkit Table of Contents: What's in Each Folder?

1. **Getting to know your client**

- [Section 1: Checklist](#)
- [Section 1: Guides and Materials](#)
 - Ads Manager Setup Instructions
 - Email Guide #1: Introduction + Set Up Kickoff Meeting
 - Call Guide #1: Kickoff Meeting
 - Google Ads Editor Instructions
 - How to Link Accounts with your Nonprofit
 - [Pre-Campaign Report Template 1](#)
 - [Pre-Campaign Report Template 2](#)
 - [Pre-Campaign Report Template 3](#)

2. **Building campaigns that meet your client's needs**

- [Section 2: Checklist](#)
- [Section 2: Guides and Materials](#)
 - Campaign Setup Guide
 - Conversion Tracking Guide
 - Ad Grants Policies
 - Making Ads Effective and Relevant

3. **Assessing and optimizing account performance**

- [Section 3: Checklist](#)
- [Section 3: Guides and Materials](#)
 - Account Optimization Guide
 - Measuring Campaign Performance
 - Performance Optimizations Troubleshooting Table
 - Post-Campaign Report Template

4. **Wrapping up your partnership**

- [Section 4: Checklist](#)
- [Section 4: Guides and Materials](#)
 - Email Guide #2: Set up a Closing Meeting
 - Call Guide #2: Closing Meeting

For Help during the Program:

[Help and FAQs Folder](#)

- How to Contact Us for Help
- Program FAQs