



NMI Program Overview and Student Expectations

Thank you for your interest in the Nonprofit Marketing Immersion! Click on the links below to jump to various sections of this document for more information about the program.

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What is NMI?

The Nonprofit Marketing Immersion (NMI) is a global program that matches university students who are studying digital marketing to nonprofit organizations that need extra support with their Google Ad Grants accounts. It is a unique opportunity for students to gain real-world experience in digital marketing while helping a nonprofit make an even bigger impact.

Program Overview and Timeline

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 deliverables, and help guide them toward achieving their digital marketing goals. Please only sign up for the program if you have the time to commit to completing all requirements.

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

- Start by meeting virtually with your client to understand their mission and marketing goals
- 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 Step 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

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

- Run campaigns for at least 4 weeks and optimize for account performance along the way

- Analyze whether the goals you set out to achieve in Steps 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!

We will provide you with a Student Toolkit that has step-by-step instructions for each of these four steps once you've registered, so don't worry if you have never worked with a client before!

Once your student team has been matched to a nonprofit, the program lasts approximately 8-12 weeks and can vary depending on the student and nonprofit experience level with Google Ads, as well as delays related to matching or scheduling. Note that it can take 7-10 business days to get matched to a nonprofit, so please factor this in when you register.

Student Expectations

The following table outlines what you can expect from this project, as well as what is expected of you. Please ensure you have read through this prior to beginning your partnership with your nonprofit client.

<p>What to expect</p>	<ul style="list-style-type: none"> → We'll match you to a nonprofit that speaks your language within 10 business days of your requesting a nonprofit. Once you're matched, you'll receive a confirmation email with your nonprofit's contact information. → You'll meet virtually with your nonprofit client to align on their mission and marketing goals. → 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.

	<ul style="list-style-type: none"> → 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 during that time. → Be dedicated. NMI involves calls, video chats, etc. as well as multiple hours self-educating and optimizing the nonprofit account. Please ensure you have the time to devote to completing the program before requesting to be matched. → 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.
<p>Mandatory Deliverables</p>	<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

Eligibility and Registration

To participate in NMI, you must be a current college or university student (undergraduate or graduate) and register under an approved professor or advisor. This can be a professor/advisor through a formal course, through a Marketing Club, through a Digital Marketing Bootcamp, or just on your own. Your professor will need to [register here](#) and get approved by Google before you can register as a student. Once your professor has been approved, one team member should register as a Team Captain using [this link](#). Student teams can have between 2-5 team members.

Please note that it can take a few days for professors to get approved, and it can take up to 10 business days to get matched with a nonprofit once you complete your Captain profile and submit a request to be matched, so plan accordingly when deciding when to register.

Contact Us

Throughout the program, you can reach out to our team through our [Support Request Form](#) or post a technical account question in our [NMI Forum](#). You can also refer to our FAQ section on our website or the Student Toolkit for answers to other common program questions.