GHPI-Organized, Healthspan Collaboration Groups

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi cursus lorem ut mollis mollis. Fusce ut purus ac orci sodales pretium non a libero. Proin nisi neque, vehicula quis imperdiet ac, efficitur vitae odio. Morbi efficitur tempor eros. Sed tortor elit, mattis et condimentum eget, congue sit amet tellus. Aenean quis viverra tortor. Maecenas sodales ut magna sed finibus. Vestibulum dictum ligula cursus orci commodo condimentum. In hac habitasse platea dictumst. Proin sodales eros nec turpis scelerisque, aliquam sagittis elit scelerisque. Fusce consectetur consectetur odio, elementum bibendum est efficitur vulputate. Nullam eu eros sit amet nibh elementum consequat id sed mauris.

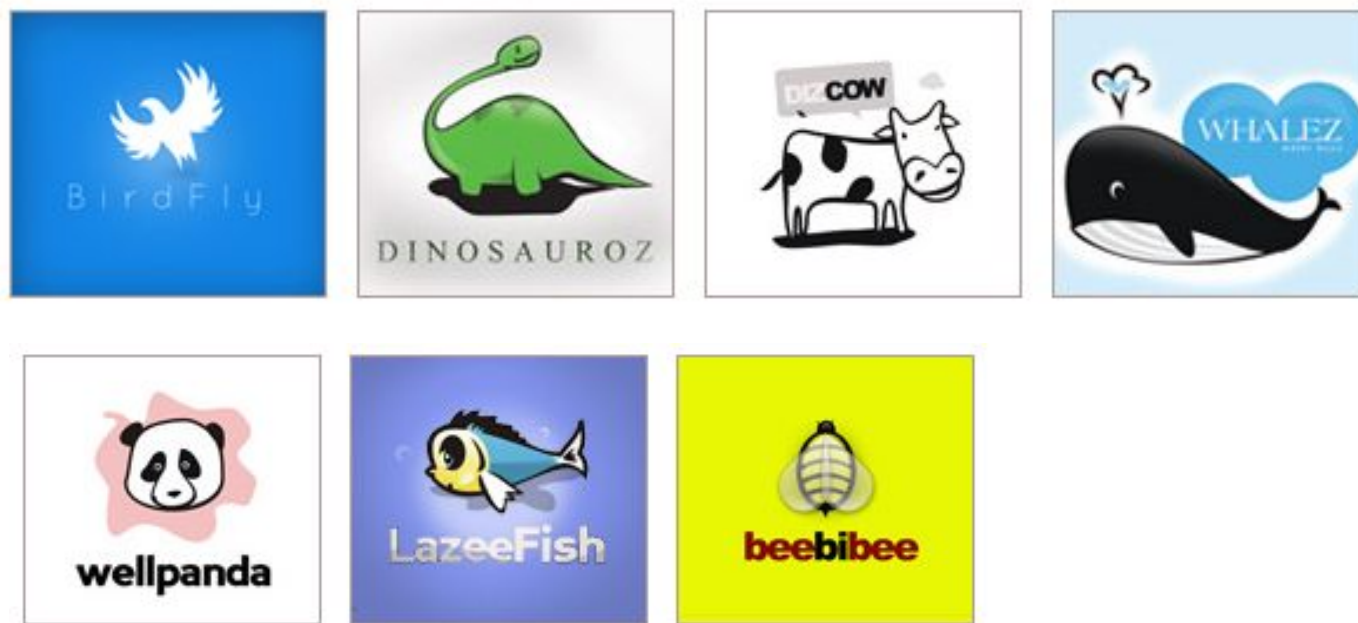*(Example page with placeholder logos)*

Collaboration Group 1
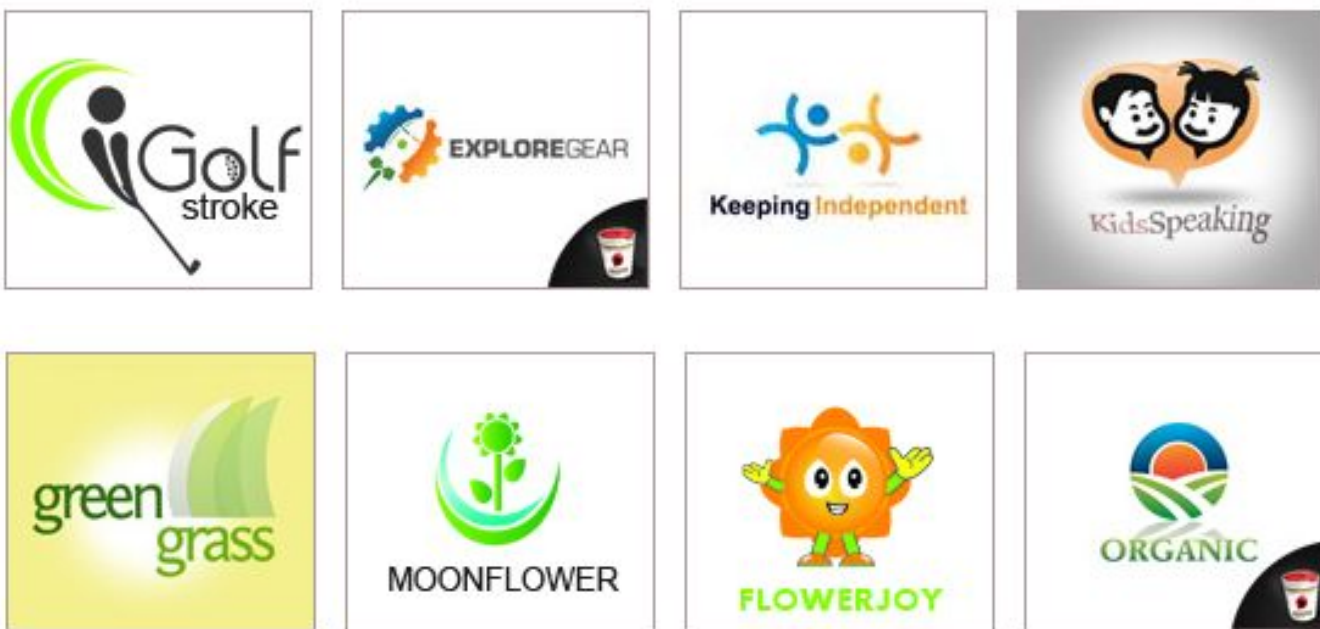Mission: Proin nisi neque, vehicula quis imperdiet ac, efficitur vitae odio. Morbi efficitur tempor eros.

Collaboration Group 2
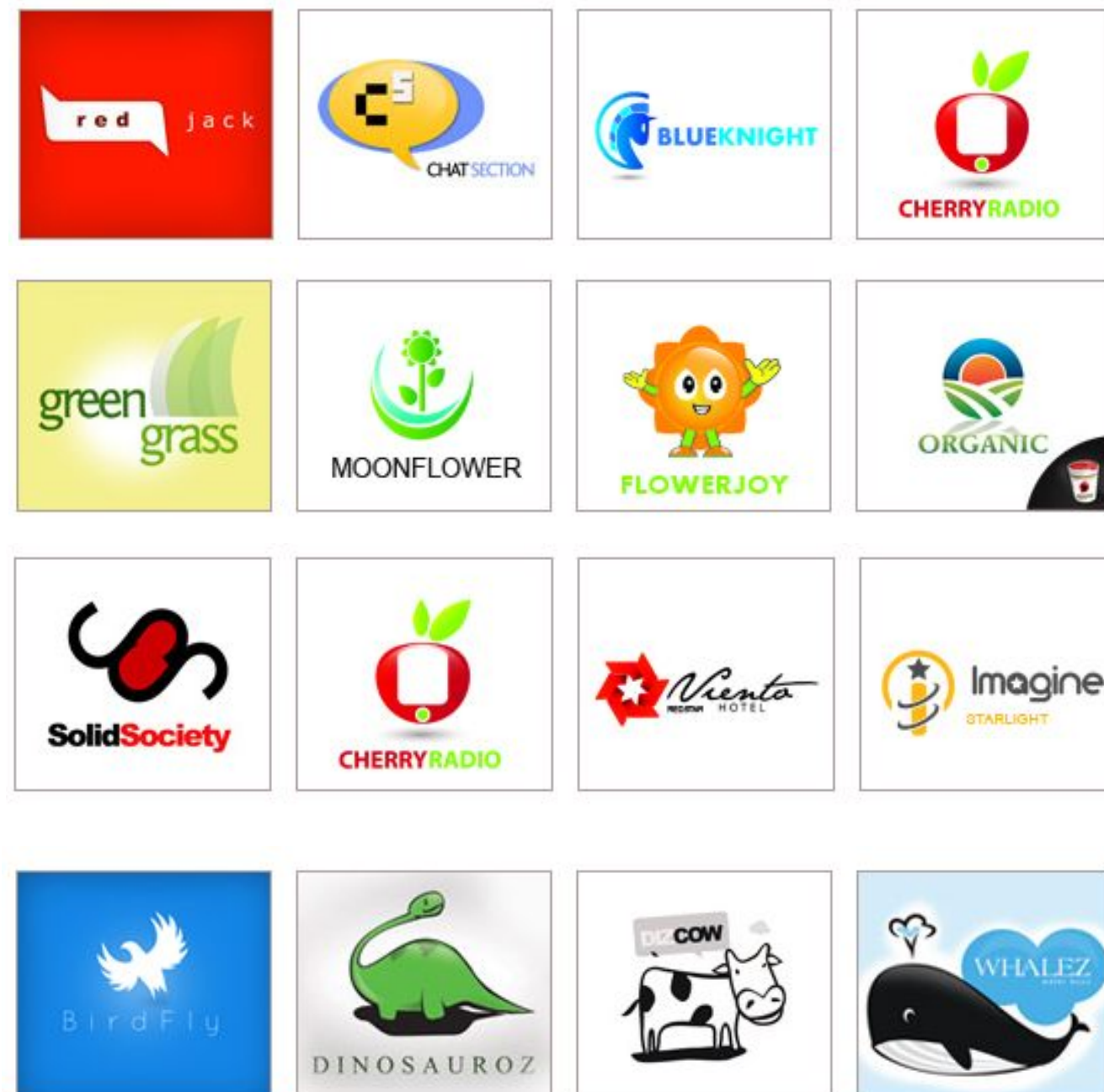Mission: Vestibulum dictum ligula cursus orci commodo condimentum. Morbi efficitur tempor eros.

Collaboration Group 3
Mission: Morbi efficitur tempor eros. Vestibulum dictum ligula cursus orci commodo condimentum.
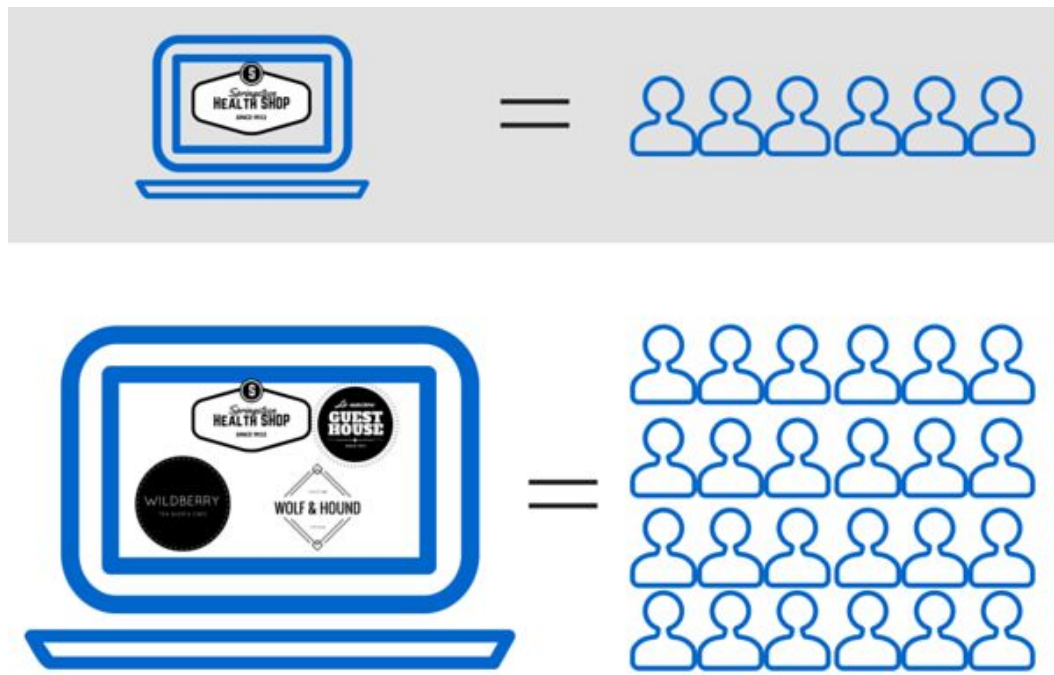

Collaboration Group 4
Mission: Proin nisi neque, vehicula quis imperdiet ac, efficitur vitae odio. Morbi efficitur tempor eros.

GHPI-Organized, Healthspan Collaboration Groups

Working together, non-profits can engage more constituents, faster.

Collaboration using AdWords and Ad Grants increases the amount and types of people being reached.

Through the collaboration program, all organizations, regardless of their existing visibility, will contribute equally and make the greatest difference possible.

- We will reach a broader audience than is normally attracted to one website, or
- Create a surge in attention during a short time period leading up to e.g. an event, fundraiser, or volunteer day.

Think of it as pooled leveraged results where each organization can directly benefit from the group's efforts and responses for any purpose… while the movement as a whole benefits alongside each member organization.

What are Google AdWords and Ad Grants?

In Google's own words, "In a nutshell, AdWords is Google's paid advertising product. Have you ever seen those ads that appear at the top or side of your screen? Those are Google AdWords ads that a company paid for so that people will notice their business whenever they're searching Google."

1.

When you do a Google search, ads appear with your search results,

They appear at the top and on the sides of the search results page.

2.

When a potential supporter clicks on the AdWords ad, they are taken to a landing page.

Learn More About AdWords

Google Ad Grants for Nonprofits is a grant program offered by search engine leader, Google, to eligible 501(c)(3) nonprofits.

Receive up to $120,000
For eligible non-profits to cover the cost of AdWords.

Increase Online Donations

Increase Event Attendance

Increase Newsletter Sign-Ups

Google AdWords Explainer Video

Read the article, **Online Advertising with Google AdWords Explained**, for a detailed explanation on Google AdWords.

What can an organization expect?

The greater the number of organizations that collaborate, the greater the increase in results and goals reached, as we will show, below. Every organization can have its own unique messaging, but the synergies between those collaborating will make the biggest difference possible.

Results from A Recent Case Study

BEFORE UPDENTITY
- Were receiving less than 250 website visitors per week
- Were not promoting its mission through the most commonly used search tool, Google
- Were often unable to tell what was of interest to supporters
- Did not have an online advertising budget

AFTER UPDENTITY
- Now receiving between 1,100 – 2,100 website visitors per week
- Now promoting its mission with online ads displaying to more than 150,000 potential new supporters per week
- Now experiencing between 1,100 – 1,400 individuals per week showing interest in their online ads causing them to click on them and travel to their website
- Now using approximately 100% of their weekly advertising grant budget

Read the entire Case Study here and **View Clients & Testimonials**

Get Better Results Through Collaboration

However, an organization that takes part in the collaboration program could see increased results during the time period that the collaborators are promoting that one organization. More details on how collaboration works follow this table.

	No Collaboration	Collaboration (based on 4 collaborating)	
Impressions per week	70,000 - 100,000	280,000 - 400,000	**Impressions** are the number of times your ads are displayed on Google.
Clicks per week	1,000 – 1,500	4,000 - 6,000	**Clicks** are the number of times people clicked on your ad and showing interest in your organization.

Collaboration Program Overview

Updentity has developed a program specifically for organizations involved with the healthspan initiative to unite their grant funds.

- Each organization involved in the collaboration program, regardless of size, will receive up to $10,000 per month in AdWords credits.
- All organizations will receive a year long **Awareness Campaign.** (AdWords services from Updentity with a purpose of creating ads to raise awareness about the organization's mission.)
- Participating organizations, the "collaboration group," will all allocate a pre-determined, designated portion of their advertising credits to be used towards the *one* agreed goal within a "campaign type" at a time.

Example Collaboration Campaigns

Event Promotion
Use this collaboration goal to promote an upcoming event. All organizations within the collaboration will have a campaign running with the purpose of promoting each other's upcoming event(s) or conference(s).

Newsletter Sign-ups
Use this collaboration goal to generate newsletter sign-ups. Over the course of the year, all of the organizations within the collaboration will have a campaign running with a purpose to gather emails. Those emails will be shared with all of those collaborative organizations.

Driving Membership
Increase awareness about your membership programs.

Crowdfunding
Meet your crowdfunding goals sooner.

Donations
Increase online donations.

Volunteers
Increase the number of people interested in volunteering for the organization.

Additional Campaigns Available Here

Just want to go it alone? Non-collaboration packages are available **here.**

What is the benefit?

There are usually "critical time periods" for any given type of campaign, whether it is the few months leading up to an event, fundraiser, etc. All organizations will be able to promote their own organization and additionally promote a common objective for agreed critical time periods. Combining a portion of the grant funds allows organizations to increase the grant amount to be used. For, example rather than an organization spending $5,000 of their monthly grant budget to promote an event or generate email sign-ups, if they had three other organizations collaborating, they could have $20,000 in one month towards promoting an event or newsletter sign-ups.

This can all be accomplished through the collaboration program at a fraction of the cost to run these types of campaigns -- or possibly no cost to your non-profit at all, if you engage our commercial sponsorship program, as well.

Updentity will handle all facets of the promotion including:

Grant Writing
- Applying for Google For Non-profits on your behalf
- Applying for the Google AdWords Grant on your behalf
  - Includes submitting necessary information about your non-profit
  - Adhering to Google's rules, as required by the Grant

Technical Support
- Setting up a Google Analytics account
- Setting up a Google AdWords account
- Creating an account to monitor landing pages
- Conversion code setup and tracking

Ad Writing
- Researching relevant keywords
- AdWords Campaign creation
- Creating relevant Ad groups as needed
- Writing text-based ads to be displayed on Google
- Continued keyword research and maintenance
- Continued ad research and maintenance

Landing Page Creation
- Creating a landing page for your collaboration initiative
  - Includes writing content, design, and development
  - A "call to action" on the landing page will encourage a conversion; users will sign-up or be directed to an appropriate page to take action
  - The page goal is to encourage new supporters to learn take part in your collaboration groups' specific initiative
- Creating a landing page to raise awareness
  - Includes writing content, design, and development
  - Each organization will receive a campaign, ads, and a landing page designed to raise awareness about the mission
  - The landing page will direct new supporters to the organization's home page

Reporting
- Reporting of click-through rate
- Reporting of conversions
- Analytics (website traffic) reporting
- Top performing keywords and ads
- Reporting the number of times your ads were displayed on Google
- Reporting the amount of ad grant money spent

Pricing

1 Organization, alone	4 Organizations in Collaboration	12 Organizations in Collaboration
Each organization gets: 1 Year Awareness Campaign 1 Regular Campaign Ongoing Branding $120,000 in AdWords credits Grant Setup Technical Setup Write Multiple AdWords Ads Develop Landing Pages Test Landing Pages Reporting	Each organization gets: 1 Year Awareness Campaign 4 Collaboration Campaigns Ongoing Branding $480,000 in AdWords credits Grant Setup Technical Setup Write Multiple AdWords Ads Develop Landing Pages Test Landing Pages Reporting	Each organization gets: 1 Year Awareness Campaign 12 Collaboration Campaigns Ongoing Branding $1,440,000 in AdWords credits Grant Setup Technical Setup Write Multiple AdWords Ads Develop Landing Pages Test Landing Pages Reporting
$3,780	$15,120	$45,360

Collaboration Campaigns

All members of the collaboration group will get one awareness campaign and one "collaboration campaign" to take part in the special program.

For all other campaign types: e.g. an event campaign runs for 3 months for the benefit of one organization, and a portion of all member's budget goes to promoting that one event. Then, another member gets the focus from the group for the next 3 months.

Special case: one newsletter for all can be promoted by all for an entire year. Each organization would have a landing page that advertises the one email list that all members will have access to. It'll be the member's choice on how to manage the outgoing email to the list. On each landing page, all members of the group will be mentioned so that subscribers that sign up on one site won't be surprised to receive content from the other 3.

Pricing

▶   Pricing for 1 Organization, Alone

▶   Pricing for 4 Organizations in a Collaboration Group

▶   Pricing for 12 Organizations in a Collaboration Group

Pricing

▼   Pricing for 1 Organization, Alone

- 1 Year Awareness Campaign
- 1 Regular Campaign
- Ongoing Branding
- Up to $120,000 in AdWords credits
- Grant Setup
- Technical Setup
- Write Multiple AdWords Ads
- Develop Landing Pages
- Test Landing Pages
- Reporting
- $3,780

▶   Pricing for 4 Organizations in a Collaboration Group

▶   Pricing for 12 Organizations in a Collaboration Group

Pricing

▶   Pricing for 1 Organization, Alone

▼   Pricing for 4 Organizations in a Collaboration Group

- Each organization gets:
- 1 Year Awareness Campaign
- 4 Collaboration Campaigns
- Ongoing Branding
- Up to $480,000 in AdWords credits
- Grant Setup
- Technical Setup
- Write Multiple AdWords Ads
- Develop Landing Pages
- Test Landing Pages
- Reporting
- $15,120

▶   Pricing for 12 Organizations in a Collaboration Group

Pricing

▶   Pricing for 1 Organization, Alone

▶   Pricing for 4 Organizations in a Collaboration Group

▼   Pricing for 12 Organizations in a Collaboration Group

- Each organization gets:
- 1 Year Awareness Campaign
- 12 Collaboration Campaigns
- Ongoing Branding
- Up to $1,440,000 in AdWords credits
- Grant Setup
- Technical Setup
- Write Multiple AdWords Ads
- Develop Landing Pages
- Test Landing Pages
- Reporting
- $45,360