



## Make a Difference uses Google Ad Grants to strategically grow their fundraising chapters internationally.

### MAD At A Glance

- Website: [www.makeadiff.in](http://www.makeadiff.in)
- Location: Bangalore, India

### Ad Grants Marketing Goals

- Build a network of volunteers
- Increase monetary donations
- Drive awareness about seasonal events

### Success Metrics

- Average 700K impressions a month
- 30K volunteer signups to date
- ~30% of site traffic from Ad Grants



“Ad Grants is a strong channel for international donations and also allows us to get early indicators of which countries MAD could expand our fundraising chapters to - based on the donations and interest we receive.”

-Gloria Benny

Managing Director, MAD

### Mission

Make a Difference (MAD) was established in 2006 and has operations in 23 cities in India. The organisation is based out of Bangalore, India and empowers children living in orphanages and street shelters to discover their true strengths and unleash their full potential. MAD provides creative learning spaces for these children and works to improve the quality of their education and career opportunities.

### Marketing Goals

Gloria, Managing Director of MAD, says “Google Ad Grants is a must have programme for all nonprofits, especially Indian nonprofits that are just getting online.” MAD uses their Google Ad Grants account to recruit passionate volunteers that can make a one year commitment to the organisation, raise awareness, drive online donations and identify and prioritize locations for international expansion.

### Impact of Google Ad Grants

Google Ad Grants has provided a free means of targeting not just MAD's existing operations in 23 cities, but the rest of India and the world. AdWords data shows which cities and countries have the highest interest in MAD and the organisation uses this data to identify where they should expand. In addition, Ad Grants allows them to build a network of volunteers that they would not be able to reach through traditional marketing methods. Approximately 20% of the organisation's total volunteer base are AdWords leads and approximately 30% of their website traffic comes from their Ad Grants campaigns.