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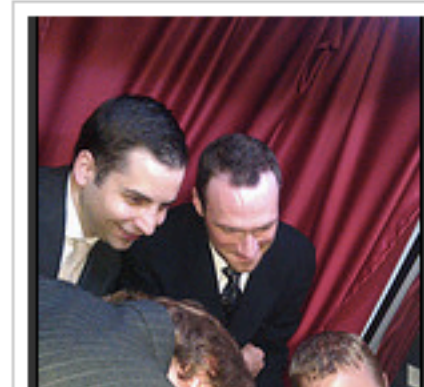
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Meta[Log in](#)[Valid XHTML](#)[WordPress](#)[« Are you likeable? Changes for Facebook pages](#)[NTC Reflections: How many Smart Phones does it Take to Make a Dinner Reservation? »](#)**Grants: They're Not Just for Google Anymore**Posted Monday, April 12th, 2010 at 8:00 am by [Amadia](#) (6 posts)

We here at Beaconfire have made no secret of [our love for the Google Grants program](#). It is an incredible resource that allows nonprofits to get \$10,000 per month worth of free advertising on Google and has resulted in some measurable success in [new supporter acquisition](#) and brand awareness. At the same time, Google gets advertising to fill less-competitive keywords and gets to improve it's reputation for corporate citizenship. So now that [Facebook traffic has surpassed Google](#), isn't it time for Facebook to develop a nonprofit grants program of its own?

A new Facebook page is asking that very question. [Call to Action: Launch an Ads Grants Program for Nonprofits](#) was created to encourage Facebook to create a nonprofit grants program. The page administrators note that nonprofits have put a lot of time and energy into promoting Facebook as an online gathering place for their constituents, building fan pages, online engagement tools, putting links on their websites and emails, and making initial forays into using Facebook ads. The page administrators are hoping a large number of people will become a fan of their page in order to demonstrate to Facebook the demand and support for such an effort.

Normally, we're not ones to jump on a bandwagon, but we've seen the good that Google Grants has done for many of our clients, and have really enjoyed working with organizations to [optimize their Adwords programs](#). Facebook's ubiquity and reach already plays a significant role in a nonprofit's online marketing toolbox, and a grants program could help many cash-strapped nonprofits grow their supporter base and build their brand online. We encourage you to become a fan of the [Call to Action: Launch an Ads Grants Program for Nonprofits](#) page and pass the word on to others!

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Categories: [Uncategorized](#). You can follow responses through the [RSS 2.0](#) feed. Both comments and pings are currently closed.

2 Responses to "Grants: They're Not Just for Google Anymore"**Jo Says:**

April 12th, 2010 at 1:33 pm

What a great idea! This could be a big help to so many nonprofits...

[Tweets that mention Grants: They're Not Just for Google Anymore | Beaconfire Wire -- Topsy.com](#) Says:

April 12th, 2010 at 10:39 pm

[...] This post was mentioned on Twitter by Detroit Diaper Bank, Society for NPOs. Society for NPOs said: Urge Facebook to Launch an Ads Grants Program - <http://bit.ly/diwPQa> [...]

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