



Google Grants Help NCOA Reach Seniors in Search of Benefits



During a two-month period in the summer of 2007, the number of BenefitsCheckUp® users increased to 30,000 or some 400 people a day. The increase was mainly due to a June 2007 Google AdWords grant.

BenefitsCheckUp®, NCOA's free online service, enables seniors with limited income and resources as well as those who care for or serve them to screen for and in some cases apply for federal, state and local benefits programs.

Designed for 501(c)(3) organizations, Google Grants is a unique in-kind advertising program that harnesses the power of Google's advertising product, Google AdWords, by awarding pay-per-click advertising to non-profits seeking to inform and engage their constituents online.

Google awarded NCOA an AdWords grant of \$329 per day, which is the equivalent of about \$10,000 per month in pay-per-click advertising. For every \$1 worth of AdWords advertising, NCOA estimates that a senior who signed up for benefits programs received, on average, \$73 in benefits – an ROI of 73:1. The estimated total value of benefits was over \$2 million. Assuming these individuals remain on these benefits for five years, the lifetime return on investment is 364:1 or about \$10 million.

NCOA hopes to continue maximizing grants such as the Google AdWords program to get every senior, especially those with limited income and resources, the benefits they qualify for. NCOA relies heavily on sponsorships, grants and donations to continue and advance its work.

Many older people need help paying for prescription drugs, health care, utilities and other basic needs. Ironically, millions of older Americans – especially those with limited means – are eligible for but not receiving needed benefits from existing federal, state and local programs. There are many public programs available to seniors in need if they only knew about them and how to apply for them,

including those that help with the cost of prescription drugs, health care, energy bills, or food or even those that can provide additional income.

Thanks to NCOA's BenefitsCheckUp[®], help is available for seniors and those who care about them. Launched in 2001, BenefitsCheckUp[®] is the nation's most comprehensive Web-based service to screen for some 1,550 benefits programs available to those 55 and over. Since its inception, BenefitsCheckUp[®] has helped two million older Americans determine eligibility for these programs and has identified nearly \$6 billion in public benefits support.

The National Council on Aging (NCOA) is a national non-profit organization based in Washington, DC. Its mission is to improve the lives of older Americans. NCOA programs help older people remain healthy and independent, find jobs, access benefits programs, and discover meaningful ways to continue contributing to society. Founded in 1950, NCOA has more than 3,000 members and regular engages with a community of 14,000 organizations and leaders to accomplish its work.

Partnering with BenefitsCheckUp

To discuss partnership opportunities with BenefitsCheckUp[®], contact:

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