



Better Angels Network Overview and FAQ

Public Democracy America (PDA) is a 501c3 whose mission is to create outcomes that engage and include communities that have traditionally been undervalued. Our work focuses on creating better and more diverse sets of data and providing important and accurate information to the communities often left out or behind with a more trustworthy narrative.

What is the Better Angels Network?

The Better Angels is a national network of values-driven 501c3 organizations collaborating to improve online and mobile spaces for undervalued communities in support of the common good. Participating organizations offer content that better serves the needs of undervalued communities and helps fill holes in data that contribute to algorithmic bias, facilitate spread of misinformation, and hide opportunities to better serve and more appropriately value these communities.

PDA supports the Better Angels through our audience insight data, network of partners, and technical assistance to groups in the Better Angels network. Better Angels is designed to be both accessible and affordable for nonprofits of all sizes, ensuring nonprofits supporting the common good and the communities we all serve can benefit from best-in-class data and digital communication tools.

Nonprofits who join the better Angels Program receive:

- Insights into the needs, goals, and priorities of their community,
- \$120,000/year in paid search ads to promote their programs and resources,
- Best-in-class ad targeting, ad creation, and management,
- Collective data insights and access to content and narrative from other local and national organizations in the Better Angels program.

How does it work?

Google provides qualified 501c3s up to \$10,000 per month in free search ads. PDA supports participating Better Angels through the application for this grant and then managing the monthly ad account. We help tailor your website to be most effective in the online space and then work with you to design or access content that will attract your target audiences to your resources. By optimizing the effectiveness of the search ad budget available and content you are advertising on, Better Angels partners collectively teach the algorithms that shape the internet/social spaces what content our communities need and that our communities matter.

What does my organization need to participate?

To sign up for the Better Angels Program please send an email to betterangels@publicdemocracyamerica.org with the following:

1. Attach a filled out and signed [Better Angels MOU](#)
2. Attach a copy of your organization's IRS 501c3 determination letter

How long will it take to start and what can we expect?

Once we confirm receipt of your documents and permissions, we will prepare your application for a Google Ad Grant and review your website to ensure it meets Google's destination standards. A member of our team will contact you to confirm submission of the application and schedule a content/strategy session to ensure ads are ready to run once the grant is approved.

Approval is a two-step process which includes verification by Google for Nonprofits that your organization qualifies for the grant, followed by an official application for the Google Ad Grant.

Applications are generally approved within 1-3 weeks, but can take longer if Google is slow or if there are any issues with destination content.

Our team will manage the application process and guide you through the strategy session to make sure we are ready to optimize your grant when awarded.

Once the program starts, we will regularly check in to ensure ads are being adjusted to meet changing organizational needs, share reports, and highlight any insights that we feel might inform broader organizational strategies or especially significant outcomes you might want to include in funder reports or other grant applications.

What happens to my data/how is it protected?

We do not use personally identifiable information in this program. Any data streams and/or information created through this program will not be made available for commercial, political, or other not approved purposes. No organizational-specific audiences or lists are collected or shared.

We do use aggregate data to deliver insights as part of the Better Angels program and general work that PDA completes. For example, insights from a health nonprofit's campaign might uncover keywords around medical debt that an economic access nonprofit can use to improve efforts to combat predatory lending.

PDA will make available all metrics and analysis to our partners from their individual grants and will consult with them on appropriate future uses of data for their community engagements.

What is the cost to be a Better Angel?

Better Angels partners pay an annual subscription of \$10,000 to offset administration and a portion of the staffing required to run all the ad campaigns. With that investment, your organization can access up to \$120,000/year in advertising.

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (“MOU”), is made and entered into effective as of the Effective Date (hereinafter defined) by and between Public Democracy America, Inc. (“PDA”) and _____, a qualified 501(c)3 nonprofit organization hereinafter known in this document as (“Organization”),

PDA and the Organization are each a “Party” and are sometimes hereinafter referred to as the “Parties”.

Parties understand and agree to partner and collaborate and support mutual efforts as follows:

1. OVERVIEW

- a. The Organization agrees to become a participant in the Better Angels Program (“Program”), managed by PDA and further agrees to supply PDA with necessary information, account access, and materials
- b. PDA will set up and manage Organization’s Google Grants account and assist with strategic content creation and website traffic.
- c. The Organization will provide PDA with all of the resources necessary to carry out a successful digital campaign, which includes but is not limited to, full control of Google AdsWords account, access and permission to create digital content, and cooperation with strategic content planning.
- d. The Organization agrees to pay PDA a \$10,000 annual subscription starting on the date of signature until either party terminates the agreement in accordance with the Terms of Agreement clause below.

2. DATA COLLECTION/PROTECTION

- a. The Organization’s data created through this program will not be used for commercial, political, or other not approved purposes. Membership, funding, and organization-specific audience segments will not be shared with other Better Angel partners, but more generalized behavioral and interest data may be used by PDA to improve the Better Angels Program’s goals of ensuring each 501c3 partner is best serving their community.
- b. PDA will make all metrics and analysis through this campaign available to the Organization and will consult with them on appropriate future uses of data for their ongoing community engagements.
- c. PDA will use aggregate data insights to improve the Better Angels Program and support Better Angel partners in identifying unmet needs and better answers for the communities they serve.

3. **ONLINE/DIGITAL ADVERTISING:** An important component of the machine-learning process and other strategies described above is the digital advertising targeting and process. To ensure program success and the best results for the Organization, PDA will serve as the Organization's digital advertising partner for ad creation and targeting. This includes, but is not limited to developing ads, setting ad pay-per-click limits, and ad bidding strategies.

- a. This partnership will utilize the [Google Grants Program](#), where every federally certified 501c3 is eligible to receive up to \$10,000/month in free google Ads. This Google Grants Program will not directly give out monetary contributions, but rather provides credits that enable certified nonprofits to spend up to \$10,000/month on their Google Ads.
- b. PDA will work with the Organization to construct detailed and targeted online advertising.
- c. PDA may provide additional services including but not limited to training, content and AI services, and digital advertising based on the client's request.

4. NON-DISCLOSURE AGREEMENT

- a. For the purpose of preventing the unauthorized disclosure of Confidential Information as defined below, the parties agree to enter into a confidential relationship with respect to the disclosure of certain proprietary and confidential information.
 - i. For purposes of this Agreement, "Confidential Information" shall include all information or material that has or could have commercial value or other utility in the business in which the Disclosing Party is engaged.
 - ii. The non-disclosure provisions of this Agreement shall survive the termination of this Agreement and Receiving Party's duty to hold Confidential Information in confidence shall remain in effect until the Confidential Information no longer qualifies as a trade secret or until Disclosing Party sends Receiving Party written notice releasing Receiving Party from this Agreement, whichever occurs first.

5. TERMS OF AGREEMENT: Client agrees the term of this agreement will be for one year. The agreement will automatically renew one year from the date the agreement is signed unless a written notice of either party's intent to the other that they will not be renewing is provided 45 days prior to the annual renewal date.

6. ADDITIONAL TERMS:

- a. Both signatories, by signing below, establish they are authorized and empowered to sign the following agreement.

PUBLIC DEMOCRACY AMERICA:

Name: _____

Title: _____

Signature: _____

Date: _____

ORGANIZATION:

Name: _____

Title: _____

Signature: _____

Date: _____