

# OHC MULTI-YEAR GRANTS

## ADVERTISING GUIDE



Examples of sample advertisements are below which should be adequate for posting on Facebook, Instagram and Twitter. Ads are slightly more strict in their messaging guidelines as opposed to social media posts, which can generally contain more text below the images.

## SUGGESTED AD TEXT



### AD EXAMPLE 1

#### Main Message

#### Facebook (FB) Ad Template

**HEADLINE**  
Up To \$X,XXX Off Jewish Camp

**PRIMARY TEXT**  
New multi-year One Happy Camper® grants of UP TO \$X,XXX are available for both first-time and returning campers!

**DESCRIPTION**  
Apply: [OneHappyCamper.org](http://OneHappyCamper.org)

#### Instagram (IG) Ad Template

**HEADLINE**  
Up To \$X,XXX Off Jewish Overnight Camp

**PRIMARY TEXT**  
[OneHappyCamper.org](http://OneHappyCamper.org) #JewishCamp

New multi-year grants of UP TO \$X,XXX are available for both first-time and returning campers!

#### Twitter (TW) Ad Template

**PRIMARY TEXT**  
[OneHappyCamper.org](http://OneHappyCamper.org)

New multi-year One Happy Camper® grants of UP TO \$X,XXX are available for both first-time and returning campers! #JewishCamp

Give your child the summer of a lifetime with the confidence of knowing it is a gift you can give year after year.

### AD EXAMPLE 2

#### Need-Blind Message

#### Facebook (FB) Ad Template

**HEADLINE**  
Up To \$X,XXX Off Jewish Camp

**PRIMARY TEXT**  
Need-blind and multi-year One Happy Camper® grants of up to \$X,XXX are available for eligible campers!

**DESCRIPTION**  
Apply: [OneHappyCamper.org](http://OneHappyCamper.org)

#### Instagram (IG) Ad Template

**HEADLINE**  
Up To \$X,XXX Off Jewish Overnight Camp

**PRIMARY TEXT**  
[OneHappyCamper.org](http://OneHappyCamper.org) #JewishCamp

Need-blind One Happy Camper® grants of up to \$X,XXX are available!

#### Twitter (TW) Ad Template

**PRIMARY TEXT**  
[OneHappyCamper.org](http://OneHappyCamper.org)

Need-blind One Happy Camper® grants of up to \$X,XXX are available for first-time campers and multi-year grants for eligible returning campers!

Give your child the summer of a lifetime year after year.

## PLATFORMS

### Facebook (FB) Ad Template

Primary Text: 125 characters  
Headline: 27 characters  
Description: 27 characters

### Instagram (IG) Ad Template

Primary Text: 125 characters  
Headline: 40 characters  
Maximum Number of Hashtags: 30

### Twitter (TW) Ad Template

Maximum Number of Characters: 280.  
**Note:** each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.)